

Analyzation of Relationship Between Social Media Platforms and Star Worshiping Behavior Through Cases and Make Suggestions

Weilin Zhu^{1,a,*}

*¹Shanghai Pinghe School, Shanghai, 201100, China
a. 20203602@stu.hebmu.edu.cn*

**corresponding author*

Abstract: In the era of popular social media, celebrity worshipping behaviour has also changed with the advancement of social platforms. This article examines the relationship between social media platforms and celebrity worshipping behaviour and influences. Study the interactions and relationships between social platforms, fans, celebrities and people who do not worship a celebrity. This article will be based on two cases: the Lisa Crazy Horse Show incident and the Chinese celebrity fans reporting website. This article will use these two cases to analyze the pros and cons of social media star chasing from the perspective of real life and online platforms. Finally, this article will focus on four aspects and give some suggestions: social media supervision, companies' restrictions on celebrities' behaviour, celebrities' supervision of their fans, and fans' suggestions on the caution of speaking on social media. However, these suggestions also have some drawbacks, such as controlling the extent of these restrictions and not restricting people's freedom of speech. Moreover, it is difficult to ensure that companies and celebrities implement supervision.

Keywords: social media, celebrities, fans, star worshipping

1. Introduction

Nowadays, fan culture is becoming more and more popular, and many fan groups have emerged in society, for example, the Chaohua system in China's social media Weibo. Each star has a separate Chaohua, and fans of these stars will gather in this Chaohua, discussing the star's new series, new endorsements, and more. Interaction between fan groups like Chaohua is very frequent on social media. Whether it is interactions within a group due to common interests or conflicts between different groups, the convenience of communication in social media has become an efficient way for fans to attack each other.

Although the current related research is large in volume and there are many studies, previous studies were conducted earlier and focused on fan reactions in specific regions under specific fan cultures. Nowadays, the times are changing and iterating at a fast pace, and the ways to chase stars are becoming more and more abundant. For example, in the past, fans could rarely learn about the latest celebrity activities through social media, but more through news and other platforms. Therefore, newer research is needed to support their findings. Secondly, the current discussion is more based on quantitative research, and for the connection between star-chasing behaviour and social media, the

use of qualitative research can further enrich the research content and better understand the relationship between star-chasing behaviour and social media.

According to the existing literature, this article will be based on domestic and foreign star cases and analyze the above cases one by one. Give suggestions from multiple aspects such as social platforms, companies, celebrities, and fans. Hopefully, we can create a healthier star-chasing environment on social media.

2. Background and Cases

2.1. Background

The development and invention of social media have both positive and negative effects on users. Social media has created stronger emotional bonds between users, even though users themselves did not realize it; these strong emotional bonds further facilitated the relationship of users who did not know each other's real identity [1]. Social media also provides a platform for people to share their everyday lives and obtain emotional value. Hence, it helped build intimacy and let people overcome pressures [2]. However, people also get easily addicted to social media, which would cause mental issues and let academic records to show negative growth [3].

2.2. Case Analysis

2.2.1. Case 1: Lisa's Participation in Crazy Horse Paris

In 2023, a famous Korean idol called Lisa, who has 99.21 million followers on Instagram, participated in Crazy Horse Paris as a performer. However, Crazy Horse Paris is a show that treats women like the commodity and shows no respect for women [4]. As a public figure with a huge fan base, her actions undoubtedly spread Crazy Horse, especially since she has an immense proportion of fans who are teenagers who have not developed a mature mindset. Lisa also posted pictures taken at Crazy Horse on Instagram, receiving tens of millions of likes. This is certainly an attempt to entertain an inappropriate show like Crazy Horse through social media. After that, Lisa posted an advertisement for the product she endorsed on Instagram, but it can be seen that the shooting of this advertisement was very crude. She shot it by herself at home wearing her own clothes.

2.2.2. Case 2: Reporting Behaviour of a Chinese Celebrity's Fans and Content Removal

In 2020, a writer posted an article that is based on a Chinese celebrity. However, the content of this article infuriated fans of that celebrity. Therefore, these fans decided to report that article and a large number of websites headed by Archive of Our Own(AO3), a non-commercial, non-profit fan works hosting website. Hence, the next day, most of the works on these websites was forced to be removed. This infuriated the creators and audiences of these works; they aligned together and objected to the bands, movies, and television shows that contained this celebrity. A few days later, the star's company and famous fans spoke out, but the star still refused to respond. This behaviour caused heated discussions about fandom culture and fandom behaviour.

3. Analysis

3.1. Impact on Environment of Social Platforms

This part will analyze some potential effects that posts of celebrities and comments of fans have on social platforms. To begin, this article used the case of Lisa posting pictures of Crazy Horse Paris on Instagram. Since the pictures she posted received tens of millions of likes and hundreds of views on

Instagram, these pictures would appear many times on Instagram and be spread on other social platforms, seen by people of different gender, age, social standards, and values. These inappropriate pictures could largely influence the atmosphere of Instagram since the majority of people will talk about it. From another perspective, social media and social platforms are also a resultful way for celebrities to post commodity endorsements, such as by posting pictures of them wearing clothes from that brand and attending banquets held by that brand. This could enhance the popularity of the celebrity and the brand. Celebrities promoting brand endorsements on social media increase fans' purchase intentions and build relationships between fans and celebrities[5]. In case 1, Lisa's rough pictures of promoting a commodity would arouse fans' worry and people's distrust of that brand.

In the second case, the action of the celebrity not saying anything even though he already knew what was happening, invisibly increased the impact of this incident. This is because celebrities' activities on social media will affect fans' views on happiness, quality of life, and life relationships in real life. Fans' happiness index decreases in real life, which further leads to venting their dissatisfaction on online social platforms, leading to a vicious cycle [6]. From the fans' perspective, because they believe that their idols are being treated disrespectfully, in order to protect the interests of their idols, they make excessive remarks on social media. However, they actually did not realize they were over-agitated when trying to maintain the image and reputation of that celebrity. These extreme and even offensive comments would disturb people who did not understand the circumstances and affect the environment of social media.

3.2. Celebrities Involved in Uneccesary Trouble

In the first case, it is Lisa's freedom to decide to participate in Crazy Horse Paris. As a Korean idol, even though she has a large number of fans, she needed to obey every single instruction from her company. In order to stay in people's vision, she needed many opportunities that she could expose in front of the audience. For her, Crazy Horse Paris is one way that she can maintain her exposure. Going to Crazy Horse Paris could just be part of her job that she has to do. It is the social media that overexaggerates her intention to join Crazy Horse Paris to disseminate performances that are detrimental to physical and mental health and the formation of values.

In the second case, in that article based on the celebrity, that celebrity was innocent. He was just doing his job step by step when he got involved in this dispute caused by his fans and others who did not even understand the situation. Since social platforms spread information quickly, his fans got the news immediately. Due to social media, his fans were able to contact each other easily even though they were in different locations and form an alliance to report these websites. It also led to the termination of his business cooperation, and he also had to bear the public opinion caused by not speaking out.

3.3. The Influence of Fandom Culture on Fans

There are a few influences that fandom culture and social media have on fans, and this article will focus on two aspects of the influences: online interactions and daily life. In the first case, when fans first see the pictures Lisa posted, they will be curious about Crazy Horse Paris, hence searching for it online. Due to the algorithm, they will receive various articles and photos related to Crazy Horse Paris. Especially for young fans who have not developed a mature mindset, fans would believe Crazy Horse Paris is an appropriate show when they see videos that defend it and know their idol had attended it, since fans' personal thoughts and feelings are supported by that fan community, which is organized through the celebrity's persona [7]. From a real-life aspect, when these fans are visiting Paris, they would think about Crazy Horse and would go in and have a look. Also, when talking about

entertainment and performances in real- life, they would consider Crazy Horse since they have been receiving information about Crazy Horse on social media.

In the second case, fans lose their minds when defending the rights of their idols, and when there is a large group of people supporting them, they are more likely to lose their ability to think independently. Soon, with support from other fans, the feud would turn into personal attacks. Fans interact with other fans through text on social media, changing their perception of their identity in social media [8]. This is because personal attacks have been common among the fan community, and most fans do not realize that they are doing something wrong, which ultimately leads to these fans unconsciously attacking people online. From the perspective of real- life, Fans use many cyber-languages when defending their idols, and they unintentionally use Internet slang in real life. This behaviour could easily lead to misunderstandings [9].

4. Suggestions

Based on the circumstances analyzed above, some actions should be taken. First, media platforms should impose more detailed restrictions on published articles. Media platforms are often the last part of the defence against inappropriate content. Hence, they need to develop more reasonable rules. Artificial intelligence can be used for detection when necessary. For some content that is difficult to judge whether it is reasonable or not, they can use text to remind people to pay attention to judge whether this is appropriate or not. Second, the contract between the company and the celebrity is a legal and effective tool to ensure that the celebrity does not perform unsuitable actions that would harm both themselves and their fans. Companies could add more specific terms in contracts to prohibit these celebrities from unsuited actions. Third, celebrities should usually inspire adolescents in a positive way [10]. As a person that fans worship, they need to take the responsibility of managing their fans. They should not always let the company or leader of fans stand out for them. They should have the awareness that they should be the person to stand out. As for fans, they themselves should also be clear that they should not act over aggressively. When they feel their idol is being offended, they should think rationally first instead of venting their dissatisfied emotions with inappropriate comments.

To sum up, a healthy and beneficial online communication environment requires the efforts of many parties. Celebrities and fans should be aware of the impact of their actions instead of relying entirely on the regulatory system of social media platforms.

5. Conclusion

The research in this article concludes that individual fan behaviour is closely related to that of fan groups since fans can easily contact each other through social media. The use of social media can also bring fans and idols closer together, allowing them to interact easily regardless of geographical distance. The company is an important aspect of supervising the behaviour of idols. They set rules for idols to abide by. Social media is undoubtedly the most important part and is an important link that promotes communication and conflicts.

This article makes suggestions to social platforms, companies, idols, and fans. Nowadays, most people focus on the supervision of social platforms, but relying solely on social platforms is not enough. After all, it is difficult for the regulations given by social platforms to achieve a balance between not restricting freedom of speech and effective supervision. To sum up, this article puts forward novel and effective suggestions for maintaining a healthy environment on social platforms. Only with the joint efforts of social platforms, companies, idols, and fans can the benefits of star-chasing behaviour on social media outweigh the disadvantages.

However, the research in this article also has some limitations. For example, this article only studies two cases, both celebrities from Asia. If more cases could be added, the analysis part of this article would be more concrete. Secondly, the fan groups of these two celebrities are relatively young people, but when studying the fan groups, this article also need to pay attention to people of different ages and nationalities. This article also has some prospects for the future. This article hope that the suggestions put forward can be effectively implemented and can provide people with a healthier star-chasing environment. Through social media, they can reduce the stress in life by watching their favourite celebrities rather than by being unfriendly comments to let off steam.

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