

The Influence of Idol Groups on the Cultivation of Fan Values from the Perspective of Fan Economy

Jiaqi Tian

Yangzhou High School of Jiangsu Province, Yangzhou, Jiangsu, China

wanglin@ambrightgroup.com

Abstract:

In recent years, the problem of cultivating mass values caused by idol groups from the perspective of fan economy has received extensive attention. However, there are still deficiencies in the transmission of false values of idol groups and how to improve such problems. This paper analyzes the correct and wrong guidance of idol groups in the cultivation of values, as well as the enlightenment and suggestions from the perspective of fan economy. This paper analyzes and concludes that the correct value guidance of idol groups for fans mainly focuses on songs and their behaviors, but the wrong value guidance for fans and the masses exists at the ideological, psychological, behavioral, and cultural levels. Based on this, this paper puts forward the following suggestions. First, idol groups and their companies should manage and restrain idols in their work and daily behaviors to avoid the transmission of incorrect values. Second, fans should not overly and blindly worship idols, which leads to the distortion of their values. Third, society needs to reduce the exposure and attention to idols.

Keywords: Idol groups; fan values; fan economy

1. Introduction

In recent years, the development of the idol entertainment industry has gradually matured, and idol groups have become the favor of many, especially young people, which has also derived the fan economy and fan culture. Research shows that nearly a quarter of young students are chasing stars [1]. However, the popularity and worship of idols by young fans has greatly affected their values, and this blind trust in idols has led many people to see their people as role models to emulate, and to follow and imitate their

behavior or way of dressing with what they have said. Many fans tattoo their idol's words that inspire them. For example, when idols disclose the weight of their ideal other half, they desperately try to lose weight. Or, buy the same style when your idol wears a piece of clothing. This heavy dependence on idols leads to their values being easily influenced by idols. In some extremely serious cases, some fans will also do acts that damage their own or others' bodies for the sake of their idols, such as self-harm, assaulting others, etc. In previous studies, researchers mainly

focused on the reasons for the success of idol groups and their impact on the fan economy, focusing on how the influence of idol groups will drive the fan economy derived from them, as well as the operation of the capital behind idol groups. This paper focuses on the positive values conveyed by idol groups, some problems in the formation of fan values from the perspective of an economy, and some enlightenment and suggestions. These studies are conducive to helping fans and society better understand the problem of cultivating the values of the idol industry under the fan economy.

2. The Transmission of the Correct Values of Idol Groups

Because of the influence of idols themselves on society and great social attention, many idols actively convey positive values to society. They convey an optimistic value to people, either through their actions or through their music albums or film and television works. The purpose of this is either to guide fans through their influence or to attract more attention in line with the trend of the times, etc. [2]. But in any case, this has had a certain, positive impact on society and correct value guidance, in terms of social development and the physical and mental well-being of fans.

2.1 The Correct Values Conveyed by the Idol Group in Their Songs

To express their inner thoughts or gain attention, many idols will guide positive values in their group's music albums, which is one of the reasons why many fans are willing to pursue them and worship them. According to a study called "The Impact of Kpop Idols on Students' Lifestyles", idols' talent and songs have always been one of the important reasons why fans love idols, and they are willing to actively vote for idols to help them win awards [3]. In recent years, there have been several main categories of positive value transmission in the music of idol groups: the first is respect for women. In male idol groups, this respect is usually expressed in high praise for women, such as complimenting them on their beauty, or conveying that women deserve better, that women are perfect, that women should not be influenced by the world's words or pedantic rules, or that women deserve the best love, etc. [4]. In girl idol groups, this respect is reflected in the voice of injustice suffered by women. For example, reprimanding women for body shaming, filthy language, and sexual harassment of women, reprimanding pedantic ideas that bind women, and so on. This is a large-scale feminist movement in society triggered by the trend of "New Women", which has become the "traffic password"

of idols to speak out for women's rights [5]. The second is to speak up for a social phenomenon, such as a serious accident with heavy casualties, or an event that has a huge negative impact on society, or to spread good people and good deeds in society. Whether it is because of the manipulation of public opinion by the capital behind the idol group, or its dissatisfaction or praise of social events, this greatly affects the psychology of fans, guides the correct values of fans, and also regulates the social system to a certain extent. The third is to spread the concept of positivity and a good life. This is mostly conveyed by idol groups in most songs, such as loving the world even if life is not good, or enjoying the present and embracing tomorrow. This optimistic value has inspired many fans, especially some with pessimistic mental illness.

2.2 The Correct Values Conveyed by Idol Groups in Life

Not only the song album of the idol group but also the behavior and words of the idol group in life can also affect the establishment of fans or social values. This is a phenomenon caused by the excessive attention of fans and society to the idol itself, and a slight point in the words or behavior of the idol will also be magnified and interpreted. The positive impact of excessive attention to idols is that the correct value orientation of idols will have a great impact on fans and society. In terms of speech, for different groups, the words of idols will always make them no longer confused or inspired. For example, some idols will always urge student fans to study hard and not waste a lot of time in live broadcasts; For confused young people, they will also encourage them to live actively. For fans who are desperate to pursue their idols, this kind of persuasion and encouragement is extremely useful, even if it is just a few words to express love, it can greatly motivate fans; In terms of behavior, the idol itself has some good behaviors, such as being polite to the staff, being kind to juniors, and the team cohesion ability that is most sought after by fans. The ability to build a team is also known as the "team spirit", and how the idol group's teammates are friendly to each other and the act of working together also provides fans with a positive value. At the same time, idols' enthusiastic behavior of training hard to improve their abilities for their dreams has greatly encouraged fans, and many fans will choose to chase their dreams because of idols [6]. At the same time, the positive life state and youthful psychology conveyed by idols in life also provide a positive value concept. Many fans will get better psychology and life by imitating their idols' infectious smiles and the confident and generous state they convey. At the same time, the love for idols and the common hobby of chasing stars

will also lead to the expansion of the social circle, and many fans will practice dancing and singing for idols, participate in offline activities, and make many like-minded friends.

3. Negative or False Values Transmitted by Idol Groups

In terms of the idols themselves, they are not perfect human beings. Either because the idol's values are incorrect, or because the idol is not standardized in his behavior, the idol will also convey a negative and incorrect value concept in some cases, such as saying some controversial words and doing some behaviors that violate social laws. However, due to poor handling or the huge influence of the idol itself, it will lead to a "ripple effect" among fans. The "ripple effect", also known as the imitation effect, was proposed by United States educational psychologist Jacobkounit. The "ripple effect" refers to the tendency of an individual to unconsciously and spontaneously cause similar actions, opinions, and emotions in an uncontrolled situation, especially those of the person being worshipped. At the fan and social level, out of excessive attention and pursuit of idols or some extreme psychology, to amplify and interpret every behavior and every sentence of idols, which leads to the spread of negative concepts and incorrect values, it is also a common phenomenon in the fan circle. So sometimes, even some unconscious behaviors of idols, such as beauty, figure, or some unintentional words, will lead to large-scale social dissemination and imitation by fans. These can ultimately lead to negative ideological, psychological, and economic effects on fans and society.

3.1 Ideological and Psychological Level

Due to the particularity of the generally young age of the fan group, their ideology is more likely to be affected by the behavior and words of idols, the most serious of which is aesthetic problems. Because of the particularity of their profession, idols usually maintain a slender figure and good looks, which also leads to fans who follow them deliberately or unintentionally to imitate their body shape and appearance but ignore their conditions. At the same time, because of his love for idols, when idols inadvertently reveal the figure and appearance they love, they will also imitate them intentionally or unintentionally. For example, many fans go crazy to lose weight to achieve the ideal weight of their idols or idols, but they ignore whether their conditions and physique are suitable. For another example, many fans will blindly choose their idol's makeup, hairstyle, and dressing style to dress themselves, resulting in a lack of aesthetics [7]. Even more choose to

use plastic surgery and other deformities to change themselves, to achieve the effect of being close to idols. This kind of deformed aesthetics caused by the pursuit of idols is followed by a negative impact on social aesthetics, making people pursue white and thin beauty too much, resulting in a series of psychological problems such as body anxiety and appearance anxiety, and even a series of physical problems, which have wrong values transmission and negative social concepts for people. In terms of ideology, some controversial behaviors and words of idols will also bring fans negative values to the transmission. Thanks to the great attention of society to idols, the behavior and words of idols will also become a model for society. However, due to the disqualification or controversial behavior of idols, such as smoking, drinking, getting tattoos, violating traffic rules, and other behaviors that violate public order and good morals or laws, due to the young age of their fans, it will cause fans to imitate, maintain, etc., and thus play a negative role in the development of society. At the same time, in the era of the growing number of idol groups, the popularity of many idol group members does not rely on outstanding ability and excellent business strength, but on the marketing of capital and entertainment companies, and the truly excellent idol groups are buried. When this happens, it will lead to the wrong values of fans and society, and then hard work will not succeed, or the wrong values can succeed without effort. Due to the young age of the fan base, the pursuit of idols often leads to blind and extreme star-chasing psychology, which has a serious negative impact on themselves and society. For the psychological aspect of fans, excessive idol worship leads to a great psychological impact on fans in every word and deed of idols, and this excessive imagination leads to fans' emotions being completely affected by idols. In this way, once an idol makes an unforgivable move to fans, the fans will suffer great psychological trauma. For example, when an idol behaves immorally or announces a relationship, many fans will be greatly traumatized, and some fans who can't accept it will have serious psychological problems and cause harm to their bodies. At the same time, this kind of star-chasing culture will also lead to internal comparison and contempt chains, looking down on others because of the difference between others and their idols, or despising others because others don't spend as much money as they do, and they don't chase for as long as themselves, which is a common psychology in the fan circle. This kind of extreme behavior can lead to negative social repercussions and also make fans form wrong and deformed values.

3.2 Behavioral Level

From a behavioral point of view, the negative impact of over-chasing occasional groups is also significant. Many fans will excuse their idols' bad behaviors because they worship their idols excessively, try their best to defend their idols, even scold others on the Internet, and even have verbal and fist-to-fist fights with others in real life. For example, disclosing other people's private information on the Internet, maliciously taking pictures, insulting each other, and exposing ordinary people to crusade online. Fighting with people in real life and so on. This is extremely damaging and hurts social stability. On the economic side, the negative impact on the economy due to the pursuit of idols is now widespread. For the fan group, to let their favorite idols win awards, or to get the products of their favorite idols, or out of the psychology of not wanting to be looked down upon by fans who also chase stars, many fans will spend a lot of money to buy idols' albums and peripherals, and record companies and entertainment companies take a fancy to this trait, increasing the amount and price of production peripherals, resulting in a vicious circle [8]. This will eventually lead to the loss of economic property, especially in the fan circle where the number of young people and minors is large, and property loss due to impulsive consumption abounds. On the other hand, due to excessive trust in idols, there is a halo effect, that is, due to the worship of a certain person, there is a situation of partial generalization and blind newcomers. It is also common to have too much trust in other fans of idols, resulting in financial losses. On the economic side, another negative impact is the demonstration effect caused by the same style of idols and idol endorsements. To imitate or pursue their idols, fan groups do not hesitate to spend money to buy the same style and endorsement of idols, but do not consider their actual economic situation and whether they are suitable. After impulsive consumption, I found that I was not suitable for some idols with the same style, which led to the loss of money [9]. At the same time, young fans are not mature enough to cultivate three views and often leak their personal safety and personal privacy due to their gullibility to others. For example, many fans easily leak their ID numbers when they ask others to grab tickets on their behalf; Or it is easy to disclose their home address when conducting transactions with others, etc., which brings great security risks.

3.3 Social Impact Dimension

From the perspective of cultural construction, first of all, many fans spend most of their time learning about foreign cultures rather than their own culture due to excessive pursuit of foreign fans, which is very detrimental to the

cultural construction of their society. Secondly, many idol groups will have ambiguous positions and plagiarism of culture due to the capital behind them or the idols themselves. But due to the adoration and doting of fans, this behavior has not only not been corrected, but even intensified. Eventually, the social influence of idols may also change the public's perception of culture. This hurts the development of social values. From the perspective of social opinion, society's attention to idol groups is huge. This often leads to society losing attention to the social influence events that should be paid attention to due to the great attention to idol groups and causing the social masses to lose the dissemination and discussion of some social events that need to be paid attention to, which is not conducive to social construction. At the same time, when there are some bad events in idols, it is very difficult to control the stability of public opinion. It will also have a certain impact and change the ideology of the masses and fans.

4. Implications and Recommendations

4.1 Aspects of Idols and Their Entertainment Companies

From the perspective of an economy, the love of idols brings a series of positive or negative impacts, and idols are the first to bear the brunt of the need to regulate their behavior. Idol groups should play a role in guiding fans and society with correct values both at work and in daily life. However, due to the young age of most idols themselves when they debuted, and the delay in learning due to practice and performance, some idols have not developed correct values. This requires the correct guidance of entertainment companies to help idols develop correct values in daily training or relevant courses to ensure that they do not have the wrong value orientation for fans. At the same time, the company intends to cultivate idols with outstanding ability and healthy body will also have a positive guide to the psychology and behavior of fans.

4.2 Aspects of the Fans

In terms of the cultivation of values from the perspective of an economy, the fan group is the most important thing to change. The formation of negative values caused by the excessive pursuit of idols should be improved. First of all, it is not advisable to over-pursue idols, to deify idols too much, to think that what they do is right, which leads to doting on them and trusting them, to excuse or even imitate their wrong behavior. Fans should establish independent values and look for idols that match their val-

ues, rather than being easily influenced by idols' actions or public opinion, and need to have their own opinions. Secondly, don't invest too much emotional support in idols, being too obsessed with your idols will lead to your emotions being completely affected by your idol's words and deeds, and thus lose your control over your emotions. Love idols in moderation, and look for idols that bring you more joy than sorrow. Fans should pay attention to their own lives and be greater than the lives of their idols so that chasing stars becomes a hobby rather than the whole of life.

4.3 Aspects of Society

Society also plays an important role in the cultivation of values in the fan economy. Society's excessive attention to idols greatly reduces the fault tolerance rate of idols, and also greatly makes idols' behavior become the norm of society, which is undesirable. Idols are not perfect, and society should play a leading role in impartially criticizing the behavior of idols and reducing the attention paid to idols. Establish correct values and correct people's aesthetics and thoughts. Advocating healthy beauty and self-confidence, optimistic thoughts, and guiding the fan base and people with correct values. Report more on the optimistic values of idol groups, and at the same time criticize disqualified idols, and do not deliberately guide public opinion to attract people's attention and social attention.

5. Conclusion

This paper focuses on the right and wrong values conveyed by idol groups from the perspective of an economy, as well as the implications of these issues and how to improve the existing problems. Overall, this paper finds that the correct value guidance of idol groups mainly appears in the positive lyrics, as well as the motivation brought to fans by the idol's own personality and speech behavior. The guidance of idols' erroneous values is mainly manifested in the misleading aesthetics of fans and their plans in terms of ideology and behavior, resulting in extreme behaviors and ideas among fans. In the social aspect, it is mainly manifested in the pressure of social public opin-

ion and the deviation of social concepts caused by the inability to stabilize public opinion. Based on this, this paper argues that idol groups themselves and the companies behind them should manage and restrain idols to avoid the transmission of incorrect values. In terms of the fans themselves, don't overly and blindly worship idols that lead to the distortion of your values, and ultimately cause harm to yourself and others. In terms of society, it is necessary to reduce the exposure and attention to idols to ensure that events that are truly worthy of attention can be broadcast smoothly.

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