

The Dissolution and Reshaping of Youth Values by Internet Celebrity Culture from the Perspective of Spiritual Modernization

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Abstract

Internet celebrity culture is an Internet subculture that has been spawned with the development of the Internet. Relying on Internet technology, Internet celebrity culture has developed rapidly, and has shown the characteristics of traffic, capitalization, entertainment, and civilianization. A series of characteristics of Internet celebrity culture have gradually evolved into a hotbed of value concealment and moral anomie, affecting the thoughts and behaviors of young people. The ultra-utilitarian realm presented by spiritual modernization is the logical starting point for shaping the youth spirit in the current context.

Keywords

Spiritual Modernization; Internet Celebrity Culture; Youth Values.

1. Introduction

General Secretary xi pointed out in the report of the 20th National Congress of the Communist Party of China: "Contemporary Chinese youth are born at the right time. The stage for displaying their talents is extremely broad and the prospects for realizing their dreams are extremely bright." [1] He sincerely sent a message to the young people to "determine to be good young people in the new era who have ideals, dare to take responsibilities, endure hardship, and are willing to work hard." This provides direction guidance and action guide for the young people of the new era to strive to grow into new people of the era who are worthy of big responsibilities. Spiritual modernization includes the inheritance of feelings about home and country, and contains the spiritual realm of young people in the new era pursuing their ideal life.

Data from the 49th "Statistical Report on China's Internet Development in 2022" show that as of December 2021, the number of Internet users in our country was 1.032 billion, and the average online time per netizen per week was 28.5 hours. In the age structure, Internet users aged 10 to 19 accounted for 13.3%, and Internet users aged 20 to 29 accounted for 17.3%. [2] The 2018 China Internet Celebrity Economic Development Research Report shows that the total number of Internet celebrity fans is nearly 600 million, of which young Internet celebrity fans account for over 90%. [3] With the popularization of the Internet, Internet celebrity culture has penetrated into all aspects of people's lives, profoundly affecting the youth of the new era. In addition, since the word "Internet celebrity" appeared on the top ten buzzwords list of "Internet celebrity" in 2015, the "cultural wonder"-Internet celebrity culture that emerged has attracted great attention from mainstream media such as Guangming Daily and People's Daily, calling on the whole society to pay attention to the "cultural concerns behind the prosperity of Internet celebrities" and "to face up to the cultural proposition behind 'Internet celebrities'." The fact is indeed worrying. A survey by China Youth Daily showed that 79.9% of the respondents had a negative attitude towards "Internet celebrities". The Internet celebrity culture generated by the rise of the Internet is a product of the new media era, and increasingly shows characteristics such as entertainment, civilianization, vulgarity, and kitsch. As a product of the development of

the times, Internet culture is different from mainstream culture and other cultures, and has a profound impact on the values of young people in the new era. Facing the influence of Internet celebrity culture, it is necessary to promote spiritual modernization and establish firm ideals and beliefs for young people.

2. Internet Celebrity Culture and its Relationship with Youth

2.1. The Connotation and Classification of Internet Celebrity Culture

By sorting out relevant information, we found that there is currently no accurate definition of the cultural connotation of Internet celebrities in the academic community. Therefore, this article attempts to analyze the substantive connotation of Internet celebrity culture from different perspectives. From the perspective of communication studies, Internet celebrity culture is a new type of media culture that arose with the development of the Internet. Its rise, development, and iterative updates follow the evolution of Internet technology and "naturally bears the development imprint and characteristics of media technology changes." [4] From a cultural perspective, Internet celebrity culture is a subculture, which "is the actual or virtual consumption of events, content, issues, views, products, advertisements, games, etc. that are symbols of Internet celebrities, and is a combination of consumer society and online virtual space." [5] From a comprehensive perspective, Internet celebrity culture belongs to popular culture, covers many new cultural elements, and is a culture that demonstrates individuality. In fact, Internet celebrity culture is a subculture, and subculture refers to a non-mainstream and local cultural phenomenon corresponding to the mainstream culture of society. [6] In the context of mainstream culture, it belongs to the unique concepts and lifestyles of a certain region or a certain group. Internet celebrity culture can be divided into broad and narrow senses. In the broad sense, Internet celebrity culture refers to the sum of the material and spiritual achievements of all activities carried out by "Internet celebrities" in cyberspace; while in the narrow sense, Internet celebrity culture only refers to the sum of the products of the spiritual activities carried out by "Internet celebrities". First of all, Internet celebrity culture is a product derived with the development of the Internet. The characteristics of new media platforms and the characteristics of Internet celebrity culture are inherently consistent. Secondly, Internet celebrity culture is a subculture. The values and behaviors they contain are different from the main culture. They are in a subordinate position in the cultural power relationship and occupy a secondary part in the cultural overall. [7] To sum up, this article summarizes Internet celebrity culture as an Internet subculture created by "Internet celebrities" relying on the Internet platform. Its content includes "Internet celebrity behavior", "Internet celebrity products", "Internet celebrity events", "Internet celebrity locations" and other aspects.

Internet celebrity culture can be divided into different categories according to different standards. Since the focus of this study is the influence and reshaping of Internet celebrity culture on youth values, this article classifies Internet celebrity culture from the perspective of value orientation. As a subculture, Internet celebrity culture has certain differences from the main culture, and subculture is also divided into culture that is consistent with the main culture's value orientation and fundamental interests and culture that is opposed to the main culture's fundamental interests. In addition, in addition to the two forms of integration and opposition between subculture and the main culture, there are also phenomena such as swinging value positions, ambiguous value orientations, deviations in value emotions, and unclear value attitudes. This is in line with the three important zones in General Secretary Xi Jinping's important exposition on ideological and public opinion: red zone, black zone and gray zone. The first is the red zone, which is mainly composed of mainstream media and positive forces on the Internet. This is the core zone of ideological and political education work and our

main position. It must be defended and must not be lost. The second is the black zone, which is mainly composed of some negative remarks online and in society, and also includes public opinions created by various hostile forces. This is not the mainstream, but its impact cannot be underestimated. The third is the gray zone. The same is true for subcultures between the red zone and the black zone.[8] Those that are consistent with the main cultural value orientation are the "red zone"; those that deviate from the main culture are the "black zone"; and those that are vague and uncertain are the "gray zone".

According to different value orientations, Internet celebrity culture can be divided into three types: positive Internet celebrity culture, negative Internet celebrity culture, and neutral Internet celebrity culture. First, positive Internet celebrity culture is a cultural form that is consistent with mainstream values, such as socialist core values. It mainly promotes the main theme and spreads positive social energy, and has a positive impact on youth values. For example, CCTV's "Internet Celebrity Announcers" and "Internet Celebrity Diplomats" have a firm political stance, superb professional knowledge, and profound cultural heritage. They spread in cyberspace and form a certain social influence. They have made important contributions to telling Chinese stories, displaying China's image, and spreading China's voice. They have created a clean and upright cyberspace. At the same time, they have also formed a positive cultural ecology in society, enriching and developing the main culture. Second, negative Internet culture is a cultural form that deviates from, contradicts, and conflicts with the core values of socialism. It mainly spreads negative social energy and negative emotions, and has a negative impact on personal and social development. Internet celebrities such as Sister Furong create a culture that deviates from the core values of socialism. They mainly focus on earning traffic and attracting attention. They spread a distorted value system and have a great negative impact on both personal and social development. The third is neutral Internet celebrity culture, that is, an Internet celebrity culture that oscillates between mainstream values and negative values. If not guided, it is very likely to fall into negative values.

2.2. The Inner Mechanism of Internet Celebrity Culture Influencing Youth Values

First, Internet celebrity culture has become a new medium for spreading values. General Secretary Xi emphasized: "For a value to truly play a role, it must be integrated into social life and allow people to perceive and understand it in practice." [9] Internet celebrity culture is an important carrier for the dissemination of values. Only by entering Internet celebrity culture and into the lives of young people can ideological and political education help young people form correct ideas and values. Young people are the producers and disseminators of Internet celebrity culture. Internet celebrity culture affects young people's value judgment, value identification and value choices. Therefore, Internet celebrity culture has become a key area of concern for ideological and political education. On the one hand, the values conveyed by Internet celebrity culture influence the spread of mainstream values. With the help of Internet celebrity culture that is consistent with mainstream values, ideological and political education can give full play to its influence and appeal. For example, the Central Committee of the Communist Youth League has opened up the youth world, entered into the Internet celebrity culture that young people are concerned about, and used personalized forms such as short videos and micro-movies to meet the demands of young people. While innovating in the form, it has also enhanced the depth of the content to expand ideological and political education in the online space. On the other hand, Internet celebrity culture can convey certain ideologies and values. Internet celebrities use big data and algorithms to attract traffic, set agendas for young people, and subtly influence the ideological and moral concepts of young people. It is worth noting that algorithms recommend personalized content for young people. In the long run, young people are trapped in an information cocoon and their thoughts are easily radicalized.

Therefore, we must pay attention to the influence of Internet celebrity culture on youth values. Second, Internet celebrity culture can also convey the correct value orientation, so it is necessary to fully tap into the educational elements contained in Internet celebrity culture and exert positive energy. With the support of Internet technology, the influence of Internet celebrity culture has gradually spread, and its scope of influence has become wider and wider, even extending from online to offline, affecting the entire social atmosphere. In the era of "traffic is money", Internet celebrity incubation companies use various means to increase traffic and expand influence to enhance user stickiness. Young people are in a critical period of forming their values. In the face of the complicated Internet celebrity culture and the online world, they have poor ability to distinguish right from wrong and are extremely vulnerable to the negative influence of wrong ideologies. Due to their wrong values, some Internet celebrities use the convenience of online platforms to spread and convey corrupt values such as money worship, hedonism, and individualism to young people. Therefore, it is necessary to take spiritual modernization as the starting point to reshape youth values.

3. The Dissolution of Youth Values by Internet Celebrity Culture.

People's ideas, opinions and concepts, in a word, people's consciousness, change with the changes of people's living conditions, people's social relations, and people's social existence. [10] Internet celebrity culture, as a product of the current era of rapid Internet development, has an important impact on the shaping of youth values. Youth have developed diverse value orientations in an open and inclusive social environment. It is undeniable that Internet celebrity culture has a positive effect on shaping youth values to a certain extent. From the perspective of career choice, Internet celebrity anchors, Internet celebrity live broadcasts, etc. provide young people with a variety of career choices, relieve youth employment pressure, and shape new career values for young people. From the perspective of the scope of knowledge covered, the information conveyed by Internet celebrity culture is diverse, which greatly expands the cognition and vision of young people, and is conducive to improving the knowledge reserves of young people. In addition, Internet celebrity culture incorporates new aesthetic elements, which has a positive impact on shaping young people's aesthetic values. From the perspective of the spiritual needs of young people, Internet celebrity culture provides a space for free expression, communication, and interaction for young people in the virtual space. Young people can open up and show their charm, effectively relieving the pressure of young people. It is worth noting that as a new cultural phenomenon, Internet celebrity culture is not yet mature, which inevitably undermines the values of young people. Through a combination of online and offline methods, 50 young people were interviewed and surveyed, which provided important evidence support for the research of this article. First, informed consent. After determining the list of interviewees, inform them of the purpose of the interview, and obtain the informed consent of the interviewees before recording the whole process. Next, conduct unstructured interviews with 50 interviewees, which last about 20-30 minutes. The basic information of the 50 respondents is shown in Table 1.

Table 1. Basic information of case interview subjects

age		Education level				gender		Area			
14-20	20-28	junior high school	high school	University	postgraduate	male	female	central	South	west	north
22	28	12	13	13	12	18	32	19	8	10	13

3.1. Defining Success by Popularity Leads to the Utilitarianization of Young People's Professional Values

First, Internet celebrities who become famous overnight can easily lead to the utilitarianization of young people's professional values. On the one hand, many Internet celebrities have become famous overnight, which has seriously subverted young people's views on employment and success. In the era of monetizing the traffic created by the Internet, the youth group has become the code of interest for Internet celebrities to stand out. Internet celebrities use marketing methods that are eager for quick success and instant benefits to package them and create an image that is loved by the youth group. There is a certain degree of fraud and even illegal operations. By conveying behaviors, life attitudes, consumption patterns, etc., Internet celebrities bring young people into their idealized life state through exaggerated publicity and packaging, causing young people to have the illusion that as long as they follow Internet celebrities, they will live an enviable life like Internet celebrities.[11] On the other hand, Internet celebrities aim to pursue interests and create a successful image that can easily subvert young people's perception of success and induce young people to join the ranks of Internet celebrities. The Internet celebrity's dream of success can easily make young people utilitarian and forget the professional values of hard work and hard work to get rich. Using online media to become famous quickly can easily lead to the formation of a mentality of chasing fame and fortune, seriously affecting the healthy growth of young people. Second, the huge profits earned by Internet celebrity anchors can easily lead to the distortion of young people's professional values. Behind the rapid popularity of Internet celebrity anchors, a strong packaging team is needed, such as professional e-commerce companies, Internet celebrity incubation companies, etc. Internet celebrity anchors become famous in a short time after careful packaging. Moreover, Internet celebrity anchors have a strong behind-the-scenes team and strive to create a stage scene of luxury and wealth, which can easily bias the value of the youth group and make young people blindly join the team chasing fame and fortune. It is worth noting that the rapid "popularity" of Internet celebrity anchors does not mean "success." Some Internet celebrity anchors do not hesitate to sacrifice their own health for the so-called "success." For example, Internet celebrity eat broadcasts use the image of "big eaters" to attract the attention of the audience. There are even incidents of long-term overeating of Internet celebrity eat broadcasts leading to physical collapse. Such unhealthy eating habits in exchange for "popularity" are not real successes. However, due to their weak discernment ability, the youth group cannot see the truth of the incident and blindly follow the trend, which leads to the distortion of young people's professional values. In addition, take the online celebrity anchor's sales as an example. Only the products that the online celebrity anchor sells can attract fans if they are truly high-quality and low-priced. Audience experience and evaluation play a key role in the online celebrity anchor's career, which means that not all Internet celebrities can successfully obtain profits. If young people cannot clearly see the truth behind the success of Internet celebrities, it will easily lead to their impetuous mentality of eager for quick success and blind pursuit of "getting rich overnight", which will lead to the distortion of professional values.

3.2. Using Traffic to Gain Attention Leads to the Distortion of Young People's Consumption Values.

First, the concept of using materials to meet spiritual needs conveyed by Internet celebrity culture can easily lead to an inversion of young people's consumption outlook. First of all, judging from the current development trend, the Internet celebrity economy spawned by Internet celebrity culture has become a derivative of the Internet era. Internet celebrities rely on live broadcasts and e-commerce to earn high profits. Driven by interests, Internet celebrity groups attract and encourage fans to consume by building diversified economic models, which can easily lead to blind consumption among young people. Secondly, in the era of fan economy,

when young people buy products recommended by Internet celebrities, they not only consider the product itself, but also pay great attention to the implicit value of the product itself. Internet celebrities rely on social platforms to build emotional bonds with fans and convey values to fans. It is easy for young people to voluntarily purchase their products under the encouragement of Internet celebrity anchors. The purchasing power of young people is limited, and blindly following the trend of purchases can easily lead to consumption overdraft. In addition, the material-filled values conveyed by Internet celebrity anchors will corrode the spiritual pursuits of young people, shake their ideals and beliefs, cause their physical and mental health to continue to deteriorate, and easily form consumer-oriented hedonism, which will gradually drift away from mainstream values, leading to the emptiness of the spiritual world.

Second, the vanity psychology and extravagant lifestyle conveyed by Internet celebrity culture can easily push young people to advance their consumption concepts, thus breeding money worship. In the current society, Internet celebrity culture has become a social trend, so the values conveyed by Internet celebrity culture will have a great influence on society. Internet celebrities may show off their exquisite lifestyles to win the attention of the audience, or they may show off their wealth and gain traffic by displaying luxury goods. This vanity and money-worshipping lifestyle will distort the values of young people to a certain extent, and even the vulgarity conveyed by some Internet celebrity culture will have a negative impact on young people. More importantly, young people are in a critical period of value formation. In particular, some teenagers have immature minds and weak discernment abilities. They are easily confused by the vanity illusions conveyed by Internet celebrity culture. They excessively pursue the lifestyle displayed by Internet celebrities, and even completely ignore their own economic situation and take pride in pursuing luxury goods. This series of irrational behaviors will have a negative impact on young people's consumption outlook, leading to advanced consumption concepts and breeding hedonism and money worship.

3.3. Using Entertainment to Eliminate Rationality Leads to the Non-mainstreaming of Youth Political Values.

First, the barbaric growth of Internet celebrity culture interferes with the rational criticism of young people and triggers a crisis of political identity among young people. First of all, Internet celebrity culture conveys erroneous ideological trends of hedonism, nihilism, and entertainment first. These erroneous ideological trends fill the growth space of young people and impact the promotion and practice of socialist core values. Secondly, in the era of mobile Internet, young people can access cyberspace anytime and anywhere. Internet celebrity culture has penetrated deeper into young people, which inevitably weakens the influence of mainstream social values, causing young people to deviate from the mainstream values, and even have doubts about mainstream values and move towards opposition. Thirdly, Internet platforms such as WeChat, Weibo, and Douyin allow young people to find online community groups that "belong" to and "identify" with themselves, accelerating the formation of information cocoons, shackle themselves in them, and aggravating the self-centered value orientation of young people. In addition, young people have weak independent judgment and thinking abilities, and cannot effectively distinguish various types of information. This makes them favor the vulgar, weird, and extremely acne-prone Internet celebrity culture, deviating from the mainstream values of society. Especially during the historical convergence period of the "Two Centenary Years", conflicts and contradictions in the ideological field of national society have become increasingly prominent. Domestic and foreign reactionary forces have continuously stepped up their penetration of youth values, promoting so-called "freedom and equality" and attacking the mainstream values of socialism, seriously affecting the political identity of young people.

Second, the political values conveyed by Internet celebrity culture are diverse. In addition to mainstream core values, they are also filled with extreme and non-mainstream political values such as conservatism, liberalism, and populism, which will undermine the mainstream political values of young people. first. Internet celebrity culture is a subculture. Subculture refers to a non-mainstream and local cultural phenomenon corresponding to the mainstream culture of society.[12] In the context of mainstream culture, it belongs to the unique concepts and lifestyles of a certain region or a certain group. The creative groups of Internet celebrity culture often express their dissatisfaction and resistance to mainstream political values in implicit ways of humor, complaints, and comedy, which undermines young people's identification with mainstream political values. Secondly, some Internet celebrity culture promotes extreme populist and extreme liberal ideas that are contrary to mainstream political values. Young people who have not yet fully matured their minds are easily incited by the wrong ideological trends promoted by Internet celebrity culture. Extreme populism satirizes, ridicules and ridicules social elites, while extreme liberalism takes advantage of young people's pursuit of freedom, completely criticizes existing core political values, and even completely transplants Western political values into Chinese soil, causing the political values of young people to deviate.

3.4. Replacing Warmth with Indifference Leads to the Hollowing Out of Young People's Moral Values.

The values conveyed by Internet celebrity culture subtly influence young people, and the indifferent value orientation leads to the hollowing out of young people's moral values. On the one hand, Internet celebrity culture uses a wave of complicated information as a carrier to corrode the thoughts of young people, occupying their study time and spiritual space. If things go on like this, it deconstructs the rational thinking of young people and encourages the emergence of depression, extreme, and apathy. On the other hand, the prosperity of Internet celebrity culture benefits from the rapid development of information technology. Using social platforms such as, Kuaishou, Weibo, and WeChat as carriers, Internet celebrity culture mostly attracts fans in novel, funny, and extreme ways, and wins the trust, attention, and even sympathy of young people through real-time interactions. Internet celebrity culture is full of mixed values, and the influence of mainstream values is gradually weakened, leading to biased understanding and extreme views among young people. Even some unscrupulous Internet celebrities still enjoy the popularity of fans due to excessive marketing. Young people are in a critical period of value formation and are easily deceived by falsely packaged Internet celebrities. The values conveyed by Internet celebrity culture profoundly affect the value orientation of young people. If things go on like this, the continued popularity of unscrupulous Internet celebrities will dilute the sense of social responsibility of young people and lead to the hollowing out of young people's moral values.

4. The Reshaping of Youth Values by Internet Celebrity Culture from the Perspective of Spiritual Modernization

Spiritual modernization is the opposite of material modernization, and is the process of making people's spiritual life increasingly consistent with modern values such as freedom and equality. Since the emergence of human self-awareness, spiritual life has become an important part of human life in the world. People may pursue the realization of self-worth, or focus on enjoying the life in front of them, or they may devote themselves to a larger vision of home and country. However, today, when both material culture and spiritual culture are extremely rich, people's lives show the contradiction of being rich but not fulfilling. Faced with the threat to young people from content in Internet celebrity culture that is contrary to mainstream values, it is necessary to rebuild youth values to avoid the dissolution of youth values by Internet celebrity culture.

4.1. Give Full Play to the Leading Role of Society in the Formation of Youth Values

Continue to promote the "Qingming" series of special actions. The frequent emergence of negative energy Internet celebrities and the proliferation of bad Internet celebrity culture fully illustrates the worrying ecological situation of Internet celebrity culture.[13] Under the premise of the continuous development of Internet celebrity culture, the national network information system should continue to aim at a clear cyberspace, continuously promote network management work, and create a clean and upright network ecosystem. Internet celebrity culture is full of obscene, pornographic, gambling fraud and other bad information. In order to gain traffic, some Internet celebrities spread unconventional value orientations that are contrary to mainstream values. For example, some male anchors share their transgender experiences in live broadcast rooms and dress up as women to gain traffic. The content in the live broadcast rooms is nutritious and even conveys abnormal value orientations. These disorderly and disorderly chaos in cyberspace require the cybersecurity and informatization departments to continue to promote a series of special actions to "clear up" the network. The first is to combat historical nihilism, promote core socialist values, and create a healthy and progressive online ecological environment. The second is to rectify the Internet trolls, control the proliferation of algorithms, and rectify the network environment. The third is to standardize the chaos in online entertainment event popularity rankings, rectify online violations, effectively curb the spread of bad internet celebrity culture, provide young people with a clean and upright online environment, and provide a positive external environment for the shaping of youth values.

Actively create a mainstream public opinion position on the Internet. The Internet is the main platform for the incubation and development of Internet celebrity culture. In cyberspace, bad Internet celebrity culture and mainstream culture are in a state of ebb and flow. Therefore, we must continue to strengthen the construction of the main position of mainstream Internet culture, minimize the space for the generation of bad Internet celebrity culture, prevent online platforms from becoming "a platform for spreading harmful information, spreading rumors and causing trouble", and reduce the impact of Internet celebrity culture on youth values.[14] To strengthen the construction of the main position of mainstream culture, we must first vigorously promote China's excellent traditional culture, carry forward socialist core values, build advanced socialist culture, and effectively resist the erosion of bad internet celebrity culture. Secondly, we should increase the publicity of moral models, especially the publicity and reporting of positive Internet celebrities, exert a leading and exemplary effect, promote the positive humanistic spirit of Internet celebrities, eliminate the influence of bad Internet celebrity culture, create the main front for mainstream online public opinion, and create a good online atmosphere for youth values education.

4.2. Strengthen the Main Role of Schools in Cultivating Youth Values

Enrich educational content and strengthen schools' value education and guidance for young people. The first is to attach importance to online education. General Secretary Xi attaches great importance to the construction of an Internet power, improves the Internet media literacy of young people in the new era, helps implement the overall national security concept, improves the ability of young people in the new era to distinguish right from wrong, cultivates their awareness of correctly screening information, and encourages them to strive to be good Internet-civilized young people in the new era and consciously resist the adverse effects of Internet celebrity culture. The second is to strengthen youth labor education and cultivate a correct view of labor among young people in the new era. Since the erroneous ideas such as "hedonism", "overnight fame" and "getting something for nothing" spread by bad Internet celebrity culture have profoundly affected the career outlook of young people and encouraged

the unhealthy trends of "getting something for nothing" and "lack of struggle", therefore, labor education should be strengthened to encourage them to form correct labor attitudes. Activities, cultivating the habit of advocating labor, advocating struggle, and loving labor will help them establish a positive outlook on life, strengthen a positive and enterprising attitude towards life, and deeply cultivate the seeds of "struggle for happiness" in the hearts of young people, allowing them to grow, sprout, and strive to become strivers in the new era. The third is to strengthen the outlook on life education of contemporary young people and guide them to establish a correct outlook on life. Bad Internet celebrity culture has fueled the hedonism of some youth groups, causing their material desires to expand infinitely and distorting their outlook on life. Strengthening the outlook on life education of young people in the new era is to help young people in the new era firmly establish the outlook on life of struggle, happiness, and communism, strengthen the lofty ideals of communism, have the courage to assume social responsibilities, and realize the value of life. The fourth is to actively carry out education on socialist core values. Relying on the core socialist values, we will lead the sustainable and healthy development of Internet celebrity culture, strengthen the education of their ideals and beliefs, and actively promote the institutionalization and normalization of education on the core socialist values for young people.

4.3. Pay Attention to the Key Role of the Individual in Cultivating Youth Values.

Self-education is the ability of young people to influence their own psychological activities and behavioral performance. It is the standard for measuring the ideological quality of young people. First of all, with the rapid development of Internet celebrity culture, the values conveyed by Internet celebrity culture have penetrated into the study and life of young people. The self-education ability of young people should be improved. They should consciously resist bad Internet celebrity culture during self-reflection, actively learn, promote, and practice Internet celebrity culture that is consistent with the mainstream socialist values, and continuously improve values through resistance, learning, and practice. In addition, the impact of the Internet on young people is increasing, and it has even penetrated into the minds of young people. Young people must learn to use dialectical thinking to view Internet celebrity culture, compare it with mainstream culture that is consistent with the core socialist values, reflect on themselves, and look for shortcomings, rather than blindly accepting Internet celebrity culture. Secondly, young people should pay attention to their own practical ability, apply the ideological and political theories received in school in practice, discover their own shortcomings in practice, and strengthen their own cognition. Theory can only be tested through practice, and goals can only become reality through practice. In addition, young people must be down-to-earth in practice, start with small things, and implement their ideals and beliefs into daily life. Only in this way can young people stick to themselves in the complicated Internet celebrity culture and establish a correct world view, outlook on life, and values. Young people are the "aboriginals" of the Internet era. The Internet celebrity culture that has continuously developed along with the Internet has gradually integrated into all aspects of young people's lives, and their way of thinking and values are also deeply influenced by Internet celebrity culture. As a new thing, Internet celebrity culture caters to the vitality and creativity needs of youth and provides young people with opportunities to express themselves. However, in a hidden and free Internet environment, it is often difficult for young people to make rational analysis and judgments on the negative impact of Internet celebrity culture. It is easy for them to produce some bad remarks and excessive behaviors under the influence of Internet celebrity culture, which has a certain impact on the immature values of young people. Therefore, in the context of the proliferation of Internet celebrity culture, we should take the creation of youth spiritual modernization as the starting point to reshape youth values and "cast a soul and a strong foundation" for the youth in the new era.

5. Summary

In summary, From the perspective of spiritual modernization, the influence of internet celebrity culture on the youth's values is neither a one-dimensional process of "erosion" nor "salvation," but rather a profound cultural contestation filled with tensions and paradoxes. This study reveals the dual logic underlying such contestation: on one hand, internet celebrity culture, through its instant sensory stimulation, symbol-driven criteria of success, and fragmented production of meaning, undermines the youth's rational spirit, capacity for deep thinking, and lofty ideals. On the other hand, through personalized narratives, the construction of emotional communities, and the integration of subcultural circles, it provides young people with a testing ground for self-identity and an alternative means of fulfilling spiritual needs.

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