

Analysis and Research on the Current Situation and Countermeasures of College Students' Values under Fan Culture

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Abstract. With the rapid development of the cultural entertainment market and the mobile Internet industry, the way of contemporary college students chasing stars has undergone fundamental changes, and "fan culture" has been derived under the operation of commercial capital, which has a certain negative impact on the values of college students. The psychological needs of college students in their growth and development have not been effectively guided, the long-term tendency of school education to focus on intelligence and less morality, the tension between parent-child relationships caused by improper family education methods, and the excessive publicity and exaggeration of entertainment culture in the social environment may be factors such as contribute to or exacerbate this effect. Therefore, this paper proposes an analysis and research on the current situation and countermeasures of college students' values under fan culture. College students should stay away from the negative influence of "fan culture", and all sectors of society need to strengthen research, actively cooperate, and make concerted efforts. Effectively guide and meet the normal psychological needs of college students, comprehensively strengthen value education, and scientifically guide family education.

Keywords: Fan culture; Current situation of college students' values; Value countermeasures.

1. Introduction

In recent years, with the rapid development of the domestic entertainment industry and the mobile phone network industry, the rise of "fan culture", "undesirable fan culture" such as "controlling the review and making the list", "mutually scolding each other", etc., have occurred from time to time [1]. "Fan culture" is a subcultural phenomenon widely spread among young people with the development of network technology [2]. Culture reflects certain economics and politics. The emergence of "fan culture" reflects certain phenomena in today's society. These phenomena are both positive and healthy, as well as a series of misconduct, which have a certain negative impact on college students participating in "fan culture" [3]. In the development process of "fan culture", it is necessary to correctly guide and guide the dissemination of socialist mainstream culture, carry forward the core values of socialism, and educate young people on correct values. Error correction of "fan culture" requires the joint efforts of all relevant entities to jointly promote the healthy development of "fan culture". Therefore, this paper proposes an analysis and research on the current situation and countermeasures of college students' values under fan culture, which provides practical significance for changing the current situation of college students' values.

2. Values of College Students under Fan Culture

2.1 The Current Situation of College Students' Values under Fan Culture

Young people should grow up in a positive cultural environment that fully reflects the core values of socialism [4]. However, due to the dereliction of duty in terms of capital and idol stars, the "fan culture" that young people devote to is showing a phenomenon that runs counter to the mainstream culture. The "fandom" star chasing method is not a traditional star chasing method. This phenomenon has brought a series of negative effects to young people, leading to utilitarianism of their ideals and beliefs, deviation of value orientation, vulgarity of value evaluation, and illusory morality [5]. The

influence of "fan culture" on young people is all-round and all-round, especially the influence on young people's cultivation and practice, as shown in Table 1.

Table 1. The impact of "fan culture" on college students

Influences	Illustrate
Pan-entertainment leads to a lack of spiritual world	Influenced by "fan culture", college fans take pride in their idols and imitate their products. Some fans prefer to live frugally, but also buy idol albums, peripherals, concert tickets, etc., even at the cost of loans, selling blood, and selling kidneys. College students are generally in the stage of education and have no independent source of income. They often rely on the economic income of their parents to overdraw their spending power. The pursuit of stars must be a burden on themselves and their families. Spending money on your favorite idols and purchasing idol-related entertainment can improve your status and presence in "fandom", so that fans will be more likely to be managers in "fandom" and get another fan support. At the same time, it will also put a certain amount of pressure on fans. Fans who have no money can easily be looked down upon. Under the combined effect of internal needs and external pressure, college students' fans have irrational consumption behaviors of college students.
Imitation behavior leads to irrational consumption	"Fan culture" is a mass culture with a wide audience and great commercial value. In today's fast-paced society, people are more interested in fresh and interesting fast food culture. In order to gain economic benefits and induce mass consumption, producers of entertainment products strive to combine new technologies and new tricks through social media, produce and spread vulgar and empty culture to cater to the audience and numb the audience's mind. Mainstream culture is also gradually moving towards popularization and commercialization, and its deep value has been deconstructed and deviated from its original development trajectory and basic connotation. In "fandom", there are specific "fandom" terms, code of conduct, interaction with idols, etc., which gradually deviate from the mainstream culture, affect the construction of the subject consciousness and behavioral choices of college fans, and seriously hinder the spiritual and cultural world of college fans. [6].
The distorted view of human ethics leads to the decline of the moral bottom line	"Fandom", " girlfriend fans " and " mother fans " are considered by adults to be synonymous with human nature, but in "fandom", they are commonplace. Some fans of college students believe that father and mother can be called casually, but they ignore the meaning and only regard it as a title, which deviates from the understanding of parents, violates the core values of socialism, and is incompatible with traditional conflicting moral values.
Blind obsession leads to narrow values	"Fandom" is determined, their fans will only pay attention to their idols and the news of "fandom", their news channels are limited, the rejection of "fandom" is also great, and they will even be punished for resisting different cultures. Personal attack, trapped in the "information cocoon room" created by himself. Because fans are obsessed with idols, they will pin their hopes on idols, resulting in psychological dependence on idols, and this blind infatuation is likely to make college student fans indiscriminate about idols, even speak up for your idols online. The group of college students who are in "fan culture", out of instinct and unconditional maintenance of their own interests, this kind of "common hatred" approach has led to their values becoming more and more narrow, and their ability to judge right and wrong is also getting lower and lower.

2.2 The Connotation of Fan Culture.

Speaking of "fandom", people's first reaction is "fans", and "fans" usually refer to fans or admirers. "Fandom" is a community of interests among "fans". "Fan culture" is a variation of "fan culture", which is based on the network, and communicates, organizes, and operates with celebrities through the network [7]. The age of group followers is between 10 and 20 years old, but not everyone likes to chase stars, so "fan culture" is also called "youth subculture", this phenomenon is in the group of "flow stars" It is more common in China, and it is very different from the traditional group.

2.3 The Characteristics of Fan Culture.

The characteristics of "fan culture" are shown in Table 2:

Table 2. The characteristics of "fan culture"

Characteristics	Illustrate
Organization of operations	In the online environment, fans are idolatrous hypnotic creatures. As the Internet deepens into people's daily life, the behavior of fans gradually changes from a spontaneous state to a conscious one, from a scattered worship group to an organized group. Fans have "sublimated" into "fandom", that is, fans are gradually organized, standardized, programmed, and disciplined. Organization is mainly reflected in three levels: First, the scale of the organization. With the change of technology and the change of media, the phenomenon of "fans" has become more and more prominent, and the scale of "rice bowls" has become larger and larger. The second is institutional structure; "fandom" is an organizational structure with rich levels, clear division of labor and organization. Not only has a special management team been set up, but also the support clubs have been divided into regions and levels to make the organizational management structure clearer and the division of responsibilities clearer. The third is institutional standardization. In this circle, there is a complete system to ensure the normal operation of this circle.
Group circle stratification	"Fandom" is a kind of "fun" culture based on idols, based on interests and emotions, with the degree of mastery of resources as a bargaining chip, and "grouping together for warmth" through online platforms [8]. An important feature of "fandom" is the internal classization, which reflects the class of the real society. The internal hierarchical structure of "fandom" forms a fixed circle to a certain extent, which keeps this circle in a relatively stable state, but with the passage of time, the differentiation between inside and outside the circle becomes more and more obvious. The separation of "network" and "reality" makes it difficult for "outsiders" to integrate into this circle, which affects the social participation of college students, which reflects the circle-level nature of "fan culture" to some extent.
Individual involvement	"Fan culture" shows a high degree of interaction, and the younger-age trend of "fandom" is becoming more and more obvious. Due to the huge academic pressure and lack of corresponding spiritual nutrition, college students can only seek spiritual comfort through the Internet. With idols, there are fans. The "fandom" phenomenon is popular among college students, which reflects the pursuit of emotional value by college students. Under the influence of the emotional mobilization of "big fans" and the influence of community capital, the fan groups of college students have become "tool people" and are manipulated by interest groups intentionally or unintentionally.

3. Analysis and Research on the Countermeasures of College Students' Values under Fan Culture

The emergence of "fandom" has had a great negative impact on college students. In order to prevent college students from being affected by "fandom", the current priority is to make concerted efforts to solve the problem of "fandom" according to the right medicine.

(1) Publicity and guidance, and play an exemplary role

The first is to shape "ideological and political people" and enhance the attractiveness of "ideological and political"; to cultivate a group of "image spokespersons" who have outstanding performance in the fields of study style leadership, entrepreneurship and innovation, social practice, self-improvement, and public welfare volunteering, and are loved by college students. Promote information transmission, provide life services, and build consensus on mainstream values. The second is to establish advanced models and actively guide them. It is necessary to innovate publicity methods and methods, so that college students realize the diversity of stars, be good at choosing advanced role models, and fully tap educational resources. On the one hand, it is necessary to vigorously publicize the positive image of celebrities and set up role models; at the same time, it is

necessary to vigorously carry forward the advanced deeds of models of the times, industry representatives, and advanced models, and provide strong support for the healthy growth of college students [9].

(2) Take the law as a mirror to correct the cultural trend of "fandom"

It is impossible to break the professional "line", and can't get out of a reasonable "circle". In order to solve the adverse effects of "fandom" culture on college students, legal means must be used to guide the healthy development of "fandom" culture. One is to strengthen online supervision. Relevant departments should govern the network in accordance with the law, correct the phenomenon of traffic worship in "fandom", crack down on illegal activities such as data fraud, illegal speculation, malicious speculation, and illegal marketing, and severely crack down on investors who "harvest" traffic by unscrupulous means. Bad habits to clean up. The second is to strengthen industry self-discipline. The brokerage company must abide by the law and cannot use any means to increase the star's attention, topic, and exposure. If there is anything that violates social order and good customs, it must carry out public relations and clarify within a time limit. Fans cannot continue to fight. The third is to regulate the responsibilities of the platform. Platforms should standardize operations, standardize "fandom" interactions, implement a real-name system, strengthen auditing, strengthen supervision, strictly review, intervene in a timely manner, and deal with inappropriate speeches.

(3) Take the initiative to attack and defend the ideological line of defense with self-cultivation

Strengthen self-cultivation and rationally chase stars. The self-cultivation of "fandom" is an important means to change the abnormal culture of "fandom". College students should enhance their own quality and actively resist the negative influence of bad "fandom". One is the improvement of communication ability. College students should strengthen self-management, use moral norms to regulate themselves, surf the Internet in accordance with the law, and use the Internet in a civilized manner [10]. Through self-monitoring, self-awareness, self-control, and self-discipline, they regulate their own behavior, so as to effectively resist the invasion of harmful information. The second is to enhance the ability to distinguish, clarify the scope and boundaries of entertainment, do not follow the trend, do not blindly chase stars, establish a correct concept of idols, and treat idols with a positive and healthy attitude.

(4) Value shaping, leading the direction of ideological and political education with mainstream values

To eliminate the negative impact of "fandom" culture on college students, the most urgent task at present is to guide and guide in a correct way, so that the mainstream values can break through the shackles of society and penetrate into the hearts of college students. One is to strengthen ideological guidance and education. Under the guidance of strengthening mainstream values, guide the dissemination of mainstream values and guide the dissemination of mainstream values. Integrate the images of red idols and hero idols into classroom teaching, correct the misunderstanding that teenagers equate idols with entertainment stars, strengthen the education of ideals and beliefs for college students, consolidate the foundation of ideals and beliefs, and guide and help them establish correct values. At the same time, thematic class meetings, debate competitions, speeches can also be used to guide students to discuss hot social topics such as "fandom", and use this to guide college students to establish a correct world outlook, outlook on life and values. The second is to purify the environment and improve the stability of the concept. The mainstream media should earnestly fulfill their duties and obligations, take the initiative to occupy and grasp the initiative of public opinion, become the "speaker" of mainstream values, build a "firewall" of ideas, correct the wrong ideas of college students, and establish a good social atmosphere.

4. Conclusion

There is nothing wrong with chasing stars, the key is what to chase and how to chase. Letting yourself and your idols progress together is the correct way to start chasing stars. In the face of the negative impact of the current deformed "fan culture" on the formation of college students' values, it

is necessary to work from multiple levels, strive to cure the root cause, and jointly create a civilized and healthy spiritual home, so that the entertainment ecology and culture of contemporary society will be similar. Only when the state is enriched can the "fan culture" be guided towards the path of sound development.

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