

The Effect of Yuning Liu's Microblogging on His Fans' Sense of Self-worth and Belonging

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Abstract. With the popularity of the Internet and the increase of social platforms, fans have more opportunities to communicate with their idols online. Because of this, idols are more likely to influence their fans by their words and actions. This paper will explore the effect of celebrity speeches on fans' self-worth and sense of belonging based on addiction model, Maslow's hierarchy of needs theory and cultivation theory. By studying the influence of celebrities on fans' self-worth and sense of belonging, this paper can analyze what types or styles of celebrities are more sought after by fans, the psychological reasons why fans' sense of self-worth and belonging are influenced by their idols and remind society to look at following celebrities rationally. Let the public understand the extent to which sensible groupies can relieve stress, make people aware of themselves, and give them a sense of belonging. A questionnaire was used to explore the influence of Yuning Liu on his fans' sense of identity and belonging.

Keywords: Social media; Weibo; Idolatry; Sense of Belonging; Self-worth.

1. Introduction

With the development of technology, social media is gradually entering people's lives. This also provides a whole new platform. More and more people choose to interact with their favorite celebrities online compared to the offline chasing of stars in the past. There are many people who see their favorite stars as their spiritual support, and they think their idols will bring them courage to face difficulties or some positive power. They will imitate their idol's way of dealing with people. The popularity of social media has led to the massive exposure of celebrities' words, actions and even private lives to their fans. If a good guidance is not made, it is likely to affect the values of the fans.

In 2015, a band called Modern Brothers was formed. In March 2015, they entered the YY live platform. Lead singer Yuning Liu gained a large number of fans as a result, and then made his official debut in 2018. From a former netizen, successfully transformed into a singer, actor. From May 2019 until now, Yuning Liu's core fan ratio has always remained around 4%-8%, and the highest time even reached more than 9%. And according to past figures, the core fans of general new actors or potential artists would be about 4-5%. The core fan ratio of Yuning Liu even exceeds the average value of general mature artists. From January 7, 2021, when the Weibo live broadcast started, to January 8, 2022, the heat of Yuning Liu's live broadcast rose from 1100W+ to 4400W+, with an annual increase of nearly 5 million fans; the number of comments in the live broadcast reached 30 million+, with a total interaction of 100 million+. At present, #LiuYuNing live #related topics read up to 10 billion +, has become a phenomenal IP column of Weibo Live. In one years' time, Yuning Liu broadcasted a total of 46 live shows, with a total live time of 9095 minutes, which is equal to 6 days and 6 nights overnight. Among them, there are 20 nights, his live broadcast accompanied the fans through 0:00. Now, Liu has a total of 1,314 tweets (from January 17, 2015, to October 25, 2022), about 17,088,000 followers, and about 1,029 million retweets, comments, and likes on the microblogging platform. Liu in the live broadcast is not like an actor or a star, but like a friend talking about family matters. This is a unique existence in the entertainment industry where there is a great distance between idols and fans. Because of this, he has more opportunities than other celebrities to listen and respond to his fans' ideas and to communicate about his life and share songs. The characteristics of "companionship" and "appreciation of works" in fan culture are more obvious in his fan circle.

The worship and pursuit of idols is rooted in human nature, and because of this, idols can better regulate the behavior of fans. Idols have a guiding role for fans. According to a survey by Douban.com

now is that 70% of people believe that idols themselves have influence on the behavior of their fans. And live streaming is instantaneous and interactive, which means that every word Liu casually utters may have an impact on the behavior of his fans. If positively directed, this will upgrade the traditional star-fan interaction to a healthier, more benign relationship between idols and fans. If inappropriate remarks are made, millions of fans will be affected.

2. Literature review

Sense of self-worth is a person's sense of self formed on the basis of judgment and evaluation of his own value Affirmation and acceptance of attitudes and emotions [1]. From Wang and Li's research, there are some people who care more about the appearance of their idols, and they themselves have a more prominent appearance. They believe that idols are popular partly because of their prominent image and thus they feel superior themselves. Some believe that the characters in their idols' works are permeated with insights and thoughts about life that they have not experienced themselves, so they want to experience unknown life experiences and feel diverse possibilities by enjoying their idols' excellent works. The more people value the social contribution of their idols, the more they want to be able to help others and contribute to society just like their idols [2]. Sense of self-worth is an attitude and emotion of affirmation and acceptance of oneself formed on the basis of one's judgment and evaluation of one's own value. Dai thinks the more individuals with a high sense of self-worth are able to resist criticism from the outside world and pursue self-development. Many people will take the object they identify with as the standard for their own development [3]. Idolatry is the identification, attachment and learning of the worshiper to the idol. This shows that the idol's words and actions will bring influence to their own fans to a great extent. And through Maslow's hierarchy of needs theory that needs are divided into physiological needs, security needs, belonging and love needs, respect needs and self-actualization needs, only when the lower-level needs are satisfied can the higher level needs be only when the lower level needs are met can the higher level needs be satisfied. The need to belong mainly refers to the psychological need of individuals to join a group after satisfying their physiological and safety needs. The need to belong refers to the psychological performance of individuals who want to join a group after satisfying their physiological and security needs. Turning back to the construction of the image of the star, in the 1970s, Dyer concluded through his examination that the star was an image constructed by a mediated text. The iconic star also exists as a figurative representation of a personality symbol. And now, most stars are less dependent on traditional media platforms. This is because they can communicate with their fans and shape their image through their own platforms such as social media. This also gives them greater autonomy [4]. And from Dai's research, now a large number of fans try to satisfy their psychological needs of rebellion, catharsis compensation, belonging, identity and even love in idol worship. Fans try to relieve the pressure of life and studies through their idols, send their emotions, find a sense of belonging in a similar group, and thus gain spiritual comfort and support [3].

From Tan and Chen's research, idol culture has the characteristics of entertainment and secularization in form. Objectively speaking, there is an inherent socio-historical basis for this evolutionary development, but the problem is that the majority of the fans are young people who are at a stage where their physiological and psychological development is distinctive, and they are extremely eager for sensual things. When this psychology is combined with the characteristics of contemporary idol culture, it is inevitable that they will be greedy for pleasure and unmotivated [5]. From Ji's research, he believes that in the Internet live industry, which is not highly regulated in the market, the lack of restraint in the behavior of some internet celebrities and anchors has led to the widespread spread of an Internet subculture that prides itself on vulgarity and name-calling, which can affect the psychology of viewers [6]. From Han and Liu's research, they believe it's easy for fans to make a two-way connection with their idols, although most of the premises are virtual identities. But they can share in a timely manner through the medium of the Internet. It can be said that the virtual network can serve as a platform for most intimate relationships to be built. And the relationship

between fans and idols is both stable and fragile. In an intimate relationship that can choose to end easily, both parties are undoubtedly free and independent. This also leads most people to believe that following stars is somehow socially liberating [7]. Through The psychological preoccupation-addiction model of idolatry and the stages of personality development theory all mention that idolatry can help individuals with ambiguous areas of uncertain self-identity and self-boundaries to gain stable self-identity. This will help them in their future development [8,9]. But excessive idolatry can lead to increased dependence on idols, a great increase in negative emotions, and a decrease in subjective well-being [10-12].

Although there are many scholars in these fields, most of their studies focus on negative influences and few focus on the impact of specific celebrities with their own personal style on their fans' self-worth and sense of belonging. By studying the influence of celebrities on fans' self-worth and sense of belonging, this paper can analyze what types or styles of celebrities are more sought after by fans, the psychological reasons why fans' sense of self-worth and belonging are influenced by their idols and remind society to look at following celebrities rationally. Let the public understand the extent to which sensible groupies can relieve stress, make people aware of themselves, and give them a sense of belonging. This paper will explore the effect of celebrity speeches on fans' self-worth and sense of belonging based on addiction model, Maslow's hierarchy of needs theory and cultivation theory.

3. Methodology

A software called Wenjuanxing was used for this survey. The questionnaire will be posted to the WeChat, the fan group of Yuning Liu and the purchase group of online fan's creative products. This ensures that the majority of the groups filled out are fans of the star. The questionnaire will be sent in a period from October 28, 2022 at 8:00 pm to October 29, 2022 at 6:00 pm. A total of 116 questionnaires were received, and during the review process. Questionnaires with an answer time of less than 1 minute are considered invalid.

4. Results

This paper divided the survey questions into two broad directions, namely, sense of belonging and sense of self-worth. The questions under sense of belonging were further divided into communication sense of identity and sense of achievement; and self-worth sense was divided into self-esteem, self-love and self-confidence. From multiple perspectives, this paper investigates the influence of Yuning Liu's speech on his fans' sense of self-worth and sense of belonging.

Among these surveyed people, 49.14% of the fans' besties were supportive of the respondents' attitude towards pursuing Yuning Liu, while the other half remained neutral. Only 0.86% of the fan base is not supported. Only 4.31% of the interviewees thought they could not handle the balance between watching Yuning Liu live and their own lives. And almost all of the surveyed fan groups consider Yuning Liu to be like their friend.

Among the questions involving the sense of belonging, when asked whether they would be happy for Yuning Liu's success, a whopping 98% of the statisticians said yes. At the same time, they also said that Yuning Liu's achievement would bring influence to their next life emotionally and become more called positive. More than half of the respondents said they did not care if Yuning Liu's live broadcast would attract widespread public attention on social media platforms such as Weibo. 91.38% of the respondents when asked if they would meet some like-minded friends because of Yuning Liu, they gave a positive answer. 99.14% of those surveyed thought that Yuning Liu's live broadcast could make their lives more interesting because of Yuning Liu. 98.28% of the respondents would listen to Yuning Liu's positive guidance and learn from his way of dealing with the world. More than 93% of the respondents thought they could find emotional resonance in their communication with Yuning Liu during the live broadcast and were willing to share the trivial things or troubles in their lives to Yuning Liu in the form of comments.

All of the respondents said that Yuning Liu's attitude of "respecting oneself" revealed in the live sharing is worth learning from. 97.14% of the respondents also think that Yuning Liu's experience along the way can encourage them to face life positively. 98% of people think what Yuning Liu said about taking good care of the reputation is the right direction to lead. His words will be a constant reminder to learn self-love. 98% of people thought they became more cheerful after watching Yuning Liu's live broadcast. When asked if they would believe in their abilities more because of Yuning Liu's encouragement in the broadcast, 90% of people chose yes.

5. Discussion

From the survey, the paper analyzes that most of the fans will be influenced by Yuning's remarks. First of all, they treat Yuning Liu as their daily friend and try to harvest the general care of friends from Yuning Liu's live broadcast, and the fact is they do get it. And because of this, Yuning Liu's words and actions will influence their behavior and feelings. Secondly, only a small number of people around the investigators do not approve of Yuning, so most of them can feel support when they follow the star. This lays the foundation for many fans to like Yuning Liu for a long time. This is also why the influence of Yuning Liu's live remarks on fans grows gradually. This can lead to any phrase uttered by Yuning Liu on air, which may be interpreted or imitated by fans. If he can guide positively, he will become a guide to the direction of life for many fans; while if he cannot guide positively, it will lead to many fans being misled and more likely to cause massive fan circle abuse. And according to the next study, it can be concluded that Yuning Liu's Weibo remarks can be said that all of them bring positive guidance to his fans. So as long as Yuning Liu has been giving some positive guidance in his live Weibo, the vast majority of his fans can be positively influenced. It is also because of this that officials can initiate such similar celebrity live acts. Through this type of entertainment activities to enrich the lives of fans while bringing positive guidance to fans. According to Maslow's "Hierarchy of Needs", people have needs, which can be divided into physiological needs, security needs, belonging and love needs, self-esteem needs and self-actualization needs. In the process of following stars, the sense of belonging of the fan community comes from the activities of the fan group and the association sought in the idol. If more and more artists begin to have similar opportunities to share their positive attitudes or experiences in life with their fans, fans will associate their own perceptions with the characteristics that their idols possess and thus realize their self-worth.

The vast majority of fans will feel a sense of identity because of Yuning. Based on the fact that they will meet a lot of like-minded friends in the comment section of Yuning Liu's live stream; secondly, some of the fans follow the star out of recognition of Yuning Liu's character and face value, and the essence of this recognition is the fans' inner affirmation or expectation of themselves, and the fans want to show others what kind of person they actually are or what kind of person they want to be through their favorite idol. Finally, according to Goffman's mimetic theory of drama society is a big stage, and members of society are all performers on this big stage. People may distinguish between frontstage and backstage in order to perform. The front stage is the side that the audience can see directly, and the backstage is the side that prepares for the front stage performance. When consider the real life of the fans as the "front stage" of the performance, and the world of the fans who follow the stars as the "backstage", then the "front stage" is mainly a source of pressure, while The "backstage" is a relatively relaxed place, which can easily become a place for fans to escape from the pressure of reality and release their true selves. Fans can build a more real self in Yuning Liu's live broadcast, and when fans present this "I" in the foreground, the affirmation and recognition they receive from the surrounding environment will encourage fans to present more of the self they built in the background in the foreground, so that the role of fans in the foreground and the background will be unified. This unification of "front stage" and "backstage" helps fans to be more active in the "back stage" and try to be as good as Yuning Liu. The positive behavior of the "backstage" will inevitably influence the behavior of the "frontstage", and the fans will pursue their ideal selves more in reality to strengthen their identity. Therefore, Yuning Liu's live microblogging platform has

brought fans a "small world" where they can relax. Fans can relax and feel the positive guidance of Yuning Liu and receive positive education or guidance in the most relaxed state. By this conclusion may shed light on the governance of society. Such an idol will have more fan cohesion. For example, when the epidemic was prevalent in China in 2020, many celebrities took the lead in donating to serious areas. Fans then began to organize their own public service activities in the name of their idols, using the Internet to make use of the Internet. They used virtual organizations or communities in the internet to apply the fighting power they had developed in their daily lives to support the areas in need, uniting to support and contribute to the fight against the epidemic. They have demonstrated their strong organizational capacity. The fan organization combines online and offline, and manages the organization has the advantages of three-dimensional and efficient management, transparent accounts, quick response and strong action. The advantages of the "fan circle" are reflected in the activities of the "fan circle". The advantages of the "fan circle" are constantly reflected in the activities of the "fan circle". These operations have enhanced youth collaboration and inspire people to be more social governance. In social governance, fans should develop an Internet mindset and make use of the technology, such as pluralism, equality, and openness. In social governance, make use of the plurality, equality and openness of Internet technology to reduce costs and expand access to information. The government is also encouraging young people to play an active role in social governance, through self-management, self-monitoring and self-service, so as to form a pattern of participation in social governance by multiple subjects, including young people.

At the same time Yuning Liu brings a sense of accomplishment to a great part of the fans. Even if the fans do not care whether Yuning Liu's live broadcast will go to the achievement of the fan circle culture, such as on the "Weibo Famous Search". But the fans care more about Yuning Liu's live Weibo will give them motivation and achievement in their next studies and life. And then connect it with their favorite idol. This will give them a greater sense of fun and accomplishment. That is to say, Yuning Liu's long-term live broadcast will bring positive power to the fans. It can be used as a "reliever" for fans in their tired lives." As long as it lasts, he and his words will slowly influence the attitude of fans' life. Most of the fans surveyed said that they felt a sense of self-belonging through Liu's comments. Whether it is self-esteem, self-confidence or self-love. Basically, all the fans surveyed chose Liu's live stream to make themselves more cheerful. His words often have the implication of exhorting fans to pay attention to maintaining their own reputation. It is also because he is very vocal in the fan base that the vast majority of fans believe they should be as unassuming as Yuning. This has brought a lot of positive influence to the fans. Because Yuning's guidance to his fans must be positive and upbeat, he supports and encourages his fans' positive behavior. The best means of guiding fans is to set an example and to exert the power of example through their own words and actions. That's why Weibo should encourage stars who bring positive influence on live-streaming activities. For example, awarding encouragement, or adding some unique special effects to the live stream that match that artist. This will make the live broadcast more interesting and therefore attract more users to the live broadcast. This can also lead to a positive "fan circle" culture, so that fans can relax and get positive guidance at the same time. This has inspired in for people to enhance their subjectivity and establish a sense of self-belonging. Subjectivity is an essential attribute of human beings as subjects, and young people are able to manifest their creativity and initiative in the organized and disciplined "fan circle" activities, generating and nurturing subjectivity. Many idols have the qualities of perseverance, striving for their dreams, and perseverance, and this is the reason why a large number of fans firmly identify with and support their idols. In this kind of support and recognition, people can stimulate their own potential and grow together with their idols with struggle as the base and achieve life inspiration. In such activities as live broadcast, people can project themselves and reconstruct themselves, which is a "process of finding identity in the role conflict of self-identity", thus promoting the awakening of self-awareness and completing the construction of a subject's identity full of self-identity. To enhance the sense of belonging.

6. Conclusion

As more and more people follow their favorite idols through social media platforms on the Internet, their words and actions influence the attitude of their fans' lives to a greater extent. Even younger, non-judgmental fans will go out of their way to imitate their idols. Idol speech as well as behavior should be more widely concerned by the society. Encourage positive idols and suppress unethical artists. This paper is based on Maslow's need theory, addiction model to explore the artist Yuning Liu who opened up the first path of live microblogging. It explores his influence on fans' sense of belonging and self-worth. By distributing questionnaires to nearly 100 fans, it is found that Yuning Liu's influence on them can be said to be all positive. Guiding them to have a correct outlook on life. Satisfies the fans' emotional needs for their own lives and to better themselves. The country deserves to encourage such artists to appear more and more before the public eye. Create a positive media environment. The media should guide public opinion, actively promote idols full of positive energy and virtue, and take advantage of the situation so that young fans can relax their senses, enjoy their spirits and satisfy their emotions in the "fan circle" activities, and be guided by their role models, so that they can sublimate their spiritual world, raise their cognitive level and enrich their spiritual life. At the same time, the cohesiveness and the power of data as stated in the fan circle culture can be applied in the management of the society.

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