Analysis of "Internet Celebrity" Phenomenon from the Perspective of Communication

Ruoqian Zhang[1,a,*]

[1]*Zhucheng Shiyan Middle school, Zhucheng city, Shandong Province, China*
a. 1726186736@qq.com
***corresponding author*

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Abstract: The appearance of "Internet celebrity" phenomenon affects people's life from all angles. From the perspective of communication, this paper combs the concept of Internet celebrity and the reasons for its emergence, points out the positive and negative effects of Internet celebrity on social communication, and proposes targeted measures to guide the spread of "Internet celebrity".

1. Introduction

As a product of the development of the Internet, the phenomenon of "Internet celebrity" exerts a subtle influence on people's lives and has an impact on people's values. At present, "Internet celebrity" has gradually developed into a profession and formed a relatively complete industrial chain. What is "Internet celebrity", why "Internet celebrity" so popular, and how should we deal with it?

2. What is "Internet Celebrity"?

"Internet celebrity" refer to people who are attracted by netizens due to an event or behavior in real life or online life, or who continuously output professional knowledge for a long time.[1] It is the result of the interest of online celebrities, online promoters, traditional media and other interest groups and the psychological needs of the audience in the online media environment.

Internet celebrity can be roughly divided into these categories according to their popularity: the first category is nominal value Internet celebrity, this type of Internet celebrity become popular because of their outstanding value, and the second category is the interesting category Internet celebrities: this type of internet celebrity is because some of the work published in the poking people's laughing point, or resonate with the public. The third category is artistic genius celebrities: this type of celebrities generally not have received professional training, but have received the attention of the audience or have their own style in a certain professional field. The fourth category is live broadcast celebrities: this kind of celebrities are live broadcast on a certain platform, to attract audiences by interacting with the audience or creating certain program effects.

3. Why "Internet Celebrity" so Popular?

Today's socio-economic technology is booming, now facing the impact of technology, social

competition is becoming increasingly fierce, people are under tremendous pressure in real life, and do not have much time for offline activities. So now they can relax by watching short entertainment videos online. When they are free, they turn on their phones to watch. When their spirits are released, they naturally have the desire to share, which is why the Internet is popular. The development of new media technology has also promoted the emergence of online we-media. People have obtained the right to self-communication from the platform, and the space for expressing individual desires has been greatly increased. [2]With the development of the times, the platform has become more and more diverse. Internet celebrities who shoot video can usually sell their products through the live broadcast platform. Like Jiaqi Li, who is regarded as"Lipstick Boy". After watching his short video, people would believe his choice and buy the lipsticks he recommended.

Nowadays, people always want to share their moods and recent activities. The online platform provides a platform where they can share their experiences anytime, anywhere, which caters to people's psychology. Similarly, precisely because of these platforms, people will resonate when watching videos. If the person's experience is similar to him, or if what he is performing is exactly what he likes, then he will want to continue watching. [3]Today's we-media is so diversified that we can see all kinds of people and things without going out. These people share the food you want to buy or watch recently. This is also in line with people's psychology.

4. The Essence of "Internet Celebrity" is We-Media

Since the media are ordinary people connected to the global knowledge system through digital technology, they begin to understand how ordinary people provide and share their own facts and their own news channels. In terms of we-media, it can also be divided into two concepts: we-media in a broad sense and we-media in a narrow sense. The narrow sense of we-media refers to media that uses a single individual as the main body of news production and has a number of independent users. In this way, the self of the we-media is no longer narrow, it is different from the self of the third party. In the previous traditional media, they regarded themselves as observers and communicators, and for we-media, we can be understood as "self-talkers." Therefore, in a broad semantic environment, we-media not only refers to the creation of individuals, group creation and corporate microblogging (WeChat, etc.) can be regarded as we-media. The broad we-media can be traced back to the end of the last century. At that time, the personal homepage and BBS personal album could be called we-media, then blog Weibo. Whether it is a creative subject or a content communication subject, you can find that its essence is we-media.

5. The Social Impact of the "Internet Celebrity" Phenomenon

5.1. Positive Impact

Promote the deepening of people's concept of freedom and equality. Most internet celebrities are ordinary people around us, but they are more brave than ordinary people and have their own characteristics. Many people are willing to open their hearts to the world because they understand the world. Internet celebrities have more diverse channels for receiving information, more independent thinking, and the pursuit of freedom. Therefore, the emergence of Internet celebrities has deepened people's concept of freedom and equality to a certain extent.[4]

Let people's values develop in a healthy direction. Most people who pay attention to Internet celebrities are young people now, and their values have not been established. When they receive complex network information, they often play an active role in spiritual improvement, which is conducive to the establishment of a positive and healthy value system.

5.2. Negative Effects

- Impact on human value standards. In the process of pursuing fame and fortune, internet celebrities use unusual words and deeds, strong contrasts, alternative styles, and other shameless ways to attract public attention. The impetuous, vulgar, and even sensational value orientations brought about by these "Internet celebrities" who use kitsch as their ability are hitting our mainstream values unscrupulously. In addition, in the pursuit of fame and fortune, there are no lack of glorious means, such as extraordinary words and deeds, strong contrasts, alternative styles, etc., to attract public attention. The basic virtues of diligence and thrift are mocked, and the excellent qualities of self-reliance and self-improvement are abandoned. The impetuous, vulgar and even sensational value orientations brought about by these kitsch Internet celebrities are affecting people's value standards.

- Distorting people's currency view. Many money worshipping women and money worshipping men rely on the words and deeds of "showing off the rich" and "shame on the poor" and quickly become popular on the Internet with shocking "strong text". They declared aloud that they looked down on the poor, and they used the most exaggerated and straightforward language to declare their so-called "daily expenses" of high social life. In this case, people will think that money is everything, blindly worship and pursue money. Noble morals that care about the collective, work hard, and love labor are weakened, and hedonism, money worship, and selfishness are all over the place.

- The ambiguity of "Internet celebrity" marketing and the authenticity of the huge fan base are constantly questioned by consumers and regulatory agencies. Questions about Internet celebrity and other high-impact figures have also appeared around the world. Influential people, such as influential people, can have a huge influence on fans' buying decisions. If the so-called Internet celebrity recommendation ended up being a marketing scam, people would think they were misled. Today, many Internet celebrity buy fake fans for themselves to convince the public to believe in their abilities and popularity.

- The overnight success of the "Internet celebrity" has subverted the traditional concept of success through hard work, catered to the current impetuous and utilitarian social mentality, and created the illusion of success. For ordinary people, they lack the spirit of hard work, they are eager to become talented people, eager to prove themselves. Therefore, they are more inclined to believe in the myth of becoming famous overnight, that they have a greater chance of success by luck.

6. Guidance Measures for the Spread of "Internet Celebrity"

6.1. Strengthen the Value Education

In response to the phenomenon of "Internet celebrity", people must be prevented from blindly worshiping money and merit, and the core values of socialism must be dominated to cultivate people's correct outlook on fame and fortune. It is necessary to actively carry out ideological and political education so that people can establish the correct values. If a student does not have the ability to distinguish right from wrong, it is easy to get lost. Teachers should educate students not to indulge in fame, so that students understand that "Internet celebrity" is a "double-edged sword" and learn to view fame correctly.

6.2. Set a Positive Example

"Internet celebrity" should bring positive energy to society. Because Internet celebrities are getting more and more attention from netizens, and their words, deeds and thoughts will affect more people, Internet celebrities should strive to become an active communicator of ideas. The words and deeds of Internet celebrities can guide others correctly, make others' ideology and morality develop in the

right direction, and help people establish a correct outlook on life, world, and values. At the same time, we must strictly manage the bad words and deeds of Internet celebrities, resolutely resist negative energy information, and strive to create a "review" with connotation, positive energy, and literacy.

6.3. Coordinate from a Regulatory Perspective

Only by effectively coordinating and realizing the interests of all strata and continuously optimizing the social stratum structure can we ensure the harmonious and orderly development of society. The government must establish and unblock open and diversified social mobility channels, especially to provide a smooth path and a more inclusive environment for the growth and development of young people, the effects of gradually decreasing factors on personal growth, and the role of personal development The gradual expansion of the post-emergent factor allows talents from all walks of life to demonstrate their talents. At the same time, we must establish and improve a scientific distribution system, gradually narrow the income gap and the gap between the rich and the poor and form a scientific and orderly distribution of benefits.

6.4. Professional Ethics Promotion

Focus on strengthening the professional ethics of media practitioners and improve the professional capabilities of media practitioners. Through studying relevant laws and regulations, media practitioners can clarify their legal and moral responsibilities, enhance their aesthetic appeal, and consciously perform their social functions. Strengthen its own independent judgment ability, take the initiative to convey the modern and advanced humanistic spirit, consciously resist all kinds of vulgar, kitsch, and vulgar words and deeds, and form a healthy and beneficial public opinion guidance environment.

Vigorously promote the gathering of high-quality mass culture and improve the supply quality of media cultural products. Actively guide mass cultural production and operation units and individuals to adhere to advanced cultural positions, actively explore ways to improve the quality of mass cultural products, establish mass cultural carriers accepted by the masses.

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