

Research on the Analysis of Youth Celebrity Worship Behavior and Guidance Strategies in the Perspective of New Media

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Abstract: Along with the development of science and technology, the new media technology has been maturing, and the carrier of information dissemination has also diversified. The dissemination of new media has entered an era of rapid development, and the culture of celebrity worship has emerged, accompanied by changes in the circle and values of young people, and stars are favored by many young people because of their uniqueness, and the celebrity worship behavior of young people under the new media perspective has different characteristics. At present, teenagers in the age of celebrity worship appeared to be underage, the behavior appeared to be out of control and has a certain degree of blindly following the crowd. In this paper, we analyze the causes of teenagers' celebrity worship behavior and the influence of new media communication on teenagers' celebrity worship behavior from the perspective of new media, and put forward effective guiding strategies for teenagers themselves, their parents, the relevant management departments and the society in order to disseminate correct values.

Keywords: New Media, Teenagers, Celebrity worship Behavior

1. Introduction

Worshipping stars and blindly chasing after them is a common problem among young people in modern times, and it is also a general social phenomenon. Positive celebrity worship will have a certain role modeling and motivating effect on the development of young people, but at present, most of the young people can not do to restrain themselves which brings certain problems to the physical and mental development of young people and the establishment of values. In recent years, the continuous improvement of new media technology, entertainment companies continue to grow so that the number of Chinese domestic stars increased, the star-making system continues to mature constantly mature and the youth's mind is not yet fully mature, they lack of the ability to judge things correctly [1], which triggered their immature celebrity worship behavior. Therefore, this paper analyzes the celebrity worship behavior of teenagers and the causes behind it, and combines the environment of today's new media era with the blind following of teenagers to guide them in a positive direction, and gives the relevant departments and the society a certain reference to solve the

problem, so that the teenagers can grow up healthily in a healthy environment of celebrity worship, which is of great practical significance.

2. The characteristics of adolescents' celebrity worship behavior in the new media perspective

2.1. Herd mentality

Herd mentality is a group of people who, without the leadership of an authority figure, produce consistency in the behavior and thoughts of individuals in the group, [2] and the expansion of the scope of application of new media technology exposes more information to the public without screening. As adolescents whose judgment is not yet mature, there is a large amount of information flooding into their minds at a time, they are more easily attracted by the so-called pop-ups brought by the new media, and after indulging in the celebrity idols packaged by the entertainment companies, they begin to chase after the stars. Adolescents have a difficult or impossible time distinguishing between their idol's screen image and real life, and they transfer their admiration for the screen image to a love of the real person [3]. In the development of new media people can more freely express their own words and opinions, but this contains the wrong view of celebrity worship and values, to a certain extent, also affects the thinking ability of young people, in the face of favorite stars make a mistake many teenagers will produce unacceptable resistance to the psychology and for their favorite stars to complain. This is a kind of blind pursuit of wrong values, and if it continues to develop, it may lead the teenagers to go astray without being able to establish a correct outlook on life.

2.2. Superficiality

In the new media, people have begun to use the term "rice circle" to denote a fan base, which did not exist in the former pursuit of celebrities such as artists and writers. Teenagers seldom really like a respected predecessor but will choose to pursue and worship the traffic stars, and more and more teenagers in the pursuit of celebrities only pay attention to the face value but neglect the inner quality of the stars, teenagers in the idol choice is too superficial, lack of in-depth understanding and rational thinking. [4] And with the boost of new media technology, various styles of net stars, stars and actors appear in the youth's field of vision, while some of them do not have the quality and morality after strict examination, and there are also many virtual characters, which have charming voices and seductive images that make many teenagers obsessed with them. This also reflects the superficiality and deformity of teenagers in the concept of chasing stars, in the choice of chasing stars is through a series of external factors and finalize their favorite stars without considering the deeper connotation.

2.3. Out of control

The loss of control of the idol star chasing behavior is now a very obvious feature of the youth star chasing behavior. Positive celebrity worship can help young people establish a correct outlook on life and values, but the current trend is that a large number of young people are obsessed with the process of celebrity worship and lost themselves, because celebrity worship to give up their studies and should have accomplished the goal of life. New media technology has brought about a series of new types of star-chasing behaviors such as fan listings, live broadcasting gifts, buying overpriced cards and high-end luxury goods endorsed by celebrities. For example, there are a series of procedures and systems to learn and comply with, which requires teenagers to invest a lot of time and economic costs, and even sometimes because of the interests of the quarrel [5] This behavior

not only causes physical and mental harm to teenagers, making them deviate from the original life track, but also disastrous for some of the families, who can't afford to spend money on their children's celebrity worship. They can't afford the expenses needed for their children to follow the stars, which leads to a series of family conflicts, and such behavior is not conducive to the long-term and stable development of society.

3. The causes of teenagers' star-chasing behavior in the new media perspective

Celebrity worship is an emerging phenomenon in the society nowadays, on the one hand, celebrity worship has boosted the development of part of the industry while on the other hand, it reflects its hindrance to the development of the youth. The arrival of the new media era has boosted the celebrity worship behavior of teenagers who lack self-control, and teenagers have a lot of crazy thoughts and actions in the face of their favorite stars, and the analysis of the causes behind them will help to have a more objective knowledge of celebrity worship behavior, and further guide the teenagers to establish the correct values.

First of all, teenagers lack of value guidance on the correct view of chasing stars. Values are constantly developing in childhood and adolescence, and adolescence is also an important period for the development of autonomy, which is a key period for establishing correct values [6]. Teenagers are eager to realize the value of their own lives at this stage, and by chasing stars, they can put their emotions on the stars and express them through many crazy behaviors, which is a way to express their love at their age. In the bright and shiny stars they feel that they see their successful selves and feel a strong sense of satisfaction and self-identity, they would like to believe that it is better to work hard to get ahead than to be a star. In this way of thinking, they spread the wrong mentality and behavior through the group. Most of the parents who are fans of the group do not clearly understand what it is to follow the stars, and do not understand how to positively guide their children, so it is even more conducive to the spread of the crazy behavior of teenagers following the stars.

Secondly, the continuous development of new media technology has lowered the threshold of celebrity worship and improved the public's tolerance of celebrities. From the perspective of chasing stars, new media platforms allow people of different ages to come into contact with stars of different ages with different preferences. Everyone can chase stars and everyone can "touch" the perfect star image portrayed through the screen, and this right of independent choice put on the body of teenagers makes them feel great freedom and the pleasure of not being controlled, and they enjoy the power of free expression in the process of chasing stars, and the excessive pursuit of self-expression and independent choice will result in the distortion of values and the weakening of moral values. teenagers' distorted values, weak moral concepts and self-centeredness [7]. In the past, most of the stars in the public's view were influential artists, but the innovation of new media technology has lowered the threshold of becoming a star and the public seems to be more tolerant of stars. As a new generation of teenagers, they pay little attention to the old generation of artists, and most of them focus their attention on the young celebrities.

Finally, new media technology provides a wider platform and diversified ways for teenagers to follow stars. Compared with the single communication of traditional media, new media is more interactive. Teenagers share new information about their favorite celebrities with their so-called "friends" through new media platforms, but they do not have the awareness and ability to confirm the authenticity of the information, which leads to the complication of the original simple issues, and the processed information is presented to the teenagers' field of vision and under the guidance of public opinion, and sometimes it even leads to unnecessary conflicts. At the same time, in the new media era, there is a capital power behind the stars. Behind a star there is a huge team, they will use the new media platform through the use of charts, gifts and other ways to use the fans to

achieve its profitability, high data and high traffic so that stars have more exposure, and these data can also increase the market value of the platform, become a chip for financing and advertising [8] The new media can help to make the dissemination of information more quickly and also for the teenagers to crazy behavior to create momentum.

4. Strategies for correctly guiding teenagers' star-chasing behavior under the new media perspective

The wrong celebrity worship behavior of teenagers in the new media perspective has induced many problems, which is not only detrimental to their own growth and development but also has a certain impact on the society. Therefore, in the face of such a hidden danger, how to use the strategy to guide them to the right path can be analyzed from parents, media platforms, society and other aspects.

4.1. Parents: correctly understand celebrity worship and patiently guide their children

For young people who are at an important stage of building their outlook on life and values, parents are their children's guides, and it would be very dangerous for parents to give their children complete freedom without any control, because it will affect their children's behavior. [9] However, if parents do not properly understand the behavior of celebrity worship and control their children, then the children will have a rebellious mindset and follow the crowd and make some wrong moves. At this stage, there are still a large number of parents on the behavior of celebrity worship prejudice, they can not understand why the child will be a real-life difficult to meet the person to produce admiration and think that such emotions will be a hindrance to the child's future development. In the face of such a situation, parents should promptly change and correct their own thinking, as a new media era, the emergence of fresh blood, celebrities can also bring positive energy to young people, parents can shift their attention from the small family level to the contribution of celebrities to public welfare and other aspects of the community, which can gradually guide children to input the correct core values.

4.2. Media platform level: don't forget the original heart of the media and abide by the professional ethics

In this new media era where traffic is the most important thing, many media, in order to win the public's attention and earn the so-called dividends, create some contradictions and explosions to attract young people to pay for them, which is not only detrimental to the purification of the network environment, but also causes certain harm to the physical and mental health of young people. As an important platform for dissemination of information, the media should not forget the original heart of the communication, upholding the correct professional ethics, to give young people the correct guidance of the pursuit of stars. At the same time, in the face of some such as spreading rumors about the stars of the network disorder, should be stopped in a timely manner, to strengthen the supervision, from the source to cut off the dissemination of information channels, for the malicious dissemination of negative information on the blogger should be reported to the relevant management departments to punish them. In terms of dissemination, the new media can utilize the qualities of its wide channels and high coverage to input some star positive news and spread positive social energy.

4.3. Government level: increase the supervision and maintain the net land of star chasing

Teenagers as the new force of the country, in the face of incorrect star-chasing behavior, in addition to parents and the media need to contribute, the government should also assume the corresponding responsibility. The establishment of a sound network market regulatory mechanism is very important [10] the government should continue to improve the regulatory mechanism to control the quality of new media for the output of the star works, for the star's work should be strictly audited, to guide the market positive atmosphere spread. At the same time, for the supervision of new media platforms, the dissemination of celebrity content related laws and regulations should also be improved as soon as possible, after the completion of the relevant laws and regulations can be allowed into the campus to do the government publicity and campus publicity two synchronized dissemination, enhance the legal awareness of young people for the pursuit of star behavior. At the beginning of the star chasing behavior to understand the right and wrong, to help young people chasing the star in the process of some improper behavior that leads to further deterioration of the situation.

5. Conclusion

To sum up, it is a common phenomenon for teenagers to pursue stars in the perspective of new media, and a correct understanding of the behavior and concept of pursuing stars will help them shape a correct outlook on life and values in the process of pursuing stars. However, due to the diversified ways of chasing stars provided by new media and the flow and interest of stars caused by the loss of professional ethics of some media, coupled with the special age and immaturity of teenagers themselves, it leads to the possibility that they may be biased in their behaviors. Therefore, teenagers themselves should improve their judgment ability, make the right decision not to be led astray by the wind direction of celebrity public opinion, and at the same time, if all sectors of society want to let teenagers grow up healthily and promote the development of national progress and development of the country, it is necessary for parents, media platforms, and the government to make concerted efforts to guide teenagers to follow the stars in a positive direction, to promote the correct view of chasing the stars, and to disseminate the correct core values. However, this paper also needs to involve psychology and other related knowledge when studying the causes of celebrity worship behavior, and the author will improve the research in this area later.

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