Research on the Phenomenon of Fans "Controlling Comments" in Cyberspace—Taking Sina Weibo as an Example

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ABSTRACT

This paper aims to explore the connotation of the phenomenon of Fans "controlling comments" and the characteristics of the subject of Fans "controlling comments" -fans group, so as to promote the in-depth development of media audience and cultural reproduction research in the era of "We Media". With the help of quantitative research methods such as content analysis and questionnaire survey, this paper investigates the connotation, characteristics of fans and attitudes of fans towards "control and evaluation". The conclusion is as follows: 1. Fans "controlling comments" is China's rise fan participation behavior in the new media environment. 2. The characteristics of Fans' quantity are large; Female fans, students aged 18 to 25, and those with a bachelor's degree were more likely to participate. Fans who participate in the "review control" behavior usually have a fixed star idol and will use third-party software to help "review control".

Keywords: Audience research, Fans "control comments", Weibo interaction

1. INTRODUCTION

With the increasing number of idol worshipers and young Internet users, Sina Weibo has become an important marketing platform to promote and publicize idol stars. Teenagers can also express their demands for idol stars through microblog platform and communicate and interact with stars and other peers. Due to a large number of Sina Weibo users and its strong market influence, many fans use Sina Weibo platform to control the direction of comments through centralized likes, retweets, collective comments and other forms, so as to achieve the purpose of expressing their love and maintaining the reputation and interests of their idols. This is called Fans "controlling comments". Although the phenomenon of Fans "controlling comments" enriches the style of mass culture, it is the product of people's active activities and free expression in the Internet space. However, as the fan group tends to be younger, some fans have a wrong understanding of Fans "controlling comments". Many fans make comments at will regardless of the occasion, distort the truth and control the direction of public opinion, and even carry out cyber violence against people who have different views from themselves, which causes chaos of ethical and emotional aspects in cyberspace. Therefore, fans "controlling comments" since the era of new media, and analysis in the process of "control review" presents the characteristics of the fan groups, allowing fans to "control comments" form objective take correct use of cognitive and

behavior, the best fans stereotypes, at the same time to start from fans play "control review" of the positive role of suggestions are put forward.

This paper uses Questionnaire Survey method and Content Analysis method. Questionnaire survey is a controlled measurement tool -- a method to measure the problems studied by questionnaire so as to collect reliable information. The content analysis method is a research method to conduct quantitative analysis on the content of communication. The conclusion of this paper is based on the statistical analysis of the questionnaire survey, and interprets and analyses the content of "controlling comments" of celebrity fans, so as to support the conclusion. Based on the research results of others, the author independently designed a questionnaire in the form of multiple-choice questions, multiple-choice questions and scales, etc., to investigate the respondents' behavior habits and attitudes towards controlling comments. The author first used SPSS 23.0 to test the questionnaire questions and found 20 questions sig. Value approaches 0.001 (< 0.05) indefinitely, indicating that the 20 questions have a differentiation degree and can distinguish the response degree of different subjects. Therefore, all questions are retained. The reliability and validity of the questionnaire were tested, and the internal consistency reliability of the scale was tested in the reliability analysis. The test result was that the "p" value of the controlling comments attitude scale reached 0.994 (> 0.9), indicating that the reliability was very good. In the validity analysis, the author used KMO and Bartlett

sphericity test, and finally concluded that the KMO was 0.975, higher than 0.9, and the sig. value was infinitely close to 0.001, indicating that it was very suitable.

2. DEFINITION OF FANS "CONTROLLING COMMENTS" AND LITERATURE REVIEW

Fans "controlling comments" is a new behavior and word appearing in the circle of food. Refers to the fans a large-scale deployment control Weibo comments, the microblog positive comments on the thumb up, reply the popular commentary, negative comments, don't take a reason or to report to make it avoid in front, how to describe the fan control under the star news comments, have the effect of maintenance icon image.

The communication platform of Fans "controlling comments" is mainly focused on Sina Weibo. With the announcement of Tencent Weibo to cease operation in September 2020, Sina Weibo is the dominant one with strong influence and becomes the main platform for fans to "control review". The communication subjects of "controlling comments" are fans who take the initiative to participate. The empowerment in the new media era makes it more possible for them to participate and interact with each other. Fans are led by network Big V (users with personal certification and many fans) and "professional fans" (professional fans), with a clear division of labor and performing their respective duties. Some fans set up "review control groups" on Weibo to produce data for their idols, becoming the main force of "rating control". The dissemination content of Fans "controlling comments" is the text expression of star-worshiping culture, pictures and emoticons. In different Weibo contexts, fans will produce different texts. For example, in idol's Weibo, fans' controlling comments are more about expressing their love. In the idol related microblog released by the marketing number, it is to express the praise to the idol and promote the idol's works. In the brand's microblog, fans express their recognition of the cooperation between the two parties and their desire to buy. In the negative comments on the idol's Microblog, fans respond and refute as the idol's agent. "Control review" the spread of the effect is to make the other individual or organization to produce the same as the fans, fans of "control review" although occurring at the stars, such as marketing, released on Weibo, work and the love of their idols and its expression, its propagation is affected by many reading Weibo comments, forwarding of other individuals and related organization, make them and fans have the same emotion, so as to achieve the goal of the interest of the star.

3. CHARACTERISTICS OF FANS WHO CONTROLLED COMMENTS

3.1. A large number of fans participate in "controlling comments"

This feature is reflected in the large number of people participating in "controlling comments actions. The main body of "control comments" is the followers of celebrities in various fields. They not only leave comments under the celebrities' Weibo posts, but also make comments when other influential Weibo users post celeb-related posts. When fans make comments, they often have more than one hundred or one thousand people. They usually take large-scale collective actions in the first time the microblog content is released, and continue to increase the popularity of celebrities by constantly forwarding and leaving the same comment content.

Not only are there a large number of fans participating in "controlling comment ", but many of them have opened multiple Weibo accounts and spend a certain amount of time every day to increase the scale of "comment control". Survey data shows that fans who regularly participate in the "control comments" have two or more Weibo accounts. Among the fans who often participate in "comment control", 72.73% have two or more Weibo accounts for "comment control", among which 25.76% have more than 10 accounts for "comment control"(As shown in the Fig.1). One of the criteria for Sina Weibo to judge the influence of a certain microblog is to see the number of comments under the microblog. As long as people with multiple microblog accounts have multiple mobile devices, they can quickly send out multiple comments of the same kind, which can improve the efficiency of "controlling comments" and increase the scale of "controlling comments". The accused in the evaluation of the amount of time "this topic, often participate in the" control review "fans of five options accounted respectively 0 to 5 minutes(9.09%), 5-15 minutes(33.33%), 15-30 minutes(21.21%), 30 to 60 minutes(16.67%), more than 60 minutes (19.7%), distributed averagely, daily 5 to 15 minutes for the number of" control evaluation ". Although looks less 5 to 15 minutes, in the information, the information transmission speed of network space, confused every day fixed star fan take the time to participate in the "review", and more than one fans do this every day, for fans of cultural production and dissemination, the expansion of the star power plays an important role, so that action can be very active, shocking.
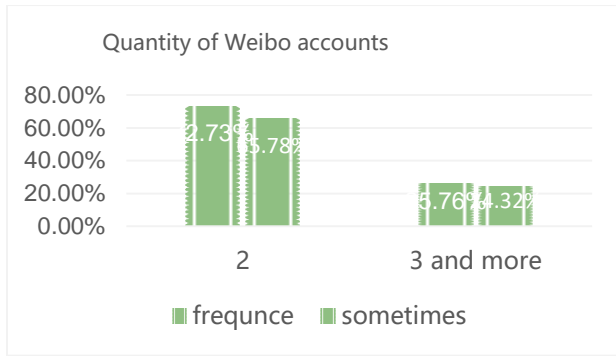
Figure 1. People's Weibo accounts

3.2. Female fans, 18 to 25 years old students with a bachelor degree are more willing to participate in the "controlling comments"

When investigating the composition characteristics of the fans participating in the controlling comments, the author makes a cross-analysis of the basic information of the respondents (gender, age, occupation, education background) and the frequency of the respondents participating in the behavior of the controlling comment (frequently participating, occasionally participating, not participating). The analysis showed that women were more willing to "control". 1.54% of the respondents were male and 98.46% were female. 4. 84% of the respondents were male and 95.15% were female. The age of non-participants was 9.23% for males and 90.77% for females. This is in line with the 98.76%age of women in the idol fan base. However, it should be noted that the difference in interest and expression intention in the questionnaire may affect the ratio of male to female in this survey, so this cannot be equated with the real gender composition of the controlling comments fan group. In terms of age structure, the majority of participants in the "controlling comments" are aged between 18 and 25.According to the survey data, those who frequently participated in the controlling reviews under 18 years old (15.15%), 18-25 years old (74.24%), 26-30 years old (10.61%), 31-45 years old, and 46 years old and above. Those who occasionally participated in the control evaluation were under 18 years old (6.34%), 18-25 years old (79.37%), 26-30 years old (12.70%), 31-45 years old (1.59%), and 46 years old and above. Those who did not participate in the controlling comments were under 18 years old (7.69%), 18-25 years old (69.23%), 26-30 years old (21.54%), 31-45 years old, and 46 years old and above. This age corresponds to college students or young people just entering social work, which is consistent with the younger age distribution of Weibo users. On the one hand, college students have more freedom than other stages, on the other hand, they are more susceptible to the influence of popular culture. Therefore, compared with other groups, college students are more likely to participate in the controlling comments.

Students are the main force of "controlling comments". Due to the different occupations of the respondents, the occupations other than students are collectively referred to as other occupations. According to the survey data, 55.38% of the regular participants were students and 44.62% were from other professions; Among the occasional participants, 59.68% were students and 40.32% were from other professions. 72.31 % of students did not participate in the "controlling comments", and 27.69 % of students took other occupations.

In terms of academic degree composition, it can be seen that college degree is the main force participating in controlling comments. According to the survey data, no regular participants were from junior middle school or below, 13.64% were from senior high school, 78.79% were from bachelor's degree, and 7.57% were from master's degree. Occasionally, no students attended junior middle school or below, 77.78% of high school students, 14.29% of undergraduate students, and 7.93% of postgraduate students. Those who did not participate in the "controlling comments" accounted for 1.54% in junior high school, 6.15% in senior high school, 50.77% in undergraduate study, and 41.54% in postgraduate study and above.

3.3. Fans who participate in controlling comments generally have a fixed star idol and will use third-party software to help controlling comments

In order to further understand the motivation of fans' controlling comments, the questionnaire set two questions: "Do you have a favourite idol?", "How many idols do you like?"According to the survey data, 100% of respondents have favorite idols, 20.55% like multiple stars, and 79.45% like only one star. "Would you rate your idol fans?"This problem is cross-analyzed with the frequency of participating in controlling comments. The results showed that fans who participated in the controlling comments generally had a fixed star idol, and the higher the degree of participation, the more likely they were to be a fixed star idol. According to the survey data, 75.76% of the fans regularly participate in the controlling comments, and 19.70% have fixed idols. 4.54% had no fixed idol; Among the fans who occasionally participate in "control comments", 57.14% have a fixed idol and 22.20% have fixed multiple idols. 20.66% had no fixed idol; Among the fans who did not participate in the controlling comments, 32.31% had a fixed idol and 20% had fixed multiple idols. No fixed idol accounted for 47.69%. As "controlling comments" have a strong purpose orientation, the more likely fans who like a star idol are to participate in "controlling comments". The author also interviewed several fans who had not participated in the "fan controlling comments". They said that they were not crazy about their idols and would not take active and positive actions such as spending money for their idols and "fan

controlling comments" to follow the stars. They were mainly concerned about their idols' news and silently liked them.

Sina Weibo is used to calculate the influence index of stars. It provides functions such as hot comments, super topics and super words ranking of stars, star power list, etc. By clicking on these modules, fans can increase the influence of their idols. Meanwhile, these functions provide the soil for the birth of "control comments". Third-party auxiliary software can turn manual operation into mechanical operation, greatly improving the efficiency of controlling comments. Therefore, in some special periods, some fans will use third-party software to increase the influence index of their idols' microblog in an unfair competition way. Moreover, the more frequently fans participate in "controlling comments", the more likely they are to use third-party software. According to statistical analysis, 40.91% of frequent participants used third-party software for controlling comments, 16.67% used it occasionally, and 9.09% did not use it. Among the occasional participants, 11.11%, 28.57% and 4.76% of the participants participated in the "controlling comments with frequent use, occasional use and no use of third-party software, respectively. Therefore, it can be concluded that the higher the degree of participation in controlling comments, the higher the probability of using third-party software to help improve the efficiency of controlling comments.

4. CONCLUSION AND DISCUSSION

Through content analysis method in this article, from the spread of "control review" platform, the main body, content and effect factors of excavating the connotation of "control review" through the questionnaire survey were carried out on the star's fans, to understand the characteristics of "controlling comments" fans and fans of "control review"

attitude, for the deep understanding of the Internet of things "control review" to provide the reference.

Based on the influence of fan "controlling comments" behavior, the author believes that as an individual, especially as a member of the fan group, we should form a more comprehensive and macroscopic understanding of "controlling comments", so as to use technology and media more wisely and responsibly. As a microblog platform, while ensuring the increase of revenue, it should be committed to building a social media platform with a greater sense of social responsibility and building a healthier content ecology, relationship ecology and community order. In addition, "controlling comments reflects the widespread unhealthy tendencies in the whole society. Therefore, no matter individuals, platforms, or mainstream media, they should strengthen the advocacy of socialist core values to correct the atmosphere.

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