

A Social Media Based Study on the Motivation of Fans' Production Behavior

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Abstract. Fans of American TV series use the functions and operations of the microblogging platform to create and produce beautiful data and traffic for celebrities. The most intuitive manifestation of this is the emergence of "celebrity data groups", which are groups of people who are both "fans" of a particular celebrity, but are also responsible for and complete the daily data tasks of the celebrity, including The group's members are both "fans" of a particular celebrity, but are also responsible for completing the celebrity's daily data tasks, including "voting", "anti-hacking", "review control", "fundraising", "blogging" and a host of other actions. The high number of clicks and readings brought to the celebrities help them gain more attention and resources. This paper takes the group of "fans of American TV series " as the research object and uses microblogging as the research platform, through the use of Maslow's "hierarchy of needs" theory, "use and satisfaction" theory and Marx's "surplus value theory". The study focuses on the motivations of this group in the process of data production behaviour by drawing on Maslow's "hierarchy of needs" theory, "use and satisfaction" theory and Marx's "surplus value theory".

Keywords: Followers; microblogging; data production; behavioural motives.

1. Introduction

From the success of Supergirl in 2005 to the explosion of TFBOYS in 2013, the cultivation of idols and stars in China has reached new heights, and in 2018, with the popularity of talent shows such as Idol Trainee and Create 101, the cultivation and emergence of idols and stars in China has exploded (Zhang, 2017). At present, the development of idols is inseparable from the support of their "fans", and the "nurturing" idols need the constant support of their "fans". The emergence of new media, which has intervened in people's daily lives and is constantly evolving, has led to a growing initiative of the 'fan' community in Chinese society, with advances in mobile networks and communication technologies providing more opportunities for the 'fan' community (Yang & Song, 2013). There is no research that suggests a specific time frame from the emergence of the 'fan' group to the emergence of professional differentiation within it, but the 'celebrity data group' began to emerge in large numbers during online variety shows such as 'Idol Practice' and 'Creation 101', which aired in 2018. This started the first year of China's idol industry, which has continued to develop and has now formed a more complete system. Therefore, this paper dates the emergence of 'fan data producers' in China to 2018 (Xia, 2017).

Generally speaking, researchers have treated the "fan" group as a more active research subject, mostly studying the cultural phenomenon of the group, but the research on the participation behaviour and motivation of the "fan" group has been relatively superficial and has been neglected. However, research on the participation behaviour and motivation of the "fan" group has been superficial and neglected, and the research on the "fan" group has only been conducted through participatory observation, which can only observe the surface behaviour of the group and cannot provide a more correct and profound analysis of its psychological mechanism and motivation (Yan & He, 2018). Therefore, the study of the "fan" group should not lack objective analysis, and should not ignore the subjective feelings of the "fan" group. Therefore, this paper uses in-depth interviews and data analysis to take the "fan" group, which is a professional producer of data, as the main subject of the study, and combines the large number of "flow stars" that have emerged in the last three years, as well as events related to "flow". "The study also takes into account the "fan culture" and "fan psychology", outlines and deeply analyses the behaviour of the group and the reasons for their behaviour. The study of the "fan culture" and the "fan psychology" will provide an overview and in-depth analysis of the behaviour of the group and the reasons for their behaviour, explaining the motivating factors for their behaviour, the social problems caused by the behaviour of the "fans" and the impact it has on the society. -The analysis of the problems and the suggestions made are intended to suggest a more rational development of this group and to provide some reference for the formation of a more positive interaction between "celebrities" and "fans" (Xu et al., 2018).

2. Aggregation of fan groups for data production

2.1.Reasons for the emergence of fan data production

Firstly, there is the need for specialisation within the 'fan' group. When the needs of the lower level of development are met, i.e., when the size of the "fan" group grows, there is a need for management. When the lower levels of development are met, i.e., when the 'fan' group grows in size, there is a need for a corresponding management demand, and when the group becomes too large, there are various hierarchies to meet more specialised needs (Jing, 2017). The "leaders" are used to guide, regulate and organise the "fans" through the "leaders". The "leaders" are the ones who guide, standardise and organise the daily actions of the "fans", mainly by connecting with the celebrities and obtaining the first-hand information released by the celebrities. Other ordinary "fans" need to respond to the call of "fan leaders" in time to complete the task of spreading the information, their purpose is to let more people receive the information, so that their favourite stars get higher attention and other than the "fans" to get more information. The aim is to get the message to more people, so that their favourite celebrity gets more attention and recognition from people other than their "fans", and to ensure support for the celebrity. When the celebrity's Weibo data and traffic are linked to the star's resources and development, the "fan" community has a more professional need for the star's support, i.e., they need "fans" who are professionally responsible for producing the data on a long-term basis (Zhang, 2018).

Secondly, the development of "fan culture" in the new media requires research on the "fan" community, and a part of this research cannot be ignored: it is about the content of "fan culture". The study of fan culture "Fan culture is a diverse subculture that has its own identity and has developed into a force to be reckoned with. Because it is a subculture, i.e., "fan culture" is a non-mainstream culture, it also represents a confrontation and conflict with the mainstream culture, and at the same time enriches the content of the culture. With the continuous development of the Internet With the continuous development of the Internet, the "fan" group and "fan culture" have expanded through the medium of the Internet, producing a greater social effect. "The study of "fan culture" has gradually extended to various fields, covering psychological, economic and political aspects. The emergence of new media has undoubtedly added to the further development of "fan culture" (Zhang & Wu, 2018).

2.2.The construction of fan data production groups

The first data group organisers or those who set up the data groups were the ones who took the initiative to build the groups, while the first members of the data groups gradually became the core members. From the establishment of a data group to its development, there is a gradual hierarchy of membership. The first members to establish a data group become the core members, and those who join afterwards are ordinary members (Xiao & Gao, 2015). Members can work their way up through the ranks of the data group, and may also become core members through their own

persistence, as old members of the data group leave and new members join. In addition to the management's fan data production, core data fans (the first "fans" to join the data group in addition to the first batch of established data groups, who have been in the group for the longest time), important data fans (with a high degree of task completion or with specialist skills) and general data fans emerge, forming a complete set of the hierarchy of the "fan data production group" is shown in Figure 1 (Yao, 2018).

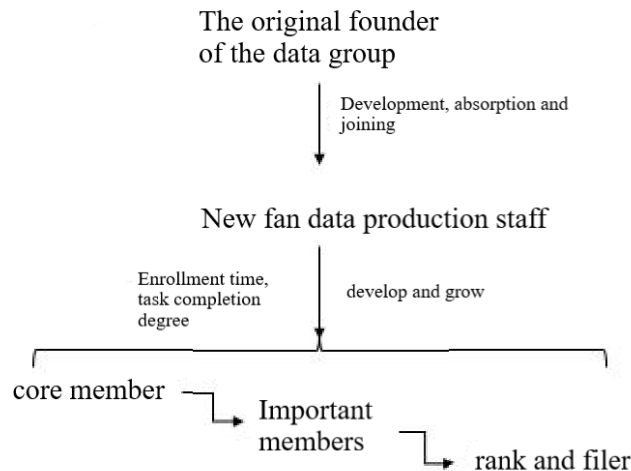


Fig.1: The hierarchy of members within the data group

2.3.Characteristics of the "fan data production" group

"Sina Weibo is still the main place where "fans" gather, and the "fan data labourers" use it to complete complex and heavy " data tasks". Therefore, this study will use Sina Weibo as a platform to select a representative sample of the top 20 "fan data labourers" ("data team managers and general members") from celebrities' super talk charts (You, 2016). In the course of the interview, follow-up interviews were conducted with different members to extract key factors that indicated behavioural and psychological changes in the interview. Based on semi-structured interviews with the heads (core members) or ordinary members of the "fan data labourers" of each of the selected celebrity data groups in the top 20 of the celebrity superlatives, with in-depth communication and augmented by observations, the information on the interviewed fan data production groups was tabulated and arranged. The table provides a clear and intuitive analysis of some of the characteristics that exist in the fan data production community, as shown in Table 1.

Table 1: Basic profile of the interviewees

Order	Nickname	Sex	Age	Native place of "fan"	Reality status	In the group Time (year)
1	Mark	man	23	The CXK data group leader	student	1
2	Lennon	man	20	The ZHL data group members	office worker	1
3	otto	woman	24	The HJY data group members	student	1.5
4	Ivor	man	22	The BJT data group members	office worker	3
5	Mortimer	woman	21	The LHR data group members	office worker	4
6	leo	woman	20	Members of the multiple data group "powder"	student	2.5
7	Haley	man	25	The XS data group members	student	2
8	William	woman	23	The DDRB data group leader	student	2
9	Marley	man	24	The SBN data group members	office worker	1.5
10	gene	woman	20	Members of the multiple data group "powder"	student	3.5
11	Clare	man	20	The XZ data group members	student	3
12	Mikel	man	24	The WYB data group members	student	2
13	king	woman	22	The ZLY data group members	student	2.5
14	Lexus	woman	21	The YM data group leader	office worker	3
15	lucien	woman	20	The LSS data group members	office worker	4
16	Levy	woman	25	The LYF data group members	student	5
17	milo	woman	23	The CX data group members	student	3
18	Lockie	woman	24	The LYX data group leader	student	2
19	darren	woman	20	The YZ data group members	office worker	1
20	Mace	woman	25	Members of the multiple data group "powder"	student	1.5

Table 1 shows that the characteristics of the "fan data production" group are as follows:

- Younger, predominantly female group
- The relative stability of the group

- group is more purposeful
- group is internally unified and externally hostile
- Weibo is the main forum for group gathering and activity

Next, I take Xiao Zhan's data group as an example and count the statistics related to topics related to Xiao Zhan established by his data group on Weibo during October 2022, the data are listed in Table 2 below, as of 31 October 2022.

Table 2: Topics related to Xiao Zhan on Weibo created by Xiao Zhan's data group in October 2022

Name	Subject of a talk	Reading quantity	Talk about the number	Number of posts	The number of fans
# Xiao Zhan # (Super long words Period existence)	Xiao Zhan's first super Topics are also the main topics, In May 2017, it was upgraded to become a Super words	4275.5 a hundred million	554.2 a surname	797.7 a surname	547.4 a surname
# Xiao Zhan Spring Bud Program Promote girls to protect their love ambassador #	Participating Chinese children The foundations of welfare Foundation	4.4 a hundred million	45.7 a surname	745	4.2 a surname
# Xiao Zhankui plans to love Heart Fund #	public welfare project	4.2 a hundred million	409.7 a surname	29.7 a surname	25 a surname
# Xiao Zhan fans for public welfare relay #	public welfare project	7.7 a hundred million	442.5 a surname	5470	5452
# Xiao Zhan, a fashion gentleman Fine fall issue cover #	Magazine cover published	7974.5 a surname	40.5 a surname	7570	9.2 a surname
#Hey yep#	The topic of endorsement	4.2 a hundred million	24.4 a surname	22.9 a surname	9440
# Similar to the same type with Xiao Zhan #	The topic of endorsement	5477.7 a surname	45.2 a surname	44 a surname	40.7 a surname
# No taboos, Xiao Zhan #	The topic of endorsement	45.5 a hundred million	2272.4 a surname	70.5 a surname	2.4 a surname
# Xiao Zhan Swimming Pool #	Anti-black group, anti-black super words	24.4 a hundred	442.7 a surname	257.4 a surname	22.2 a surname

		million			
# Xiao Zhan new play YOUNG#	For Xiao Zhan released in October The new drama hit the list	405.5 a hundred million	559.2 a surname	257.2 a surname	9.2 a surname
# Xiao Zhan's new stage is covered Eye #	Xiao Zhan's new drama is built The topic of	25.5 a hundred million	279.2 a surname	542.4 a surname	4.2 a surname
name	subject of a talk	reading quantity	Talk about the number	Number of posts	The number of fans

(Note: information on interviewees are nicknames and the names of star data sets and interviewees are given as abbreviations in the text)

3. Fan Data Production Behaviour and Motivation

3.1.Data production behavior performance and characteristics

Firstly, the passionate data production behaviour is highly identified. The general perception of "fans" is crazy and impulsive, and the members of the fan data production belonging to the "fan group" also have the fervour and impulsiveness belonging to the data making fan data production members are respectively within the data group of the same nature, in the same Within the group, the members consider themselves as a collective, as a family, and slowly build up a sense of collective identity, and fan data production members also share a common goal - to make more data for their idols in order to further increase their popularity. The belief that we are all his/her "fans" and we are all working hard for him/her, supports the continuous excitement of the data production members, who participate in every data task with passion, just like "Xiao Zhan's tweets reached 100 million retweets in three consecutive days "This task is a reflection of the more fervent and passionate side of their behaviour. In addition to their identification with the collective and with their own identity as well as with their idols, the members of the fan data production follow their idols' behaviour, for example, some of their role model behaviour and acts of public service are continued by the labourers (Zhang, 2018).

Sustainable production with high revenues and incentives. In order for an organisation to function well in the long term, stable funding is an integral part of its activities. The stellar data group, as an organisation that needs to function indefinitely, also needs financial support. During the research we found out that the funding of the data group is divided into internal fundraising by data group members and external fundraising by supporters, i.e., "bean money". All money raised is used to buy fan beads, fan games and to sponsor and buy albums. External fundraising is done by selling idol-related peripherals or sponsorship items such as banners, badges, photo albums, fans etc. on Taobao or WeChat. External fundraising is mainly aimed at

casual fans of the stars, and before the fundraiser, it is publicly announced that items are being sold for fundraising purposes. Every time a record collects donations, it can generate a significant amount of revenue, which has a direct impact on the record's data and purchasing power. In addition to the public praise in front of all members, certain material rewards, such as cash bonuses and tickets to idol shows, are also given to members who have exceeded their quota. The substantial income of the data team and the reward mechanism for the members will, to a certain extent, guarantee the continuous completion of the data tasks and make the members persist in participating in them to obtain more rewards. Because of the rewards and rewards, data producers will continue to produce a consistent output. In the course of the data tasks carried out by the "fan data group", apart from completing the idol's own daily data tasks, other data-producing behaviours have also been developed, such as data manipulation for the idol's pets, charting, creating super-talk and voting tasks; for example, Zhu Zhengting's data group has been working on Zhu Zhengting's pet dog. For example, Zhu Zhengting's data team has set up their own super-talk for Zhu Zhengting's pet dogs, "Five Million" and "Foley", and the data team members are responsible for completing Zhu Zhengting's data tasks on a daily basis, as well as doing super-talking, charting and voting for the dogs to create "The cutest pets in celebrity homes" and other topics. In the process of charting and commenting for idols, data teams often buy a large number of accounts, and after the charting process is over, many data teams will sell the accounts they have at a high price to new "fan data teams" who are newly emerging and need to vote for their debut, gaining profit and triggering new buying and selling practices and other new behaviours that arise from data. The main purpose of this series of actions is not only for the idols themselves, but also for the profit and mental pleasure of the "data group" members themselves, which makes the competition between the data groups even more chaotic.

3.2.Motivations that influence the performance of data production behaviour

Firstly, "love" is the starting point of all motivation. The data workers who set up and join the data team, who day in and day out do the voting, the blogging, the charting and the amusing, start their behaviour with the original motivation of love for their idols, in a sense the personal worship of their idols. Love, as a crucial psychological factor in human emotion perception, has a definite influence on human behaviour. With the love for idols, the motivation for the workers to carry out daily data tasks and the completion of a large number of data tasks, the idols gain a high profile and a certain amount of attention, and some idols even go from trainee to successful debut as a result of the workers working behind the scenes on the data.

Secondly, the pride of achieving idols. In Maslow's hierarchy of needs theory, the need for belonging and love, the need for respect and the need for self-actualisation are located at the top of the pyramid of human needs. Idols often exist to fulfil the fantasies of their fans and to fulfil the spiritual needs of their fans. For the data team

members, the task of making data is to achieve self-fulfilment, to take the career of the idol to the next level through their own efforts, which is to satisfy the need for self-actualisation, which is also the topmost need of human beings in Maslow's hierarchy of needs. In the case of both idols and fan data producing members, it is not the idols that make the fan data producing members, but the fan data producing members that make the idols. By completing the data tasks, the idols gain higher visibility and increase the popularity of the idols, allowing more passers-by to know and pay attention to the idols they serve. The pride of the data workers is not that the idol has succeeded, but that the credit for the success of the idol and who made it happen lies with them, they believe it lies with themselves, that is, they are responsible for the success of the idol, and the pride comes from the data workers themselves, not the idol. This is different from the pride that most 'fans' feel for their idols.

3.3.The impact of data production behaviours and motivations

The development of a hierarchy within the data producer community has gradually led to the establishment of a hierarchy, and as the ranks of data producers continue to grow, the hierarchical order and rules become stricter and stricter, and the unequal status of the members of the data producers emerges. For the "fan data labourers", the idols no longer use their image as a benchmark, but their actions and influence as a benchmark and guide for the data labourers' actions. The longer an idol does a public service activity, the longer the data group has been in existence, and the longer the idol does a public service activity. They are even more knowledgeable than the idol's publicity team in terms of marketing and publicity techniques. The "fan data labourers" have many accounts to operate the data, and in addition to the small numbers issued by the data component, the members of the data team basically have large "V" microblogging IDs, some of which are even "red V" (Weibo). "The data team is also responsible for taking over the super-talk of the celebrities to facilitate a series of operations such as deleting, posting and anti-blackouting, etc. Each super-talk has a certain number of super-talk hosts, who have more management rights and will get more "casual fans". "However, the maximum number of moderators is 3, so the data team needs to select and compete for moderators through the "data task volume" and "data quality", sometimes in order to compete. Sometimes, in order to compete, the moderators need to be familiar with more operations, even a certain degree of programming, have fast and fluent copywriting skills, and also have a certain degree of innovation, which requires a certain degree of business skills for the "labourers" within the data team, and urges them to continuously improve their personal skills to obtain a higher status. It can be seen that among all the "fan" groups, the "fan data labourers" have a relatively high ranking, because the data team has a certain voice and can lead and guide the behaviour of ordinary "fans". "They also have more power within the entire "fan" community, which may be reflected in their access to first-hand information about their idols and more resources about them than

ordinary fans. Thus, even in the Internet, there is competition and transfer of power within the 'fan' community. Even the 'fan data labourers' have to work hard to improve their abilities in order to gain more relevant rights and to obtain the group empowerment that goes with that status.

In online societies, because there are no explicit contractual relationships between groups or within groups, people are initially organised through spontaneity and love, and with the gradual division of power within groups and the imbalance of power structures, the phenomenon of "group polarisation" is more likely to occur. The "fan data labourers", by completing their own tasks, enter the "Weibo" hotspot to make a case for the idol's text, and through a large number of retweets, make "hotspots" and They try to whitewash their idols by retweeting a lot of "black material" and trying to gain favor with the netizens through the act of "square slaughtering", but too much of this kind of behavior will make the netizens think less of their idols and their "fans". However, too much of this behaviour can lead to a feeling of boredom towards the idol and the idol's "fans". At the same time, this kind of behaviour destroys the cleanliness and tidiness of the network environment, upsetting the balance of the original network environment and creating other negative effects and even harm. As it is usually the celebrity's data team that takes the lead in guiding ordinary "fans" who are unaware of the truth, they verbally attack and vilify ordinary netizens in the course of their comments, which not only hurts ordinary netizens, but also hinders the improvement of the "fans'" own literacy. This not only hurts ordinary netizens, but also hinders the improvement of "fans'" own education, and tends to undermine "fans'" judgement on the correct perception of things, especially for younger "fans", who are still in a growing stage because of their age. The age of the fans, especially the younger ones, is still a formative stage.

4. Conclusion

Through the study, it is found that while the "fan" group has been improving its personal ability in the process of data production, there are also problems such as the evolution and development of the group in the direction of extreme institutionalization and deformation, etc. By analyzing the problems and making suggestions, we can provide some help for future research on the issue of celebrity data, "fan" groups and digital fans. The analysis of the issues and the recommendations made will provide some input to future research on celebrity data, "fan" groups and digital fans. The economy derived from the "fan" community has become a part of the economic industry that cannot be ignored. The "fan economy" has become an integral part of the development of celebrities and even of the entertainment industry. As a result, a large fan base is able to drive the rapid development of the industry. Along with the demands of business, the development of the "fan" base is bound to give rise to a series of problems. Throughout the industry chain, the data produced by fans is becoming a part of the chain and is more

professionally produced, in the process of which they not only realise their own value, but also attract the attention of the general public, thus contributing to the expansion of the industry. By studying the behavioural motivations of "fan data fans", we can better understand how this loop works, ensure the stability of fan production, and help the development of the entertainment industry.

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