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# The negative influence of "rice circle culture" on teenagers' values and its countermeasures

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## Abstract

With the rapid development of the Internet and new media, "rice circle culture" has become rapidly popular and has a great impact on young people. In the process of development, there are information cocoon, group polarization, pan-entertainment and other phenomena, which lead to teenagers' one-sided cognition, extreme behavior, consumerism and other problems. This paper deeply analyzes the reasons for the negative impact of "rice circle culture" on the values of teenagers, and explores the countermeasures of the negative impact of "rice circle culture" on the values of teenagers from the perspectives of legal constraints, media norms, cultural innovation and education and nurturing, hoping to help teenagers establish correct values.

**Keywords:** "Rice circle culture"; Teenagers; Values; Influence

For each generation of teenagers, there are idols of their own times. However, with the rapid development of the Internet and entertainment market, the way fans express their love for idols has undergone earth-shaking changes. From buying albums and watching live concerts in the early 21st century to "cloud star chasing" who "control and evaluate" and "do data" for idols on major social network platforms, the main body of star chasing has developed from an individual to a group unit, forming a series of groups centered on idols. A series of interactive activities are carried out spontaneously between or within different groups to cheer, promote, hit the charts and support idols. Find a sense of belonging and value in the process of chasing stars. "Rice circle culture" is a form of expression of emerging culture, which has a strong cohesion effect on

the fan group, especially on the young people.

## **1. The current situation of "rice circle culture"**

With the increasing development of network technology and social media, and the rise of China's cultural entertainment industry, massive fan groups are entering the public's vision, and gradually forming a unique "rice circle culture". "Rice circle culture" comes from the English word "Fan", meaning "fan". American cultural scholar Matt Hills gives a precise definition of "Fan" in his book *Exploring Fan Culture*, "a person who is obsessed with and obsessed with a particular star, celebrity, movie, TV show, pop band; For the object of fascination, you can tell a lot of detailed information, and for the favorite dialogue, lyrics, and fragments, it is catchy and easy to quote. [1] Henry Jenkins, a famous American scholar of communication and media studies, defines "rice circle" as "a person who is fanatically involved in ball games, business or entertainment activities, and is infatuated with, admires or adores film and television stars or sports stars" [2]. "Rice circle", that is, "fan circle" another name, it comes from the individual's love and attachment to the idol. Fans are groups with a certain consensus formed in the common following of idols. [3] In the era of new media, the rice circle culture is a new pattern developed by fan culture along with the Internet's intervention in the entertainment industry and the ecological change of the idol industry. It is the production and consumption behavior of fan groups around specific stars in the main space of network social platforms, and the specific circle communication mode and internal operation mechanism formed accordingly. [4] With the vigorous development of market economy, under the influence and control of capital, and under the business model dominated by flow economy, "rice circle culture" has shifted to the current "consumer culture", which forms a new idol economic circle in the interconnection of fans, stars, organizations, platforms and capital. As an economic form with stars as the main body, idol economy's commercial value, capital logic and derivative industry are the capital's enthusiasm. [5] "Rice circle culture" is a variant of "fan culture", a cultural phenomenon formed under the background of the Internet, which is different from the characteristics of "fan group" circle. It belongs to the youth subculture, and it is especially common in the "traffic star" fan group. In our country, teenagers are the main force of "rice circle culture". According to the 2016 White Paper on Star Chasing and Lifestyle of Chinese Fans, 8% of entertainment star fans are 0-15 years old, 28.8% are 16-20 years old, and more than 36.0% are teenagers. Among them, the so-called "die-hard and fanatical fans" account for more than 30%. [6] "Rice circle culture" has a great influence on young people, among which the negative impact is mainly. Therefore, "rice circle culture" does not belong to the mainstream culture, it is a subculture of teenagers.

## **2. The negative impact of "rice circle culture" on teenagers' values and the reasons**

### **2.1 The negative impact of "rice circle culture" on the values of young people**

With the rapid development of the Internet and new media, "rice circle culture" has mushroomed in the public eye. As an important part of the entertainment and cultural industry, "rice circle" has driven the vigorous development of the entertainment and cultural industry, promoted economic growth, and the interaction between idols and fans in the process of star-chasing has met the psychological needs of teenagers to express their emotions and pursue identity. However, in recent years, bottomless star chasing and rice circle chaos have repeatedly triggered heated public opinion. The problems brought by "rice circle" should not be underestimated, especially the cognition, behavior, moral values and values of young people have some negative effects, which is not conducive to the formation of correct values of young people.

#### 1. The formation of information cocoon, hindering the comprehensive and healthy cognitive development of adolescents

In the Internet era, "food circle" is highly organized and structured, which makes the "food circle culture" more closely connected than other subcultures, and it is difficult for voices outside the circle to enter. In the age of data, information is abundant and complex, and the energy of the public is limited, they generally choose their preferred information field. Teenagers are no exception, they have been exposed to their favorite content for a long time, choose information similar to their own ideas, coupled with accurate data positioning and algorithm recommendation help, the convergence and exclusivity of teenagers' information choice can be strengthened, and they choose groups and build circles in the network social environment. In order to show their personality, teenagers in a specific circle regard the circle as a barrier, alienating themselves from the society and sealing themselves off. Under the repetitive and monotonous speech of this circle, information exchange and update cannot be carried out in the closed system, and "it is easy to have an information echo chamber, that is, an ideological culture is repeatedly propagated and continuously strengthened in the closed system, resulting in the exclusion of different ideological culture and the inability to express" [7], resulting in the tendency of teenagers to identify with their own circle culture and form an "information cocoon". "Information cocoon" leads to one-sided thinking, limited thinking, stubborn personality and other problems of teenagers, which affects the healthy development of their overall cognition. Teenagers are in the formative period of values, and their judgment and self-control are weak. Once the information or values in the "information cocoon" deviate from the mainstream values, it will erode the values of teenagers like a chronic poison.

#### 2. The increasing polarization of collective behavior leads to the lack of rational thinking among teenagers

The "Rice circle" is a large and well-organized group connected by social media, linked by a common idol. In the rice circle group, in order to obtain recognition, people usually give up their objective judgment of facts, exchange IQ for a sense of security and belonging, and then gain

recognition from others. They have similar thoughts and emotions, and their personalities are being assimilated, gradually forming a collective psychology. This collective psychology will be expressed through collective activities, under the promotion of opinion leaders (usually fans or stars) and entertainment companies, a large number of fans day after day to punch, sign in, vote and other support activities, so that the original through the star-chasing activities to show their personality, but the personality of the youth, the personality is drowned in simple, repetitive collective activities. Over time, young people lack rational thinking and judgment, once there is a different point of view with the idol, under the umbrella of the group, they will rise up to attack it, participate in the online scold war, and even make "human flesh search" and "Internet violence" and other extreme behavior.

3. The social environment is pan-entertainment, which is easy to breed hedonism among teenagers

"Rice circle" promotes the vigorous development of the cultural and entertainment industry, which is not only the promotion of capital appreciation, but also the promotion of the spiritual development needs of social groups. Teenagers are often the typical representatives of this social group, and they show their personality and release pressure by following stars. Compared with traditional entertainment works, pan-entertainment entertainment works are different in two aspects: First, with the help of network social platforms, entertainment information is flooded in cyberspace, and teenagers either actively or passively accept the influence of a large number of entertainment information. Second, entertainment content deviates from the mainstream value course, pan-entertainment works lose the positive connotation value that should have, and its entertainment value is morbidly enlarged. In addition, entertainment culture itself has the characteristics of thin center and fuzzy boundary, which is easy to combine with economic, political, moral, social and cultural fields and make it pan-entertainment. As American media culture researcher and critic Neil Postman writes in his book *Entertaining Ourselves to Death*, "Our politics, religion, news, sports, education, and business have all willingly become, without complaint or even silence, appendages to entertainment, with the result that we have become a species of entertaining ourselves to death." [8] Under the help of the pan-entertainment environment, teenagers are induced to carry out irrational consumption, raise funds for aid, buy endorsement products, and even borrow money to consume, establish an incorrect consumption concept, promote hedonism, and dissipate the guiding role of mainstream values such as hard work and thrift on teenagers.

## **2.2 The reasons for the negative impact of "rice circle culture" on teenagers' values**

"Rice circle culture" has great influence on young people and has been widely concerned. In order to solve the problem of the adverse impact of "rice circle culture" on the values of young people, we must deeply analyze the essence behind the chaos of "rice circle" and deeply explore

the internal causes of "rice circle culture" affecting the values of young people, so as to give the right medicine.

#### 1. Under the control of market capital, the "rice circle" continues to emerge

As a new form of youth culture, "rice circle culture" has not yet established a sound legal system, because of its high self-organization characteristics, there is a great flexibility in the operation process, so that the capital appreciation under market conditions has a chance. Some capital logic-oriented entertainment companies use the low-level sensory interests of teenagers to package some non-mainstream minority events into "hot" and "novel" content, and win the attention and clicks of teenagers to make huge profits. Therefore, in the market conditions of capital bondage and flow is king, "rice circle" continues to emerge, deviating from the publicity and public welfare of cultural attributes, frequently breaking through industry norms, ignoring moral and good customs, and even touching the legal bottom line, which has a negative impact on the establishment of correct values for teenagers. How "rice circle culture" can break the control of capital logic and operate well under the socialist system, so as to take into account economic and social benefits, we need to continue to explore.

#### 2. High-tech information technology has strongly boosted the formation of "rice circle"

With the rapid development of network information technology, the Internet has exerted a profound influence on the values of young people by virtue of its great advantages of rich content, fast transmission speed and wide coverage. According to the 48th Statistical Report on China's Internet Development released in 2021, as of June 2021, the total size of China's Internet users exceeded 1 billion, of which the number of Internet users under the age of 10 and those aged 10-19 accounted for 15.6% of the total Internet users. [9] On the one hand, the popularization of the Internet has broadened the channels for teenagers to enjoy entertainment and consult information resources; On the other hand, because the Internet is an open space, the quality of network information varies, and teenagers are prone to the phenomenon of losing their values in the diversified and complex network information. In recent years, with the development of the trend of social networking, "meal circle" has realized 24-hour content supply on multiple highly coupled network social platforms by means of accurate positioning and data push of algorithms, so that teenagers can easily receive their preferred "meal circle" content. At the same time, due to the freedom, openness, anonymity, and virtual characteristics of the Internet, a large number of fans appear on the network for their own idols to sweep traffic, control reviews, buy data and malicious rumors and other bad phenomena, and even for their own idols to "snatch the C position". Lead to a war of abuse, mislead young people to produce money worship, consumerism and other wrong ideas, "human flesh search" and "network violence" extreme behavior also occur, coupled with the reality of cultural edification and value guidance is not enough, "food circle culture" in the Internet's boost, constantly eroding the values of young people.

### 3. The supply of traditional cultural works can not meet the needs of young people's growth

The historical and periodic changes in contradictions have determined that the principal contradiction facing Chinese society today has been transformed into the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. This contradiction also exists in the supply of youth cultural works. As socialism with Chinese characteristics enters a new era, people's need for spiritual culture is getting higher and higher, and the cultural industry is developing vigorously. However, cultural works adapted to the cognitive characteristics of young people are relatively scarce, and there is a contradiction between the need for the development of young people's spiritual development and the lack of cultural works suitable for the development of young people's spiritual development. This is because the traditional cultural works have a single form of expression, rigid preaching and lack of interaction, which can not attract the attention of teenagers and meet their needs of relieving pressure and leisure and entertainment. In such a contradictory situation, well-made films and entertainment programs that cater to the tastes of young people will naturally seize the attention of young people. The "rice circle culture" is deeply influenced by teenagers who watch it repeatedly. "Rice circle" has thus become a hot field for many capital parties to compete, and has grown into the highest level of marketization and the most mature industry in our country in a short time.

### 4. Adolescent values are not mature

"As a spiritual phenomenon, values are the reflection of human's social existence and the expression of human's value pursuit." [10] Teenagers are in the transition stage of rapid growth from childhood to adulthood, and their values are immature and easily shaken, and they are full of curiosity about new things in the outside world. As a new entertainment and cultural industry, "rice circle" attracts their attention and has an impact on their values. The main body of "rice circle" is "95", "00", and even "10", most of them are only children, lack of companionship in life, a strong sense of loneliness, and seek a sense of identity and belonging through star-chasing. Teenagers are in the sensitive period of youth, experiencing the development process from confusion to self-determination, the heart did not form a stable self-image, so constantly searching for learning objects, high appearance level, perfect idols just meet this psychological needs, and naturally become worship objects. Because the young people are not deeply involved in the world, the body and mind are not mature, the difference and understanding of things is not comprehensive enough, it is inevitable to identify with the values of some influential idols, and appear emotional and extreme in the process of chasing stars, in order to vent their emotions.

### **3. The countermeasure analysis of the negative influence of "rice circle culture" on teenagers' values**

"Adhere to both material and spiritual civilization, both hard." Since socialism with Chinese characteristics entered a new era, socialist culture has flourished, invigorated the national spirit, and pooled national strength. However, wrong thoughts such as money worship and hedonism appear from time to time, network public opinion is complicated, and the chaos of "rice circle" has a negative impact on the values of young people. The governance of "rice circle" involves many aspects such as society, culture and network. Therefore, it is necessary for all social subjects to work together to build a governance community of "co-construction, co-governance and sharing", so as to promote the development of "food circle culture" in the right direction, in order to crack the negative impact of "food circle culture" on the values of teenagers.

#### **3.1 Hang the sword of the rule of law, supervise and regulate "capital" behavior**

"Capital" is in the dominant position in "rice circle culture", and to rectify "rice circle" in the final analysis, we should strengthen the construction of the rule of law in the entertainment industry and regulate the commercial capital manipulated behind "rice circle". It is necessary to see clearly the nature behind the chaos of "rice circle culture", face up to the shortcomings of the protagonist of capital in the market economy, and break the economic logic of "flow" as the core behind "rice circle" culture through economic regulation and institutional norms. [11] On the one hand, it is necessary to adhere to and improve the socialist market economic system, strengthen the ability of state-owned capital to control the Internet and entertainment industry, play its due leading role, and accelerate the construction of green, healthy and civilized online entertainment space; On the other hand, the state should work out the root of the good policies and laws and regulations as soon as possible, so as to rectify all kinds of chaos in the entertainment circle, such as the central Network Information Office organized the "clear · Rice circle · chaos remediation" special activities, dealt with some vulgar pornography and other illegal accounts, further strengthen the "rice circle" chaos remediation measures, and achieved remarkable results. In the "rice circle" governance, we must implement the rule of law. The Internet is not a place outside the law. We should promote law-based network distribution, operation and access to the Internet to ensure that the Internet operates in a sound manner on the track of the rule of law.

#### **3.2 Adhere to the correct guidance of the media and promote the healthy development of the Internet ecosystem**

Canadian communication theorist Marshall McLuhan once said, "The medium is the message." He pointed out that the most effective way to penetrate a culture is to understand the instruments that serve as a dialogue in that culture. With the rise of the Internet, network media undoubtedly plays an important role in the dissemination of information, and in the face of the

uneven situation of network information, it is urgent to establish a comprehensive co-construction, co-governance and sharing network governance system. First of all, it is necessary to create a clean and positive network ecological environment, so that the communication power, guiding power, influence and credibility of the mainstream media can be fully brought into play, and positive idols can be set up to improve the quality and level of positive publicity. Secondly, various media platforms should shoulder the social responsibility of correctly guiding the "rice circle culture". The language of "rice circle" needs to be spread through media platforms, such as fans to carry out activities such as screen control, ranking, and anti-black activities to support idols through media platforms. Therefore, we should speed up the establishment of a sound network information filtering mechanism, and force the setting of network protection mode for young people. Finally, a professional youth website should be set up. Through the establishment of a series of moral education network system in line with the interests of young people, combining the improvement of scientific knowledge with ideological quality education, edutainment and entertainment, strengthening the education and guidance of young people's values.

### **3.3 Promote cultural innovation with "Internet +" thinking and strengthen cultural confidence**

Culture is the soul of a country and a nation. Culture rejuvenates the country and the nation is strong. The fine traditional Chinese culture has a long history and is a strong spiritual pillar for the development of the Chinese nation from generation to generation. "The fine traditional Chinese culture is the outstanding strength of the Chinese nation and the foundation for us to stand firm in the global cultural turmoil. It must be passed on and carried forward in light of the new conditions of 'The Times.'" Therefore, to inherit the excellent traditional culture of the Chinese nation, we must adhere to the innovation, combine the excellent traditional culture of China with "Internet +", create cultural works in the new era with "Internet +" thinking, create excellent cultural works reflecting the socialist value orientation, promote the structural reform of the supply side of cultural products, and guide teenagers in a relaxed and pleasant way through the perspective of entertainment. Take the original comprehensive cultural program "National Treasure" launched by CCTV as an example, this program shows the representative cultural relics in nine major museums, including the Forbidden City, interprets and interprets the historical stories behind the cultural relics, and uses multimedia to express the excellent traditional Chinese culture in a modern way. The adoption of online voting to improve the audience's sense of participation not only meets the needs of young people for variety shows, but also realizes the upgrading of traditional culture, and enhances the national and cultural confidence of young people.

### **3.4 Starting from the needs of young people, give play to the leading role of educators**

School is the main position of youth value construction. Therefore, educators play an important



role in the formation of teenagers' values. On the one hand, educators should respect and understand the phenomenon of idol worship among young people, understand that this is an inevitable stage of youth growth, and can not take a "one-size-fits-all" approach, holding an overall positive or negative attitude. We should understand the factors that teenagers like idols, further explore the inner personality quality and spiritual charm of idols, and give positive guidance and education, so that teenagers can get correct value education in happiness, and make education more convincing. On the other hand, educators should play the leading role of "teaching by words and deeds". We should constantly strengthen our professional quality and capacity building, adhere to Marxist values, and avoid bringing the adverse effects of "rice circle culture" to students. To make full use of the main channel of classroom teaching: in terms of content, educators should adhere to the socialist core values to guide students, expand the scope of education, expand education from the classroom to daily life, so that students can put into practice on the basis of inner recognition; In form, rich teaching methods are adopted, such as holding thematic class meetings, discussing social hot topics in the teaching process, carrying out debate competitions, etc., to meet the diverse needs of students, so as to guide teenagers to establish correct values.

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