

Article

# The Negative Influence of 'Fan Circle Thinking' on College Students' Values and Its Countermeasures

Xiong Tian <sup>1,\*</sup> and Jiaxin Li <sup>2</sup>

<sup>1</sup> Hainan Vocational University of Science and Technology, Hainan, Haikou, 571126, China

<sup>2</sup> Dalian Ocean University, Liaoning, Dalian, China

\* Correspondence: Xiong Tian, Hainan Vocational University of Science and Technology, Hainan, Haikou, 571126, China

**Abstract:** The "fan circle" is the product of the iterative upgrading of the star-chasing culture in the Internet era. It has a significant negative impact on college students who grow up in a pan-networked social environment, resulting in college students being coerced by the "fan circle" culture and gradually forming a "fan circle thinking". In order to curb the spread of adverse consequences such as the deviation of college students' concept of right and wrong, the vulgarization of world outlook, the deformity of consumption concept, and the challenge of orthodox ideas, this paper analyzes the causes from the dimensions of college students' spiritual needs, the subjective conditions of the formation of "fan circle thinking" and the external environment, and puts forward that colleges and universities and the government should pay attention to the mental health of college students, improve the media literacy of college students, and rectify the chaos of "fan circle", so as to avoid college students falling into irrational star chasing or idol worship, and guide them to establish correct values.

**Keywords:** fan circle thinking; college students' values; mental health; campus governance

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## 1. Introduction

With the rise of Internet circle culture and network traffic economy, 'fan circle' has developed into a systematic network small ecology, which can play a dominant guiding role in people's thoughts and behaviors, and profoundly affect the formation of contemporary college students' values. Popularly speaking, 'fan circle' is a group circle formed by the deep combination of 'star chasers + online social media', and 'fan circle' culture is a group cultural form constructed in online social media and real life with the spiritual bond of idol obsession. The "fan circle thinking" is the product of the "social function" of the "fan circle" culture. In the process of the operation of the "fan circle" culture, the thinking of the "mixed fan circle" will gradually evolve into the ideology of "only idols and their interests first," and deeply affect their intuitive judgment, thinking process, emotional expression and behavior. Therefore, it is of far-reaching practical significance and value of the times to enhance the ability of college students to distinguish right from wrong, prevent the breeding of 'fan circle thinking', and guide and correct the value orientation and behavior norms of college students for national rejuvenation and national prosperity.

## 2. Analysis of the Negative Impact of 'Fan Circle Thinking' on College Students' Values

From the perspective of social activity psychology, star-chasing or idol worship is essentially a form of quasi-social interaction. There is no absolute right or wrong in the behavior itself, but once it exceeds the reasonable boundary, it will fall into the dilemma of "the extreme of things must be reversed." Young college students are immersed in the

Published: 02 December 2025



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" fan circle " ecology for a long time, which is easy to become blind, closed and narrow, and are misled by the abnormal values dominated by the " fan circle " culture. Specifically, its negative impact is mainly reflected in the following four aspects:

### *2.1. Excessive Worship Leads to the Deviation of 'View of Right and Wrong'*

Many college students ' life experience is relatively simple. After joining the ' fan circle ', they lack other spiritual sustenance except professional learning. They regard the worship of idols as the core content of their after-school life, such as tracking the idols ' dynamics in real time, and billboard for idols. Their thoughts are completely occupied by idol-related information, and even affect the normal learning rhythm, which restricts their own knowledge vision and thinking pattern. In their perception, idols are deified as perfect beings, and nothing that could damage their image is allowed to happen. It is this irrational deification cognition that makes college students prone to blindly follow the behavior, regardless of whether the idol 's behavior transcends the moral bottom line and whether it conforms to the laws and regulations; some students even tend to assimilate in appearance and dress style, and gradually lose their independent self-judgment. In severe cases, there will be a lack of personality development. This state is described by Gustav Le Pen in " The Crowd " as: ' Their feelings and thoughts all take the same direction, their conscious personality disappears, forming a collective psychology ' [1]. In addition, in order to obtain network traffic, some entertainment capitals deliberately design the content of " fan circle " as a virtual human setting that can comfort the soul of college students, and these contents are often filled with hedonistic-oriented entertainment elements, which leads college students to immerse themselves in the virtual satisfaction brought by idols in the online world under the logic of " fan circle thinking " of " idol supremacy, " lose the correct cognition of values, confuse the boundary between virtual and reality, and finally go astray in real life.

### *2.2. Blind Worship Is Easy to Form a Vulgar World Outlook*

The " human setting " of " fan circle " idols is mostly the product of capital packaging and commercial operation, and the external image is often above the internal quality. The wrong orientation of the so-called ' appearance is justice ' makes the idol lose the positive value guidance and lofty moral demonstration role it should have, and leads the noble moral pursuit to secularization and mediocrity. In addition, the ' Fandom ' internally promotes the ' foolish loyalty ' type of virtue standard, and sets only a single criterion for the moral behavior of fans: only doing things that are good for idols and saying things that are good for idols. Reflected in the behavior of fans, it is ' only speak position not right and wrong ', only pay attention to the external form and surface effect such as response and list, while ignoring the intrinsic motivation behind the behavior. French social psychologist Gustav Le Pen has made it clear: ' Once people reach the group, their IQ is severely reduced. In order to gain recognition, individuals are willing to abandon right and wrong, and use their IQ to exchange for a sense of belonging that makes people feel safe ' [2]. It can be seen that the ' fan circle ' loyalty has lost its rich moral connotation. Foolish loyalty leads to people 's thinking becoming narrow and rigid, and the openness and inclusiveness of different cultures and ideas are getting worse and worse. At the same time, it is easy to cause group polarization and give birth to cyber violence. In the cognitive framework of fans, there is a clear internal and external boundary in the ' fan circle '. Inside the circle is the ' own person ', and outside the circle is the natural object of struggle; and by creating an ' information cocoon ' to strengthen collective consciousness, consolidate the unity of cognition within the circle, and organize fans to fight against groups outside the circle in the name of ' fighting for idols '. To sum up, ' fan circle thinking ' is a morbid thinking mode with obvious moral defects, which seriously hinders the formation and development of college students ' correct values [3].

### *2.3. Fanatical Response Has Given Birth to Abnormal Consumption Concept*

"Helping to see the truth" is a widely circulated slogan in the "food circle." In order to express the "true feelings" of idols, many college students spend a lot of time and money to participate in various assistance activities, including brushing tickets to play lists, sucking powder to build momentum, purchasing peripheral products, etc., and falling into "obsession with things" under the continuous stimulation of commodity logic. [4]. In order to support idols, some students even do not hesitate to give their all. When their own funds are insufficient, they raise funds by borrowing usury canvassing, misappropriating living expenses to buy aid products, etc., forming a 'debt star chasing' abnormal consumption concept. What's more, in order to highlight their own 'loyalty' to idols, some fan groups compare with each other in terms of aid investment, which further aggravates the tendency of the whole group to compare and blindly follow consumption. At the same time, in order to shape the 'perfect' image of idols, media companies deliberately create exquisite people in the aspects of idols' clothing, food, housing and transportation, misleading college students' blind pursuit, breeding money worship and extravagance and wasteful bad living habits, seriously affecting the establishment of their correct consumption concept.

### *2.4. Cultural Hegemony Challenges Orthodox Ideology*

In history, in order to make Japan completely become its own vassal in politics and economy after the defeat of World War II, the United States specifically funded Janice's office to create a "feminine" atmosphere of "Niang Pao Culture" entertainment industry, and finally successfully transformed the idol view of the Japanese people into the worship of elegant and quiet "beautiful men." [5]. Nowadays, China has developed into the world's second largest economy, and the prosperity of the country has made Western capitalist countries both envious and afraid. For a long time, Western capitalist countries have always tried to "Westernize" and disintegrate China in an attempt to replicate the history of the "disintegration of the Soviet Union." The "Niangpao culture" that was popular in China a few years ago is one of the tricks to implement cultural infiltration. Its routine is the same as the operation of Japan-the "peaceful evolution" in the name of "fan circle." Through the related activities of "fan circle," it exerts a subtle influence on college students. Relying on the group assimilation characteristics of "fan circle thinking," "Niangpao culture" is transformed into the idol consensus of some college students. Fortunately, China has issued a series of relevant governance measures to resolutely resist this kind of bad cultural invasion that weakens the consciousness and spirit of national struggle, and builds a strong ideological security line.

## **3. Analysis of the Causes of College Students' Susceptibility to the Influence of 'Fan Circle Thinking'**

### *3.1. The Characteristics of 'Fan Circle' Fit the Spiritual Needs of College Students*

Most of the contemporary college students are only children. They are relatively self-growing and lack continuous emotional companionship in life. They are prone to inner loneliness in their spare time. With the help of online social media, 'fan circle' has widely penetrated into the amateur life of college students. In addition, college students themselves are keen to use various online social platforms. 'Fan circle' just meets their spiritual needs of relieving loneliness and releasing academic pressure, and has become an important carrier for college students to relieve leisure time and alleviate psychological loneliness. In addition, the ever-changing background of the times and the fierce learning competition environment have further exacerbated the worries and confusion of college students about the future. They urgently need a space that can freely vent their emotions, release psychological pressure, and obtain group identity. The "fan circle" with the core functions of entertainment relaxation and sharing interaction, with the characteristics of crowd concentration, rich content, rich personality, and combination of virtual and real,

accurately fits the spiritual demands of college students. Under the long-term influence of the " fan circle " culture, the ideology of college students will inevitably be potentially affected by the " fan circle thinking. "

### *3.2. The Ideological Characteristics of College Students Provide Subjective Conditions for the Formation of 'Fan Circle Thinking'*

College students are in the key stage of the formation and improvement of values. Their ideological development is not yet fully mature [6]. They are curious about new things from the outside world, have strong tolerance for all kinds of emerging cultural products, and have strong ability to think actively, be good at thinking and accept new things. However, at the same time, their social experience and practical experience are relatively insufficient, their independent judgment ability and cultural identification ability are weak, and they are easily affected by the personal image of idols and the cultural atmosphere of " fan circle. " Idol is ' the product of human self-consciousness, is accompanied by the awakening of consciousness and the development of the concept of ideology, embodies the human understanding and experience of self and environment, and affects and restricts the human emotion, will and behavior ' [7]. Therefore, the ideological characteristics of college students create the necessary prerequisites for the implantation and dissemination of ' fan circle thinking '. In addition, the ' fan circle ' also meets the communication needs of college students as social gregarious animals. From the perspective of communication psychology, college students ' " fan circle thinking " is a quasi-social interaction behavior formed between them and " fan circle, " that is, the interaction between individuals and idols in the mass media. The idol is regarded as a real character and reacts, and then develops an imaginary interpersonal relationship, which is similar to the real social interaction [8].

### *3.3. The Growth Environment Creates External Conditions for the Formation of 'Fan Circle Thinking'*

At present, online social media is developing rapidly. It not only spreads fast and has strong appeal, but also has a wide variety of platforms and various forms of expression, such as social networking sites, Weibo, WeChat, blogs, forums, and short videos. It has built a convenient, multi-dimensional, rich in content, accurate push, and interactive online social environment, and has been widely integrated into the growth process of college students. Internet and network social media have become an indispensable part of contemporary college students ' entertainment and leisure, professional learning, information acquisition and interpersonal communication, and have built a basic platform for the deep integration of college students ' thoughts and " fan circle " culture. The high-frequency use and high dependence of college students on online social media further accelerated the spread and diffusion of ' fan circle thinking ' in this group.

## **4. Countermeasures to Eliminate the Negative Impact of 'Fan Circle Thinking' on College Students' Values**

It can be seen from the negative impact of " fan circle thinking " on college students ' values that its formation is not only not conducive to the personal growth and all-round development of college students, but also has potential risks to national ideological security and social harmony and stability. In order to avoid the formation of " fan circle thinking " among college students, it is imperative to adopt comprehensive governance measures to curb its spread among college students.

### *4.1. Pay Attention to College Students' Psychological Growth Demands, Strengthen the Influence of Mainstream Ideology*

One of the main reasons why college students are affected by the " fan circle thinking " is that they have a strong sense of inner loneliness and lack the appropriate object to talk

about growth troubles and personal privacy. In this regard, colleges and universities should attach great importance to it. On the premise of strictly protecting students' privacy, we should use online social media to establish a public welfare platform for mutual help between teachers and students with the core purpose of resolving growth troubles and releasing psychological pressure. At the same time of comforting and encouraging college students, we regularly preach the deeds of model figures who embody the traditional virtues and noble moral sentiments of the Chinese nation, set up idol models representing the mainstream ideology and full of positive energy for college students, and guide college students to correctly plan their own learning and development direction through demonstration guidance and emotional infection. Let them find their spiritual home in the collective, and truly feel the care and warmth of teachers and classmates.

#### *4.2. Improve College Students' Media Literacy and Guide Rational Idol Worship*

Colleges and universities should incorporate media literacy education into the talent training system, pay attention to cultivating college students' ability to look at things from multiple angles, comprehensively and objectively, and give full play to the ideological leading role and organizational guarantee advantages of the Communist Youth League in colleges and universities. In the face of the infiltration and invasion of the bad culture of the "fan circle," we should take the initiative to break the false veil of the idol's "human design," and screen and recommend literary and artistic workers and industry models with high-quality works and "double virtue and art" for college students. For example, schools can plan and organize activities such as star meetings and industry role model sharing meetings to bring idols from the virtual aura into the real life of college students, so that students can deeply realize that idols are not inaccessible and perfect 'gods', but individuals with deficiencies and shortcomings like ordinary people. At the same time, colleges and universities should educate college students to improve their ability to identify the chaos of "fan circle" and self-discipline ability to participate in "fan circle" activities through special lectures, theme class meetings and other forms, guide them to treat idols and star-chasing behaviors rationally, comprehensively and objectively, avoid the formation of "fan circle thinking" and help them sort out the ideological confusion encountered in the process of growth, such as correctly handling the core relationship between reality and ideal, self-interest and altruism, individual and family and country.

#### *4.3. Strengthen the Comprehensive Management of the 'Fan Circle' and Purify the Network Cultural Ecology*

As an important part of network culture, the "fan circle" is a field that the mainstream ideology is difficult to cover. If it does not strengthen governance, it is easy to break away from the command of the mainstream ideology. On the one hand, we should severely punish the actors who publish bad contents such as deviating from the mainstream ideology, violating public order and good customs, maliciously tampering with history, and denigrating national heroes in the "fan circle" according to law, and dig deep into the capital operation chain behind it. Once it is verified, it should be dealt with seriously, and a clear ethical bottom line and moral and cultural boundary should be drawn for capital expansion. On the other hand, we must severely crack down on illegal and irregular acts of 'harvesting' traffic through improper means such as data fraud, secret brushing traffic, malicious speculation, resolutely stop the crooked wind and evil spirit of traffic worship in the culture of 'fan circle', strengthen industry self-discipline and platform supervision, standardize the activities and interaction mechanism of 'fan circle', and effectively rectify the operation order of 'fan circle'. At the same time of rectification and purification, we should pay attention to the publicity and promotion of positive idols, such as encouraging college students to learn the representative figures of both strength and morality in the idols of 'fan circle', such as the fighting spirit of Yi

Shuqianxi-as a ' post-00s ' artist, he goes out in a combination way, and wins ' out of the circle ' with independent individuals, relying not on the background and relationship, but on the countless sweat and exercises behind him. Growth and success.

### 5. Summary

In view of the ideological characteristics of college students and the adverse effects of " fan circle thinking, " we should adopt a variety of ways to carry out in-depth and detailed education and guidance work, grasp the ideological dynamics and spiritual demands of college students in a timely manner, and actively respond to and solve their ideological confusion and practical problems. At the same time, we should guide college students to learn to use scientific dialectical thinking methods to understand things, plan the future, consciously resist the erosion of ' fan circle thinking ', and then establish a correct world outlook, outlook on life and values.

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