# Research on the mainstream transformation and patriotism in the emotional labor of sports star fan community

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Abstract: In recent years, the state has issued a series of policies to promote the upgrading of sports industry entertainment, and sports stars win glory for the country have been frequently reported by the mainstream media. The enthusiasm and pride of sports star fans for the country has gradually deepened under the trend of increasing emotional labor. Through the effective analysis of the recovered questionnaire, the research found that sports stars have a certain role in guiding fans' emotions. The feelings of the fans to the stars are extremely easy to sublimate into the love and pride of the country. The more emotional labor that sports star fans invest in the star, the more obvious the emotional sublimation. This shows that the positive image of sports stars not only has a positive guiding role in deepening the patriotic feelings of fans, in addition, through discussion and analysis found that the positive image of sports stars will guide fans to participate in public welfare undertakings and patriotic actions.
Key words: empathy theory; fan culture; emotional labor; patriotism

## 1 Introduction

In recent years, with the increasing attention of international sports events in China, driven by the capital power and the pursuit of the public, it has become a common phenomenon for sports stars to cross their fans. With the rapid development of the Internet, a platform-based "fan economy" has emerged in Chinese fan culture. Fans do emotional labor for sports stars and volunteer to become digital workers on Weibo platforms. We have observed that fans' personal love for sports stars can easily translate into national pride and patriotism. In this regard, we are curious about whether the fans' love for the sports stars will be transformed into the love for the country along with the national honor of the sports stars, and whether the voluntary labor behavior of the fans will deepen this emotion? In this regard, this article tries to verify the impact of sports stars 'emotional labor on fans' patriotic feelings through audience survey and in-depth interview method, and discusses the positive significance of the positive image of sports stars to guide fans' patriotism.

## 2 Literature review

### 2.1 Overview of fan culture and literature

The research of domestic fan culture is mainly based on the theoretical research of foreign fan culture, and develops the localization interpretation of the phenomenon of domestic fan culture. The study of domestic fan culture began in the 1990s, when Li Hairong, a mature theoretical researcher about "fan culture", proposed a hexagonal model around the difference between idol and example in the article "Youth idol worship and example learning" based on the investigation and research. The second stage of the research focuses on the exploration of the group behavior of "fans". The overall research direction is divided into three categories: fans 'consumption, fans' psychology and fans' interaction behavior. With the development of The Times, fans, as a combination of information consumers and content production, have further become an important part of the fan culture research under the background of the Internet era. In the third stage, due to the rise of microblog platforms, the fan economy has changed the power distribution structure of the entertainment industry. Fan economy is the realization of fans' power, and fans no longer simply depend on the stars. As the digital workers of stars on the microblog platform, stars and fans are no longer a one-way emotional connection, but deepen the two-way emotional construction.

In recent years, domestic research has mainly focused on the emotional relationship between fans and idols, fan creation, fan organization changes and other aspects, etc. However, due to the complexity of fan culture and the new changes brought about by Internet technology, the research in this area needs to be strengthened.

The study of foreign fan culture can be roughly divided into three periods. From the end of 1970s, some scholars have paid attention to that fan culture has become a special mass culture. Michelle Desai once analyzed people's consumption behavior in his works, believing that consumers use the symbolic characteristics of goods to construct personal discourse, while fans re-create media texts for many times through the consumption of culture and idol images, affirming the enthusiasm and creativity of fans. Pierre Bourdieu analyzed the French class, discusses the consumption patterns of different classes, linked the fan culture with the real society, greatly enriched the research results; the third stage of fan culture research around the rapid development of the Internet, and refined more research perspectives. In his research, Grosberg pointed out that one of the most important things about fan culture is emotion. In the social environment of consumption, the generation and consumption of fan culture originate from people's emotional investment. With the development of digital technology, the emotional economy shown in Fanhuan has enthusiasm, and the consumption mode also shows collective. The research of fan culture abroad shows a trend of refining the research path with the change of The Times, but there are still some research gaps.

### 2.2 Review of empathy theory

The theory of empathy was first used in the study of aesthetic psychology, which refers to the mutual transfer and projection of the emotions of man as the subject and the object. The German psychologist Theodore Lipps used "emotional migration" to study how people understand the

psychological state of others, and extended the study of empathy to interpersonal communication. Since then, the concept of empathy has been widely used. In the field of social psychology, BASENT in 1991 put forward the "empathy-altruism hypothesis, that individual help behavior two different path, a path is similar to homan empathy motivation, another is based on the sadness of personal self-motivation, at the same time homan and basent" empathy-altruism hypothesis " also confirmed the information function of empathy, provides a new research perspective for the academic community.

With the deepening of empathy theory research, its concept has been widely applied in various fields. For the study of empathy theory, foreign achievements are relatively rich. Domestic research has only started in recent years, and empathy theory is basically not used to explain the emotional driving effect of stars on fans.

Therefore, this paper will start from the theory of empathy, analyze how sports stars influence the fans' patriotic feelings of the aspect of discussion and identification.

## 3 Study hypotheses and study methods

This paper intends to use the research method of audience survey method and interview method to explore the influence of the emotional labor input of sports star fans on fans' patriotic feelings.

### 3.1 Study hypothesis

H1: The more emotional work fans pay to sports stars, the more patriotic feelings will be.

H2: The more emotional work fans pay to sports stars, the stronger the willingness of fans to pay patriotic emotional labor .

### 3.2 Study Methods

In this study, this paper adopts in-depth interview to understand the specific situation of emotional investment and subsequent questionnaire survey.

3.2.1 Selection of interviewees

This study conducted a 1-hour semi-structured in-depth interview with fans of 12 sports stars. The interviews began in December 2022 and ended in March 2023. The interviewees selected the recent popular sports star fans, such as those of Wu Dajing, etc. First, including the senior fans around the author, and then collected more research samples through the internal staff of the fan group.

According to the maximum sampling principle of the qualitative research method, the total interview content of the fifth respondent was enough to answer the research questions, and the sample collection was closed. The respondents had differences in age, occupation, education level and star-chasing experience, with low degree of homogeneity. However, due to the younger age structure of sports star fans itself, the interviewees are mainly students. The interview is

conducted by telephone interview, microblog private chat interview and one-to-one face-to-face interview. The interview results were collated into verbatim manuscripts. The basic information of the respondents is shown in the table.

| Interviewee's nickname | age | gender | Number of years of star-chasing | Favorite sports star | Level of education | occupation | The length of daily rankings | The level of knowledge of the stars | Basic information |
|---|---|---|---|---|---|---|---|---|---|
| Mslai | 14 | woman | 414 days | Wang Meng | junior high school | student | Holidays take up a long time | Will pay attention to daily dynamics | Influenced by Wang Meng's positive energy as an outstanding athlete, he will also actively learn from him, pay attention to sports events and Chinese culture because of her, and will publish more content to protect the country |
| Wai is a grocery owner | 21 | woman | More than a year | Wang Wei Zhou Yang | college | student | Daily life will take up about half a day | Will pay attention to daily life, produce promotional videos, rarely hit the list | Learn about their contributions to their country and love their love of sports. Actively paying attention to the national-level publicity of the North Olympics and the participation of idols will pay more attention to national policy changes and China's international dynamics, think rationally and love the motherland |
| limlaurus | 18 | woman | Almost five years | Wu Dajing Ma Long | high school | student | There is more attention paid to during the holidays | Pay more attention to the spiritual guidance of stars for themselves, like their personality charm, often see their favorite stars reported by CCTV People's Daily, will pay attention to their daily dynamics and sports events | will pay more attention to idols and their country's sporting events, be proud of the honor of idols, and generate national pride; I will participate in some volunteer activities myself, and the online media is not active |
| Xiaoqingti who loves sports | 28 | woman | 8 years | Wu Dajing | Master | teacher | Takes up less daily time, is inactive in playing lists and doing data, and will pay attention to offline matches | Wu Dajing has always been a positive energy idol in the hearts of fans, will do ice and snow project publicity, hometown publicity, participate in the 20th National Congress, etc., will pay more attention to his activity at the mainstream level, influenced by the spiritual power of idols | Because he is a party member, his words and deeds have always been relatively rigorous, his patriotic feelings have always been there, and he will have more national pride and a sense of national belonging when idols gain glory at the national level. It will pay more attention to the international voice on ice and snow events, and the social media level will not involve much to defend the country, and there will be more to defend national athletes, advocating the traditional Chinese sports team spirit. |
| Florence_Regina | 19 | woman | Five years | Wu Dajing | undergraduate | student | Usually there is not much attention, and idols will participate in major events | Sports stars do not need to play on the list, and will pay attention to the dynamics of idols being reported by CCTV, and the dynamics of idols themselves, such as Wu Dajing as a representative of the 20th National Congress | After becoming a fan, he will be cautious in his words and actions when speaking on public platforms, pay more attention to Chinese short track speed skating sports events, publish anti-China remarks on the Internet, and criticize unsportsmanship |

### 3.3 Audience survey method

In the questionnaire survey, in the form of five lekert scale of the sports stars of sports star fans emotional investment and sports star fans with emotional labor input increased patriotic emotion change degree, the scale statements to sum average method to generate corresponding variables "star mainstream" and "fans patriotic emotion and national pride" into the subsequent data analysis.

#### 3.3.1 Sample selection

Through the analysis of the age, field, fan group, commercialization degree and activity of sports stars in the mainstream media, it is finally determined that the corresponding group is the fan group of sports stars in recent years. In this regard, we first conduct non-representative sampling and judgment sampling for this group, and strive to ensure the realization of the sampling effect. With the help of the questionnaire star platform, this research inputs questionnaires, makes questionnaires and distributes them. The channels for issuing questionnaire

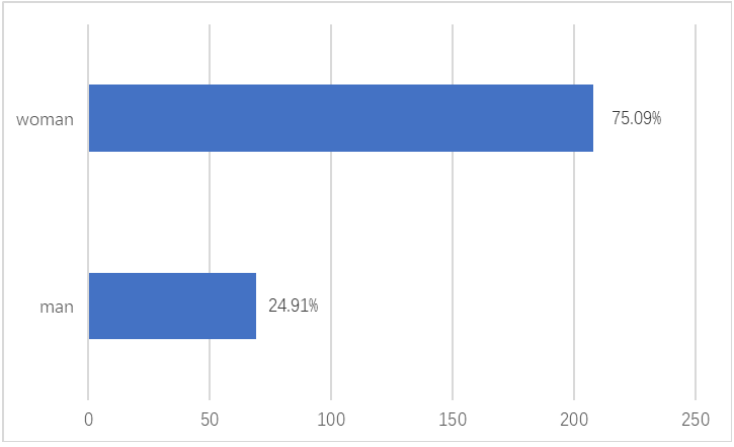
links are WeChat, Weibo Superwords, Baidu Tieba, QQ Space, Zhihu, and the questionnaire star filling community. The questionnaire was issued from March 20 to March 27. The questionnaire was filled to people of different ages, education, regions and income to ensure the diversity and reliability of the respondents. However, due to the limited number of people available to the author and the age composition of the star-chasing group is relatively young, most college students in this survey.

## 4 Analysis and discussion (study method and variable design)

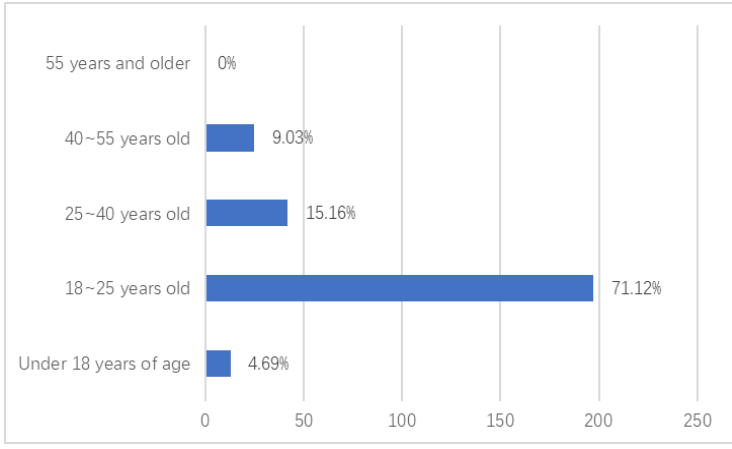
In this study, 299 questionnaires were distributed, and 277 valid questionnaires were collected by eliminating 22 invalid questionnaires. Of them, 208 were for women and 69 for men. In terms of sample characteristics, the samples collected in this questionnaire survey are mainly 18-25 years old or above, and sports star fans of school students.

### 4.1 Demographic factor analysis of the survey audience

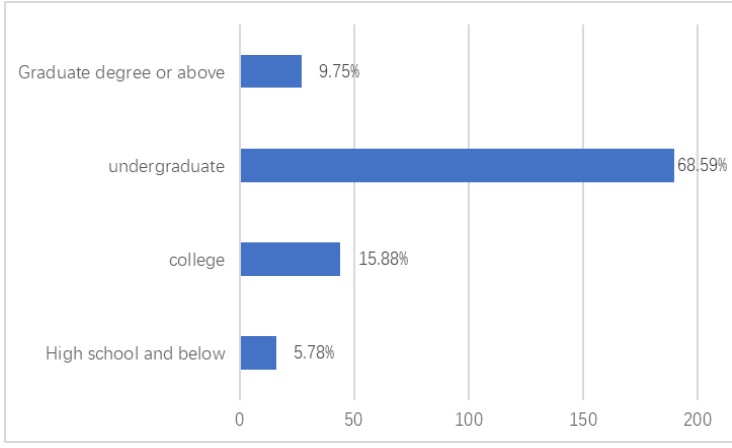
From the statistical survey of gender, age, educational background, star-chasing experience and other factors, the survey data preliminarily reflect the diversity of the selected samples. From the perspective of gender, there were 69 men and 208 women, accounting for 24.91% and 75.09%. To to the gender composition of starstruck groups.



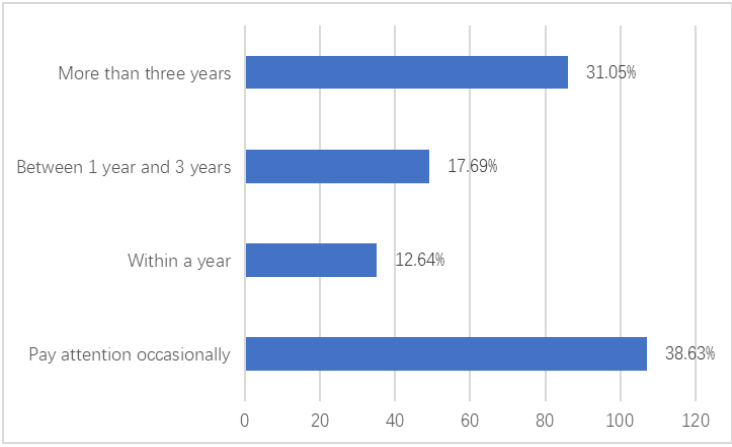

From the perspective of age, between 18 and 40 years old was the main survey population, with 239 people, accounting for 86.28%. There were 25 people between 40 and 55 years old, accounting for 9.03%, and 13 people were under 18 years old, accounting for 4.69%. Finally, 10% of the people are over 95 years old, and the group of 25-40 years old is the largest number of fans, which is helpful to our research on the emotional labor input of fans.




From the perspective of academic degree, there are 190 students with bachelor's degree, accounting for 68.59%, 44 with junior college, accounting for 15.88%, 16 with high school or below, accounting for 5.78%, and 27 with graduate students or above, accounting for 9%. Educational background has the characteristics of diversity, but it mainly focuses on the undergraduate degree.




In terms of the number of years of star-chasing experience, 86 people have more than three years, accounting for 31.05%, 107 people occasionally pay attention to, accounting for 38.63%, 49 people within more than three years, accounting for 17.69%, and 35 people within one year, accounting for 12.64%. From the experience of star-chasing, we can see that about 70% of the data sample of this questionnaire survey have a long experience of star-chasing experience, and have a better understanding of the internal composition of the pink circle and the relevant experience of sports stars, which helps us to survey the emotional labor input of sports stars.




### 4.2 Correlation and regression analysis of emotional labor input of sports star fans and patriotic emotion change of sports star fans

In order to verify the relationship between the emotional labor input of sports stars and the patriotic emotion degree of fans and the emotional labor input of sports stars to fans, the three factors are respectively transformed into corresponding constants and variables for analysis, and the following analysis results are obtained.

4.2.1 Correlation analysis of emotional labor input of sports stars and patriotic emotion of fans

The Pearson correlation analysis was used to study the relationship between the emotional labor input of sports star fans and the degree of fan patriotism. The results showed (see Table 1) that there was a significant positive correlation between the emotional labor input of sports star fans and the degree of patriotic emotion of fans, and the correlation coefficient was 0.163 * *

Subsequently, the intensity of new media use and privacy risk perception were used as regression analysis. In Table 2, the significance of the regression equation was 0, and there was a significant linear relationship between the independent variable and the dependent variable. The regression equation coefficient of 0.369 and a significance of 0.000 passed the significance test. The return equation shows that the emotional labor input of sports stars has a significant positive impact on the patriotism of fans. The higher the emotional labor input of sports stars to sports stars, the higher the patriotic degree of fans.

Through regression analysis, it is found that there is a significant linear relationship between "patriotic labor input of sports stars" and "degree of patriotic emotion". The regression model is established, and the research hypothesis H 1 is supported.

**Table 1 Correlation analysis coefficients Table 1**

| | The degree of change in the sentiment of patriotism of fans of sports stars | |
|---|---|---|
| | **Pearson correlation** | **Saliency (two-tailed)** |
| **The degree of emotional commitment of fans of sports stars to stars** | 0.480** | 0.000 |

****: Significant correlation at level 0.01 (two-tailed);**
***: Significant correlation at level 0.05 (two-tailed)**

4.2.2 Regression analysis of emotional labor input of sports stars and patriotic emotion of fans

**Table 2**

| **(1) Summary of goodness-of-fit test model** | | | | |
|---|---|---|---|---|
| **model** | **R** | **$R^2$** | **Adjusted $R^2$** | **Error in standard estimates** |
| 1 | 0.480[a] | 0.231 | 0.228 | 4.59987 |
| **a. Predictors: (constant), the degree of emotional labor commitment of fans of sports stars** | | | | |

| (2) Regression model significance ANOVA[a] test | | | | | |
|---|---|---|---|---|---|
| model | Sum of squares | **df** | **mean square** | **F** | **Sig.** |
| **1 Regression** | 1744.586 | 1 | 1744.586 | 82.452 | 0.000[b] |
| **Residuals** | 5818.664 | 275 | 21.159 | | |
| **total** | 7563.249 | 276 | | | |
| a. Dependent variable: the degree of change in the patriotic feelings of sports star fans; b. Predictors: (constant), the degree of emotional labor input of sports star fans | | | | | |

| (3) Table [A] of regression analysis coefficients | | | | | |
|---|---|---|---|---|---|
| **model** | **Non-normalized coefficients** | | **Standard coefficient** | **t** | **Sig.** |
| | **B** | **standard error** | **Beta** | | |
| **1 (constant) Changes in the emotional engagement of sports star fans** | 15.189 | 0.956 | 0.48 | 15.883 | 0.000 |
| | 0.369 | 0.041 | | 9.080 | 0.000 |
| a. Dependent variable: the degree of change in the patriotic feelings of fans of sports stars | | | | | |

**4.3 Correlation and regression analysis of emotional labor input of sports star fans and patriotic emotional labor willingness of sports star fans**

4.3.1 Correlation analysis of emotional labor input of sports stars and fans' willingness to pay patriotic labor

The Pearson correlation analysis was used to study the relationship between the emotional labor input of sports star fans and the degree of patriotic emotion. The results show (see Table 3) that there was a significant positive correlation between the emotional labor input and fans' patriotic emotional willingness to work, and the correlation coefficient was 0.367 * *

.000 Subsequently, the intensity of new media use and privacy risk perception were used as regression analysis. In Table 4, the significance of the regression equation was 0, and there was a significant linear relationship between the independent variable and the dependent variable. The regression equation coefficient of 0.220 and a significance of 0.000 passed the significance test. The return equation shows that the emotional labor input of sports stars has a significant positive impact on the fans 'willingness to pay for patriotic emotional labor. The higher the emotional labor input of sports stars' fans to sports stars, the higher the fans' willingness to pay for patriotic emotional labor.

Through regression analysis, it is found that there is a significant linear relationship between "patriotic emotional labor input of sports star fans" and "patriotic emotional willingness to work". The regression model is established, and the research assumes that H 2 is supported.

**Table 3 Correlation analysis coefficients Table 2**

| | The willingness of sports star fans to pay for patriotic emotional labor | |
|---|---|---|
| | Pearson correlation | Saliency (two-tailed) |
| **The degree of emotional commitment of fans of sports stars to stars** | 0.367** | 0.000 |

**: Significant correlation at level 0.01 (two-tailed); *: Significant correlation at level 0.05 (two-tailed)

4.3.2 Regression analysis of emotional labor input of sports stars and fans' willingness to pay patriotic labor

**Table 4**

| **(1) Summary of goodness-of-fit test model** | | | | |
|---|---|---|---|---|
| **model** | **R** | **$R^2$** | **Adjusted $R^2$** | **Error in standard estimates** |
| 1 | 0.367[a] | 0.135 | 0.131 | 3.81890 |
| **a. Predictors: (constant), the degree of emotional labor commitment of fans of sports stars** | | | | |

| (2) Regression model significance ANOVA[a] test | | | | | |
|---|---|---|---|---|---|
| model | Sum of squares | df | **mean square** | **F** | **Sig.** |
| **1 Regression** | 623.845 | 1 | 623.845 | 42.776 | 0.000[b] |
| **Residuals** | 4010.595 | 275 | 14.584 | | |

| | | | | | |
|---|---|---|---|---|---|
| **total** | 4634.440 | 276 | | | |

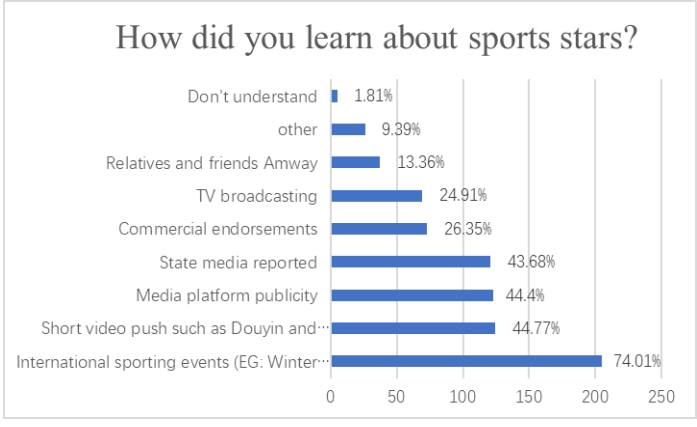
a. Dependent variable: the degree of willingness of sports star fans to pay patriotic emotional labor;
b. Predictor variable: (constant), the degree of emotional labor input of sports star fans

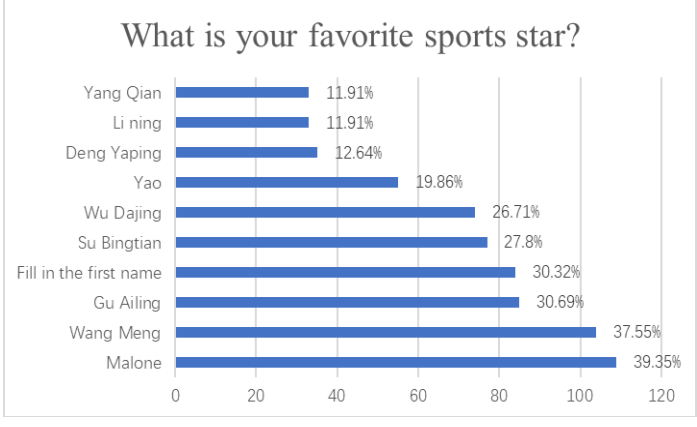
(3) Table [A] of regression analysis coefficients

| **model** | **Non-normalized coefficients** | | **Standard coefficient** | **t** | **Sig.** |
|---|---|---|---|---|---|
| | **B** | **standard error** | Beta | | |
| **1 (constant) Changes in the emotional engagement of sports star fans** | 18.661 | 0.794 | 0.367 | 23.504 | 0.000 |
| | 0.220 | 0.034 | | 6.540 | 0.000 |

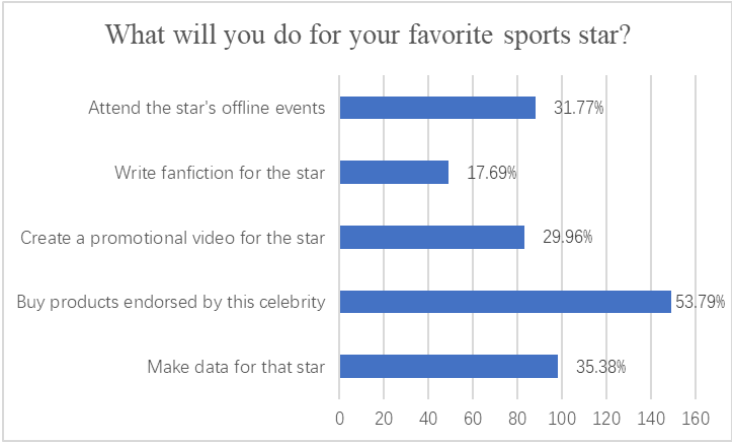
a. Dependent variable: the degree of willingness of sports star fans to pay for patriotic emotional labor

### 4.4 Analysis of the emotional labor input of sports stars and the change of fans' patriotic emotion and their patriotic emotional willingness to pay



According to the research results, audiences prefer emerging sports stars such as Ma Long and Wang Meng, and know little about veteran sports stars such as Yao Ming and Deng Yaping. This is because, in the era of consumption, capital has played an important role in promoting culture. Under the promotion of capital, "everything is a commodity and a symbol". And the symbolic value of sports stars has become the product of "fans" and secular culture under the promotion of capital. As Baudrillard points out, the truth of consumer society is that "coding rules replace references" and "self-fulfilling predictions." Due to the recent popular international sports events, excellent athletes stand out in their respective fields, and frequently reported by officials and short video platforms, sports stars have been sought after by fans and gradually promoted to become emerging sports stars by capital, expanding their influence.




The study found that 539% of the audience survey will buy products endorsed by sports stars; 35.38% will make data for sports stars; 31.77% will participate in offline activities of stars, 29.96% will create promotional videos for stars, and 17.69% will write similar culture for stars for publicity. Over the past two decades, digital upgrades have influenced how people perceive, consume and use media. For fan culture, the influence of digital technology is first reflected in technological empowerment, which is consistent with the early optimism of academia and industry about technological democracy. Digital technology has also changed the form of the fan practice itself. For example, Booth studied digital fans and turns the "gift economy" (gift economy) into a digital free economy (digi-gratis economy). As the producers and consumers of data, fans will be more inclined to digital practice labor, so as to close the relationship between idols and fans, as well as fans and fans. Fan groups have become a new social group for idols. In the survey, the audience is more inclined to buy the products endorsed by sports stars, pay attention to their own material experience, and meet their own spiritual needs for idols. Secondly, when fans believe that the data generated by their data labor can be directly transformed into entertainment resources in the hands of their idols, fans will establish the emotional connection between themselves and their idols through "data", and realize this sense of intimacy through data practice. The results of the questionnaire survey also illustrate this point. Doing data for stars and participating in their offline activities can be indirectly transformed into the commercial value of stars.

## 5. Summarize and reflect

In this study, the patriotic feelings of sports star fans are studied theoretically through the interview research method and the questionnaire survey method, trying to answer the question of the correlation between the two. According to the research, it is found that the higher the emotional labor investment of sports star fans to sports stars, the higher the patriotic emotion degree of fans. The higher the emotional labor input of sports star fans to sports stars, the higher the labor willingness of fans to pay patriotic emotion. Suppose it is established. At the same time, the following enlightenment.

### 5.1 Sports star image and fans' values

Research has proved that the higher the emotional labor input of sports star fans to the stars, the more patriotic feelings of fans will be. Because sports stars themselves have emotional traction for fans, fans will place their pursuit of personal ability and yearning for a better life on their idols and make efforts for them. Therefore, fans will invest a lot of emotional labor in the career of idols. Thirdly, the image of sports stars is the portrayal of the spiritual sustenance and spiritual pursuit of fans. Fans will further understand the training and winning experience of sports stars winning glory for the country, so as to strengthen the patriotic feelings of fans. Through the connection between sports stars and national honors, it guides fans to pay attention to national events and China's international image, stimulates the nationalist feelings of fans, and lays the way for the improvement of the willingness of patriotic emotional labor, so as to deepen the patriotic feelings of fans.

As a subcultural group, the fan group has received wide attention from the society in recent years. With the introduction of national policies and the continuous development of technology, the integration of fan culture into the mainstream culture has become a general trend, and the country advocates the cultivation of "positive energy fans". In this respect, the fan base is actively close to the label of positive energy fans. "No idol in front of the country" has become a consensus among fans. As idols in line with the mainstream values, sports stars play a very important role in guiding the construction of fans' patriotic values. When fan groups devote emotional labor to sports stars, they will form a fan community relationship. When sports stars win glory for the country becomes a common topic among fans, it is easier to arouse national pride among fans. When the fan community makes patriotic expression in cyberspace, the emotional interaction is very easy to form patriotic empathy force. In addition, the expression in cyberspace is a low-cost expression of opinions. Therefore, fans and patriots are more catalytic by emotional mobilization. The strong interaction of social media makes fans to use various small screen media to produce emotional proximity (affective proximity), that is, " users are closer to media characters in terms of space, time and emotion. "The strong interaction of social media deepens the expression of patriotic feelings among fans, which turns into a collective action. The patriotic behavior of fans often occurs when the country is faced with a public opinion crisis or a public disaster, such as the Emperor Bar and the Wuhan epidemic incident. Fans work together and make great contributions.

Under the consistent goal of overcoming difficulties together, the barriers of the circle layer and the magnitude of idols are hidden in the collective power, replaced by cross-circle union and information sharing. Under the public issue, the patriotic fans who were originally a single node can hide their personal identity, and the fans have already shared the same label of "rice circle girl", and the original small individual power can also be seen.

### 5.2 Sports star image and fans' emotional labor

"A star is a brand that performs." This statement makes it clear that sports stars are not just a tool for advertising and product endorsement, but also a cultural product. A good personal image of sports stars can not only help to expand their influence, but also guide the public to form the correct values. The image of sports stars favored by the public has six aspects: external image, moral style, sports level, competitive style, social responsibility and fan relationship. In this study, the main factors that attract fans are their excellent competitive performance and good moral style, and the sports stars have won competitive honor for the country, being frequently praised by the official media, actively doing public welfare and making contributions to the society. At the same time, based on the public's trust and attention to the official media, the positive reports of China Central Television and other official media will also increase certain social influence for sports stars.Relatively speaking, in the stage of sports stars' persona maintenance, fans are both producers and consumers of the symbolic value of sports stars. Baudrillard speaks in The Consumer Society that "the purpose of consumption is not the satisfaction of actual needs, but the constant pursuit of manufactured and stimulated desire satisfaction. In other words, what people consume is not the use value of goods and services, but their 'symbolic symbolism'." Sports stars, sought after by their fans, are actually a representative symbol of national honor, a "commodity" shaped by capital and the media. The root cause of fans' pursuit of sports stars comes from the "homogeneous" emotional relationship cognition. The community organizations based on the consensus emotional experience and established with sports stars as the core constitute the group of the production and consumption of sports stars. Accordingly, the expectation and aesthetics of fans directly affect the image construction of sports stars. The good personal image of sports stars is more likely to be sought after by fans, and it is more conducive to fans' emotional labor input. In the practice of "Fanhuan", data is not only used as a quantitative expression of fans' emotions, but also becomes a "transition object" (transitional object) to communicate the intimate relationship between fans and idols. Although compared with traffic stars, the commercial value of sports stars with their own competitive strength is not completely dependent on the data labor of fans, but in the digital era, the commercial value of sports stars and the influence of fans are closely related to the list data of microblog platform. The more the image of sports stars meets the expectations of fans, the more emotional labor investment of fans will be, which is also conducive to expanding the influence of sports stars, reverse restricts part of the behavior of sports stars, and urges sports stars to bring positive influence to the fan group. With the improvement of the fan management system of the platform, the emotional labor of fans is more inclined to community communication on the microblog platform. The "opinion leader" in the fan group releases the relevant comments and tasks, and then the completion of the relevant fans. In the process of chasing stars together,

the internal communication of fan groups also strengthens the attraction of sports stars to fans.

### 5.3 summary

The generation process of personality of sports stars is not only the result of social reproduction, but also the symbolic form of individual symbols of consumer society. Once the personality of sports stars is formed, it shows that the individual as stars not only represents the "heroes" in the field of sports, but also represents the roles and symbols in social culture. As a sports star, while being pursued by fans, they should also assume their own social responsibilities. In recent years, the country has paid great attention to the field of competitive sports, and the rewards brought by China's honors in competitive sports are also obvious to all. The honor and spirit of China's competitive sports not only represent the People's hard and enterprising spirit of the Chinese people. At the same time, it also deeply inspired the patriotism of the Chinese people. In the era of traffic, the influence of sports stars on the field of sports competition and even the society is further amplified. From the research and interviews, we can see that sports stars are popular more because of their personality charm and honor, and sports stars are spreading a spiritual power of positive energy. Thirdly, the positive reports of sports stars by mainstream media will also play a role in restraining and guiding fans and promote their love for sports stars. Fans love sports star, more is by the star spirit guidance and excellent will quality of infection, sports star positive energy, played a role model, drive fans understand traditional Chinese sports spirit, the struggle, never give up the will quality, help fans deeply feel the collective interests is greater than the interests of the concept of honor and dishonor. The image of sports stars is not only related to their personal development future, but also has a certain connection with the national image and social image. As a qualified sports star, we should always keep a clear head, focus on the improvement of personal competitive sports level, actively participate in social public welfare undertakings, and shoulder our own social responsibilities.

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