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Flowing fans: Research on the mechanism of fan flow in the community of multi-clothes room-Taking the flow of fans in Weibo platform as an example

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Abstract:
In the later stage of the development of the Internet, we entered the "liquid society" described by Sigismund Bauman. The rapid development of media technology has enabled people to have great "near-use rights". It has become possible to connect with anyone, anything, or even anything around the world at any time and any place. The communication pattern that was subject to time and space has been completely subverted. Users exist in the form of liquid on the Internet. They can quickly gather based on their interests and topics of common concern, or they can disperse as their enthusiasm fades to get attention, forming multiple "cloakroom communities". This article explores how fans flow in the multi-clothes room through the investigation of the Weibo platform, and makes a simple analysis of such phenomena.

Keywords:
Liquid society, cloakroom community, mobile fans, foreground and background, loyalty

1 Introduction

With the continuous development of Internet technology, liquid society and mobile space have arrived, people 's time is gradually fragmented, and the information received and lifestyle are gradually fragmented. Modern people are in the flowing cyberspace. Every day, a large number of public opinions and news events are spreading, and the focus of attention is numerous. People walk in one focus event after another, gradually forming our collective memory of network culture, forming a short and flowing community after another.

New phenomena are emerging. Through observation, it can be found that although the fan groups still maintain a high collective mood in recent years, their stickiness with cultural industry brands or star rice circles has been reduced, and their love and loyalty are not as good as before. Fans walk in one circle after another, and their attention seems to drift everywhere. This is different from the phenomenon that we know that the fan group shows great loyalty to the cultural industry, star dining circle and other communities. In the past, circles such as rice circles with strong stickiness have developed in the direction of a 'cloakroom-style' community that lacks identity and cohesion, fragile emotional input, and lack of continuous motivation. In this regard, we can 't help but wonder: why the current fan group 's cultural tourism consumption and star

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consumption show an irrational frenzy, but the attendant is cooling in a very short period of time ? And why does fan stickiness and loyalty decrease rapidly ?

2 Literature Review

2.1 Theoretical review

2.1.1 The hat-room community

“Mobility” is considered to be an important feature of modern society. In recent years, John Urry, Zygmunt Bauman, Manuel Castells and other famous scholars have elaborated in their works.[1] Among them, Bauman summarized the characteristics of the mobile modern population, put forward the “cloakroom community” in the *mobile modernity*, and clarified the view that “modern people are temporarily together through the cloakroom community”.

Professor Yu Guoming re-examines how the concept of audience in the traditional concept is inherited and transformed, and how it becomes an element of empowerment, self-organization, continuous evolution and flow in the network new media system. In the process, he redefines the users in the perspective of network new media in the mobile society, and puts forward that the network new media users have three characteristics : the flow of subject identity, the flow of time and space, and the flow of relationship,[2] And the “cloakroom community” is attributed to the flow of relationships. It is believed that consumers with multiple identities and control niche time and space flow freely between different “cloakrooms” every day. Professor Yu Guoming 's further interpretation of Bauman 's “ cloakroom community ” is of great significance for studying the user behavior of the Internet in the mobile modern era.

2.1.2 Dramaturgical Theory

American sociologist Erving Goffman puts forward the theory of dramaturgy in his book *Self-presentation in Daily Life*. He regards society as a “stage”, in which people are “actors” who “perform” with various props. People form a good social impression through self-presentation and behavior modification.

In the 21 st century, some scholars began to incorporate Goffman 's dramaturgical theory into the relevant fields of academia. Es-pen Y treberg applied this theory to the study of social networking sites, and gradually developed into one of the important theories in the field of communication research.[3]

In recent years, most of the research on dramaturgy theory usually focuses on TV program research, research on different social subjects, and research on social platforms. It has become a common research method in related fields to analyze specific situations through the framework of dramaturgical theory. However, there are few studies on the combination of dramaturgical theory and the study of “cloakroom community”, which is applied to the flow characteristics of the current fan community in the mobile Internet society. This research direction has a large research space.

2.2 Summary of the phenomenon

With the continuous development of Internet technology, the network media has penetrated into the daily

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life of modern people. The fan group in the Internet has gradually shown new features such as low loyalty, mobility, and multi-threading. Based on a media event or public opinion focus, the fan community is established. There is a phenomenon of one-shot and one-shot.[4]

In view of the network phenomenon of mobile audience and mobile fan group, the current research is mostly based on the flow level within the fan group, including the production participation, emotional interaction and internal relationship flow of fans in the group. In addition, it also involves the transnational flow level of the fan group,[5] while the research on the relationship between the individual and the external group of the fan group is relatively lacking. Moreover, there are few studies on the flow mechanism of the fan group from the perspective of the " cloakroom community " theory under the mobile society. Therefore, the research of this paper has certain research value in the in-depth analysis of the user relationship in the mobile society and the influence of the mobile fan group on the economic and cultural fields such as the cultural industry.

2.3 Questions raised

To sum up, the paper starts from the "cloakroom community" and the theory of simulation, combined with the social background of mobile space and mobile society, trying to answer the following questions:

Q1: Why is the current consumption of cultural tourism and star consumption showing an irrational frenzy, but followed by a very short period of cooling?

Q2: Why does the stickiness and loyalty of fans decrease rapidly?

3 Research methods

In view of the above problems, this paper uses APP roaming method, interview method and questionnaire survey method to study. The program roaming method is used to analyze the affordance of the current microblog as a social media, and the relationship between the affordance and the rapid flow of user attention is analyzed. Interviews were used to conduct in-depth exchanges with Weibo users to understand their daily use of the Weibo platform and the degree of community participation; this paper uses the questionnaire survey method to investigate Weibo users, and assists in analyzing the relationship between users' attention flow and loyalty and their participation in the "cloakroom community".

3.1 APP roaming method

In this study, the roaming time was from July to August 2024, a total of 2 months. Mainly through the sliding screen, click the button, search and other ways to participate in the use of Weibo 's home page recommendation, fixed attention, hot search list and other sections to explore and understand the basic functions of the platform. At the same time, participate in browsing the square of the hot search hot list, join the fan community, topic community, interest community, etc., deeply embed the community section of Weibo to understand the daily use behavior of users. In this process, the interactive experience (such as operation steps, cognitive feelings, etc.) and interface structure (such as functional layout, presentation mode, etc.) are recorded in detail as the analysis material of affordance, and the flow of attention is experienced personally. Join the community and connect with the community to experience the guiding role of the affordance of microblog to users.

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In addition, the researchers have 9 years of rich experience in the use of Weibo platform, which will closely combine personal experience with practical observation to better carry out APP roaming research.

3.2 Questionnaire survey method

Based on the above description, a hypothesis is proposed for the research question of " what factors cause the rapid flow of user attention":

H1: The more frequently users use social media, the faster their attention flows.

H2: The more fragmented users ' social media usage is, the faster their attention flows.

H3: The more topics users participate in, the faster their attention flows.

H4: The more users join the fan community, the faster their attention flows.

H5: The higher the user 's dependence on the algorithm recommendation, the faster the attention flow.

What is the relationship between the flow speed of user 's attention and the loyalty to a specific cloakroom? The research question puts forward the hypothesis:

H6: The faster the user 's attention flows, the shorter the attention time on a specific topic.

H7: The faster the user 's attention flows, the lower the loyalty to a specific fan community.

In order to prove the hypothesis, this study used a questionnaire survey method to sample the population and make a questionnaire.

3.3 Interview method

This survey interviewed the use of Weibo functions, the number of community participation and the degree of embeddedness. This study conducted a 15-minute semi-structured interview with 11 Weibo users. Firstly, a random sampling was conducted to interview 6 interviewees, including interviewee Z, interviewee W, interviewee L, interviewee Y, interviewee D, interviewee Q. Then, according to the maximum sampling principle of qualitative research method, when the 11 th interviewee was collected, all the interview contents were enough to answer the research questions, and the sample collection ended. The respondents are different in age, education level and region, and the degree of homogeneity is low.

4 Analysis and discussion

4.1 Availability: the generalization of the cloakroom community in the cultural industry

In the traditional media society, people usually discuss according to the reports of the mass media. The time required for the establishment of the community and the duration of the community are long, so the number of communities is limited. In the liquid society, users are active and atomized individuals, who can flow freely in the Internet society, walk between one hot spot after another, and enter or exit one " cloakroom community " after another at any time. The formation and disappearance of the community has become extremely

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rapid, and the number of communities has also shown explosive growth. This section will analyze from the perspective of availability, why the community of cultural industry in today 's society is generalized.

4.1.1 Premise - Nodes of flow under content affordance

The rapid development of science and technology has enabled people to have great media “near-use rights” and made the interconnection of all things possible. The communication pattern that was subject to time and space in the past has been completely subverted. With the emergence of social media platforms and the awakening of users ' subjective consciousness in modern society, every Internet user is actually a flowing journalist in a “liquid society”. Different from the single mode of setting the agenda of the mass media of the traditional media, in the liquid society, users can set the agenda together with the media and participate in the information production activities of the society, which greatly expands the information capacity in the Internet, forms the information torrent, and provides a large number of content leads for the generalization of the community.

Through APP roaming, Weibo platform provides users with convenient information release channels. Provide users with “write micro-blog”, “comment” and other content distribution channels on the home page, and set up an interactive comment area below each micro-blog for users to express their opinions and exchange views. In addition, in the Weibo hot search list, users can enter the “square”, click below the “discuss with the current xxx people” dialog box to publish opinions. At the same time, all kinds of media can become a member of the user through the micro-blog registration account, and participate in the creation of information with the Internet citizens. Through the APP roaming can be calculated, the user in the home page to publish a micro-blog only after two clicks can enter the release page, and in the hot search square, only one click can be needed. It can be seen that the micro-blog platform provides users with a convenient release channel. Users can express their what they have seen and heard and opinions anytime and anywhere, which helps the emergence of information torrent and the gathering of the community. When hot spots related to cultural industry appear, users can quickly enter the community.

In addition, through the roaming investigation of the micro-blog operation mechanism, it can be seen that the micro-blog hot search will be updated every minute according to the search volume in a short time, and the micro-blog hot search list is constantly changing. At the same time, the Weibo home page, hot search square, and popular Weibo interface all have a “real-time” refresh function, allowing the content published by users to flow quickly. Through such a real-time update flow operation mechanism, Weibo makes a large number of different information appear in front of users in a short time, which provides the possibility for users to enter and exit the community at any time.

4.1.2 Performance - Generalization of the cloakroom under technical availability

The development of big data has made accurate “algorithm recommendation” technology widely used. Users do not need to search manually in the Internet, algorithm recommendation technology can accurately achieve “information to find people”, so that the content of interest to the user automatically flows to the user. With the emergence and wide application of algorithm recommendation technology, users can quickly focus on users with the same interests and views, express their opinions and emotions, and form a temporary emotional community, thus forming a “cloakroom”. For example, on the recommendation page of the home page of Weibo, users can quickly participate in the discussion of the comment area after browsing the interested

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Weibo, interact with the users in the comment area, and form a “cloakroom”; in addition, you can also click on the hyper-talk pop-up window below after browsing Weibo, and add different types of hyper-talk such as topic hyper-talk and star hyper-talk. In hyper-talk, users can express their views and interact with other members in the hyper-talk to form a “cloakroom”.

In addition, due to the absence of the body of the Internet society, users can even be in multiple cloakrooms at the same time, and participate in the process of “centralization” and “decentralization” of the cloakroom every day, with no fixed destination. Gradually, in the process of interweaving public opinion and ideology with different clothes and hats, people have a relationship between shaping and anti-shaping values with clothes and hats. At the same time, people in one group after another are inevitably affected by group infection and group polarization, and will unconsciously have irrational behaviors.

4.2 The characteristics of the multi-clothes room community: entering and exiting at any time

In Bauman 's view, the heavy and solid human society has passed, and the current human beings are in a flowing and light society. The boundaries of social structure, order and rules are increasingly blurred, showing fluid and uncertain characteristics.[6] People have entered a flowing liquid society, and the fragmentation of information, time, people 's information receiving and lifestyle has become the main feature of this society. With the rapid development of media technology, information dissemination transcends the boundaries of time and space. Media technology promotes the separation of human consciousness and body. Obtaining information anytime and anywhere and transferring attention anytime and anywhere have become the daily life of people in a mobile society.

The “ cloakroom ” in the current Internet field presents the characteristics of entering and exiting at any time. In the “foreground” of the Internet, the hot spots that appear and increase all the time bring many “stages”, and the “stages” composed of flowing hot spots open at any time. In the Internet, all kinds of viewers can enter the “ cloakroom ” behind the stage at any time, change into appropriate clothing and then perform on the stage, and then change back to all kinds of clothing and disappear on the Internet. This community, which exists only in the cloakroom, has no thresholds and restrictions, and can enter and exit at any time according to personal preferences.

Through the APP roaming method experiment, it is concluded that in the Weibo platform, the user switches from the “cloakroom community” of one hot search topic square to the “cloakroom community” of another hot search square, or switches to the hyper-conversation “cloakroom community”, only 2-4 clicks are required. It can be seen that the time spent by users in and out of the “cloakroom community” and shuttle back and forth in multiple “cloakrooms” is extremely short and the cost is extremely low. The transfer of user attention has also become very rapid, and users can enter and leave the “cloakroom” anytime and anywhere.

4.3 Participants in the multi-clothroom community: random performance at the front desk and non-reflection in the background

Different from the situation that people often focus on a certain topic or circle in the traditional media era, in the liquid society, the attention of users in the mobile space can float everywhere. It is the rapid flow of

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attention, the dispersion of thinking and the phenomenon of emotionally dominant action caused by the fragmented environment that make the flow behavior of fans change. The group of fans who used to be focused, loyal and emotionally connected is now characterized by strong mobility, loose emotional connection, irrationality and non-reflection. The role of group norms in the community is weakened, and the loyalty of fans is also reduced.

4.3.1 Flowing attention

With the continuous development of Internet technology, information dissemination transcends the boundaries of time and space. Massive information from all over the world and in various fields can be transmitted in the network for the first time. The rapid dissemination and fragmentation of information has become an important feature of the times. Mobile information and fragmented information enable users to receive, multi-threaded processing, thinking jump but simple behavior and living habits anytime and anywhere. In the face of countless focuses of attention, modern people constantly shift their attention and shuttle back and forth between different topics and circles.

Through this questionnaire survey, it can be seen that in the Likert scale measurement with a full score of 5 points, the average score of “I use Weibo is not limited by time and space, and I can brush anytime and anywhere” is as high as 3.73, and people 's attention transfer speed is extremely fast.

In addition, users can quickly shift their attention, shuttle back and forth among multiple “cloakrooms”, and can perform multi-threaded processing while participating in multiple “cloakrooms”. According to the data obtained from the questionnaire survey, only 11.39% of the 176 respondents participated in only one fan community, and the number of people participating in multiple fan communities was as high as 88.61%. Among them, 31.64% of the respondents participated in more than five fan communities ; at the same time, in the Likert scale, the average score of “I often focus on multiple topics at the same time” is 3.57. In addition, in the course of the interview, the interviewee Z said “who else is chasing only one love bean now, I have to go to check in every day”. Interviewee W said “Now every day on Weibo is like shopping. Eat this melon and eat that melon. When you have something to say, go to the square to spit several sentences. Sometimes you can 't come out in a dozen or twenty minutes after brushing the netizens speeches in the square ”. It can be seen that in the current Internet society, flowing information, flowing hot spots and flowing topics dominate the flowing attention and flowing interest focus of Internet users. Users also participate in one after another “cloakroom community” according to their own interests and preferences.

This small-scale transient community appears almost every moment, and each section of content will briefly stimulate the “cloakroom community”. Fans constantly adjust their identities and roles through comment forwarding in the process of gathering, and as the heat fades away, while participating in the community, fans get a rapid release of emotions, and irrational emotions will also prompt fans to be satisfied in the process of consumption.[7] For example, the broadcast of the talent show will gather a large number of fans to participate in the “cloakroom community” on the discussion of the show, and after the end of the show, the attention of a large number of fans will be transferred to the “cloakroom” of the next variety show.

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4.3.2 Lack of background reflection

In the “cloakroom community”, the group effect still exists. Regardless of whether fans are in the topic of “cloakroom” or community “cloakroom”, they mostly rely on similar attention preferences or interests to gather. In the cloakroom, the communication and discussion of fans gradually form “cloakroom norms” and “cloakroom collective consciousness”, such group norms will become the mainstream of the cloakroom ; fans flow in multiple cloakrooms, can actively participate or withdraw according to personal wishes. The hot spot iteration of the flow in the era of attention economy is very fast, and the cloakroom may dissipate with the transfer of people 's attention. When joining it, even if there is group pressure and group norms formed due to discussion and communication, resulting in a spiral of silence, leading to the occurrence of irrational behavior. However, due to the rapid demise of the cloakroom, such group norms and pressures are short-lived and will not have a long-term effect. Quitting the “cloakroom” and returning to their own clothing users will not produce any “introspective thinking” in the background. Reflect on your own opinions.

In addition, due to the absence of the body, fans can even perform in different cloakrooms, and multiple threads can manage multiple different cloakroom identities at the same time. In the cloakroom, personal opinions are not necessarily consistent. It will be affected by many factors such as personal mood, personal experience domain, and cognitive differences. Even in the same event, the same person may have different reactions in different situations. Out of the need for emotional catharsis and personal satisfaction, mobile fans may express opposite opinions in multiple “cloakrooms”. The expression of these opinions will eventually disappear with the scattering of the cloakroom. Due to the characteristics of “anonymity” and active regression of users in the Internet era, fans are less restricted when they express their opinions, and group pressure is also weakened with the protection of “anonymity”. A large number of opinions expressed at any time and at will often make it difficult for individuals to have “introspective thinking”.

We can clearly feel this phenomenon behind the previous Tianshui spicy hot fire, “Black Myth: Wukong” with volcanic tourism, variety show “Sisters Who Make Waves” fire and other cultural and recreational events. In March this year, Tianshui Spicy Hot Scald broke out in the micro-blog, and the peak propagation speed of micro-blog reached 1326 / hour. A large number of users interested in this topic quickly gathered in the hot search square through the micro-blog platform, entered the “topic cloakroom”, enthusiastically participated in the discussion, and created the “Tianshui Spicy Hot Scald ” super-talk in a short time to form a “community cloakroom”. The fans of Tianshui spicy hot are fiercely discussed in the square, sharing their own experience in the super talk, and gradually forming the group consciousness of “loving and pursuing Tianshui spicy hot”.Due to the infection of group pressure and group emotion, irrational emotions have prompted the fans in the “ community between clothes and hats” of Tianshui spicy hot to produce cultural tourism consumption behavior stimulated by Tianshui spicy hot fire. When the freshness disappears and the heat fades, the “cloakroom ” tends to be cold. Fans rush to find the next cultural and entertainment hot spot “cloakroom”, and the hot and spicy Tianshui gradually recedes. It can be seen that in the activities and consumption of the cultural industry, individuals can easily express their support or opposition, thus forming a sound wave, but it will soon disappear and it is difficult to gather consumer loyalty.

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4.4 Fan flow between communities in multi-clothes room is affected by many factors

In this process of constantly entering the cloakroom and constantly changing the cloakroom, fans will have different choices according to different focus of interest, and will also be affected to varying degrees by age, social experience and so on. For example, in the dining circle cloakroom, young (junior and senior high school) fans, due to their young age and lack of corresponding social experience and judgment ability, will be more vulnerable to the influence of the ideology existing in the cloakroom, resulting in a similar effect to the magic bullet theory. Moreover, due to the narrow experience domain, the irrational emotions of young fans participating in the 'cloakroom community' are more likely to be stimulated, and impulsive consumption behaviors are more likely to occur.

In addition, the number of cloakrooms that people participate in is also affected by age, family and other factors. Therefore, not all cloakrooms rise and fall like bubbles, and some people will stick to a cloakroom, stick to expressing themselves, and form "stubborn people".

5 Conclusion

In a liquid society, "mobility" has become the most prominent feature of society. People can actively switch their identities in hot events according to their interests, and walk in massive information based on technology availability. The mobile fan group has the characteristics of being difficult to concentrate. The connection based on interest and the formation of the "cloakroom community" are short and simple. In cultural consumption, a stable long-term emotional community is very important. Although the "cloakroom community" can still awaken the fanaticism of fans to promote consumption, its temporary, transient, superficial and fragmented characteristics are a little bit of a digestion of fan loyalty. In the modern mobile society, whether it is possible to create a large and continuous "cloakroom" to retain the group of fans who come and go in droves and make it a booster valve for cultural consumption still needs more in-depth analysis and discussion.

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