

## The Effect of “web celebrity” Phenomenon on the Values of Chinese College Students and Its Countermeasure Analysis

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**Abstract:** As a complex network phenomenon, “web celebrity” has both beneficial and harmful aspects. Especially for college students who are the main force of Internet democracy, their values and outlook on life are in the process of forming, and they are easily influenced by “web celebrity”. Therefore, while strengthening the value education of college students so that they can distinguish between good and evil, we should also strengthen the supervision of the network so as to make the “web celebrity” play its positive role and minimize its negative impact on the values of College students.

### 1. Introduction

With the advent of the information age, the popularity of the Internet and the rise of self-media, the phenomenon of “net red” has emerged. “web celebrity” refers to those who are popular by the vast number of Internet users and quickly become popular, including some college students who are inadvertently exposed on the Internet, as well as some artists and businessmen who use the Internet to seek profits by any means. It can be said that there are mixed fishes and dragons, and good and bad are mixed. As an important part of netizens, the phenomenon of “web celebrity” has become a popular entertainment object and talker. On the other hand, it also has an invisible impact on the formation and development of their values. Therefore, how to regulate the phenomenon of “web celebrity” and reduce its negative impact on College students, and increase the positive energy effect of “web celebrity” phenomenon is particularly important.

### 2. An Analysis of the Positive and Negative Aspects of the “web celebrity” Phenomenon

As a complex network phenomenon, “web celebrity” not only has its rationality and beneficial aspects of existence, but also has its absurdity and harmful effects. Therefore, it is necessary to make a thorough analysis of its positive and negative aspects in order to avoid its harmful aspects and play its beneficial role to the greatest extent.

#### 2.1. Rationality and Beneficial Aspects of “web celebrity” Phenomenon

With its fast, convenient, extensive and autonomous characteristics, the network has affected all aspects of modern people’s work and life. Especially the emergence of self-Media has accelerated the change of individual’s life style as a network person. Netizens have even become another way of addressing citizens. Almost everyone is a member of the army of netizens. Or they are participating in online life, or entertaining or consuming other people’s online life as bystanders. Network brings unprecedented convenience, wealth and diversity to people in economic, political and cultural aspects. We can buy products from all over the world without leaving home. We can know news from all over the world instantly. We can influence and even influence the changes of real events through the network. The network has become a way of life for us. The birth of “web celebrity” is the result of this lifestyle change. The emergence of a large number of netizens has

provided the necessary conditions for the birth of “web celebrity”, the universality of the network has provided sufficient conditions for the birth of “web celebrity”, and the nature of consumption and entertainment of the network has provided both sufficient and necessary conditions for the birth of “web celebrity”. “web celebrity” as a new network phenomenon, not only has its entertainment value, but also has its economic value. The dual value of entertainment and economy is also the fundamental reason why the phenomenon of “web celebrity” has been sought after.<sup>[1]</sup>

## 2.2 The absurdity and harmfulness of “web celebrity” phenomenon

Everything has both positive and negative aspects. The emergence of “web celebrity” phenomenon has its rationality and beneficial aspects, as well as its absurdity and harmful aspects. There are many kinds of “web celebrity”, such as charity, weirdness, vulgar charm, showing off wealth, profit-making and so on. Some “web celebrity” in order to win the eye at all costs to do vulgar, even against the moral bottom line of things; some “web celebrity” in order to make economic interests of illegal things. Some of these “web celebrity” of morality and law have been punished by law and some have been condemned by morality. However, there are still some “web celebrity” who wander on the edge of morality being sought after on the Internet. This not only reflects the problems of some netizens’ values, but also makes some people whose values are weak, especially those whose values are forming, such as minors, affected by them, form wrong behaviors. Ways and values. Therefore, the phenomenon of “web celebrity” must be identified and guided, especially for college students who are forming values.

## 3. The Effect of “web celebrity” Phenomenon on College Students’ Values

As an important part of netizens, college students’ values are in the process of formation and development, and are easily affected by the phenomenon of “net red”. The influence of “net red” phenomenon on College Students’ values is also different according to the type and nature of “net red” and even has essential differences.

### 3.1 Positive Energy “web celebrity” Positive Impact on College Students’ Values

Positive energy “web celebrity” includes those who propagate and promote Chinese virtues through the network, because the good deeds and good deeds spread rapidly in the network and other network people. These positive energy “web celebrity” through the network’s strong dissemination capacity and impact effect, the positive energy to the community, forming a good network atmosphere and social response. Positive energy “web celebrity” maximizes the transmission and influence of correct values through the network. As a high-quality group, college students can easily resonate with these positive energy “web celebrity”, so as to support and pursue these positive energy “web celebrity” and make it play a greater role, not only in invisible to college students. Values shaping has played a positive role, and has played a role in promoting the healthy development of the network ecological environment.<sup>[2]</sup>

### 3.2 The negative influence of vulgar “web celebrity” on College Students’ values

There are many “web celebrity” on the Internet that violate morality and law in pursuit of fame and wealth. In order to attract people’s attention, these “web celebrity” have been hyped by vulgar means such as “selling ugliness”, “selling sex” and “false news”, which have had a very bad impact on public opinion, and some even violated morality and law. If these “web celebrity” are not regulated and punished, it will not only deteriorate the network environment, but also have a negative impact on people’s values. Especially for some college students who are not familiar with the world, these vulgar “web celebrity” means, some college students are not able to identify and distinguish fake, easy to be confused and tempted by them, thus identifying their values, imitating and imitating their behavior, affecting the healthy development of College Students’ body and mind.

## **4. The Countermeasure of “web celebrity” Phenomenon Affecting College Students’ Values**

In view of the phenomenon of “web celebrity”, in order to seek benefits and avoid disadvantages, establish a green and healthy network ecology, and enable college students to establish a correct outlook on life, values and world outlook, the following measures are recommended.

### **4.1 Strengthen the Education of Marxist Theory and Improve the Identity of College Students’ Thinking**

Marxist theory is a scientific world outlook and methodology, and an ideological guide to guide China’s socialist construction. In order to enable college students to have correct discrimination ability, to consciously resist vulgar “web celebrity” and to support and promote positive energy “web celebrity”, we must strengthen the education of Marxist theory to college students and improve their thinking discrimination. To educate college students in Marxist theory, one is to strengthen their theoretical literacy through the “two courses” classroom in Colleges and universities; the other is to improve their theoretical consciousness through the construction of campus culture; the third is to cultivate their theoretical self-confidence through the basic Party organizations in Colleges and universities; and the fourth is to enhance their theoretical spontaneity through peer education of college student Party members.<sup>[3]</sup>

### **4.2 Strengthening the Cultivation of Socialist Core Values and Improving College Students’ Moral Accomplishment**

Socialist core values are the core of China’s value system, the ideal beliefs and moral standards that dominate China’s values, and the main content of value cultivation and moral education for Chinese College students. In order to enable college students to have the ability to distinguish the nature of “web celebrity”, we must educate them on socialist core values without following the tide, knowing honor and disgrace, and stressing virtue. Through the cultivation of socialist core values, college students can establish correct outlook on life, values and world outlook, improve their moral accomplishment, and make them become positive netizens. To strengthen the education of College Students’ socialist core values, the first is to strengthen the school education, so that college students can grasp the essence of socialist core values and consciously practice socialist core values through colorful and diverse school education. Secondly, we should strengthen family education to enable college students to grasp the connotation of socialist core values and consciously practice socialist core values through the guidance of parents and relatives. Thirdly, we should increase the network publicity, expand the influence of socialist core values on college students through the ubiquitous network influence, and make them consciously practice socialist core values.<sup>[4]</sup>

### **4.3 Strengthen network supervision and build green ecological network environment**

The phenomenon of “web celebrity” reflects the shortcomings of network supervision in China from another aspect. Especially in the era of self-media, it increases the difficulty of network supervision and highlights the importance of network supervision. Only by strengthening network supervision, screening and restricting the phenomenon of “web celebrity” from the source, eliminating vulgar “web celebrity” people, advocating positive energy “net red”, and creating a green and healthy network environment, can college students have a good growth environment. To strengthen network supervision, first, we should strengthen the auditing mechanism of new media, especially self-Media platform, which is the minimum requirement within the scope of our law. Second, we should strengthen the moral construction of the new media, especially the self-Media platform, in line with the basic requirements of the construction of moral civilization in China. Third, we should strengthen the ideological dominance of the new media, especially the self-Media platform. Maintaining social stability and national unity is the basic responsibility requirement. Fourthly, we should strengthen the propaganda of the mainstream values of the new media, especially the self-Media platform. Promoting positive energy and transmitting sound are the basic functional requirements.

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