

Star-Chasing in a New Media Era: A Phenomenological Inquiry

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Abstract

The study aimed to explore how star-chasing in the new media era has affected the lives of participants. This study innovatively used phenomenological research methods, setting the interview subjects as young star-chasers in China between 18 and 20 years old, and make full use of the powerful tool of in-depth interviews to comprehensively and in-depth analyze the specific impact of star-chasing behavior on the lives of participants in the new media era. Research shows that star-chasing has a significant and widespread impact on teenagers social categories, consumption patterns and value systems. Further research and exploration found that teenagers unremitting pursuit of ideal images, eager search for the power of role models, and strong desire for emotional sustenance are the key reasons why star-chasing behavior has many impacts on them. The conduct of this study provides a basis of great importance and reference value for a deeper understanding of the phenomenon of star-chasing among teenagers in the context of the new media era and its various impacts. It has important theoretical and practical significance.

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