



“Fundraising? Crime?”

The Scam Chinese fans is facing.

Inspired from the news that the “Xingyuan” app be arrested.

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-Traffic times has come quietly

“Forwarding” “Forwarding” “Forwarding”.....

In China, when an A-list idol posts a message of his/her status on social networking apps, including Weibo, the screens of countless phones awake almost simultaneously. Apps like “Star Fan Club” and “Owhat” will timely present push notifications as reminders of idols’ online. Among all fans who are forwarding those messages, some use effusive expressions of affection for idols while other accounts that have names with garbled code and are prefixed by the word "user" staying offline, repeating “Forwarding” over and over again.

-The fan economy and Traffic

X has recently become a fan of a new popular idol Y and she downloads “Star Fan Club” app for him. “These apps are essential.”,she said.

But for X, who is just beginning to understand the fan economy, these apps can do more than she ever imagined.

On June 10, 2019, an app called "Star Aid" disappeared from various app markets owing to helping stars fake popularity. At the end of 2018, a star named Cai XuKun posted a microblog on Chinese social media "Weibo", which received more than 100 million forwarding. At that time, the total number of Weibo users was only 340 million, which means that the number of people reposting reached one-third of the total number of users, which was an incredible concept. As the result of research, Cai XuKun’s traffic was judged a fraud. Because Star Aid used a robot account (known to fans as "zombie fans") and a flaw in Weibo to accumulate popularity. Behind this news, the vigorous operation of the "fan economy" in front of the public finally revealed the tip of the iceberg.

"As soon as this new album came out, I bought ten identical copies in one go." L said.

L is A "veteran fan" who has been following an young singer. She was constantly swiping the screen and reading Weibo posts. She forward every posts of her idol at least 7 times to create enough heat for idol’s blog.

Of course, the non-human accumulating ticket processing also works with L. On Taobao, the largest shopping software in China, there are about 50-60 products with sales volume. These products are WeChat accumulated votes, which are mainly made up of machines with less labor. Each program

costs about 10-20 yuan. But because of the relevant policies, direct search on Taobao and other shopping websites such programs cannot be found. Some program was transferred to app. 66 Keyboard and WEICO are two earliest idol voting apps, which provide forwarding templates that abound fans' forwarding comments' types. The app automatically searches websites to suppress negative news about stars that users support and prioritize positive news on websites. And an app called Star Class shares similar function with this two software.

- The age of traffic in the eyes of the law

So here's the question: Does the behavior that the star buys traffic, makes fake votes not to calculate illegal? Does fan do those things that do not break the law? Do idols participate in the advertising endorsements that produced by fake traffic count into illegal behaviors? On these questions, let's listen to Beijing ZHI LIN law firm deputy director Zhao Zhanling lawyer's answer.

In law, the act of malicious fake votes making will be counted as the crime of destroying the computer information system. According to article 286 of the criminal law of the People's Republic of China, the destruction of a computer information system includes the destruction of the functions of the computer information system or the data and applications stored, processed or transmitted in the computer information system.

Do behaviors like buying false online clicks, making fake votes and view counts done by "Online celebrities" in the entertainment industry break the law?

Zhao said fictitious transaction behavior, such as making fake box office and favorable comments on the ticket booking website, it directly violates the provisions of the anti-unfair competition law and the e-commerce law and belongs to the false or misleading commercial publicity conducted employing fictitious transaction and fabricating user comments.

In the eyes of the law, practices that fans and economic firms take for granted have become borderline illegal. Sadly, in the face of the emerging star culture, fans with weak legal awareness are in the majority.

- Pay for the passion, Fund for the traffic

The number of A's ten albums and accounts' forwarding counts are only a tiny part of the data. There's also a lot of money going around as songs move up the charts.

In one case, the fan club will be required to open the supporting project due to the order made by the fund-raising platform. Commonly used fund-raising platforms are Friction Point, Owhat, etc. What is raising money for? Generally, it includes voting, birthday support, offline activities support, support for idols' works, etc. To complete this support, the target amount of fund-raising is usually several thousand to several million yuan.

Commonly used routine is in the station to initiate voting and hitting the chart, attract fans for the open screen, homepage banner and other resources; Also launching electronic journals and peripheral products for fans with purchasing power.

Late last year Owhat produced its e-newsletter. After Fund Fans often launch fund-raising on Owhat app to develop e-newsletter sales, the total sales reaches about 174,000

In addition to the e-newsletter, apps will also launch idol-related commodities, such as the supporting stick, the supporting towel, and the customized hoodie. The price ranging from 10 to more than 100 yuan.

Raising money to bring traffic and profits to the idol, however, carries considerable risks.

-Love and fundraising are risky, and potential offenders are close at hand

After the statistics of the number of followers of super topics related to Weibo and the number of funds raised, it is striking that the number of followers of the top few mainland stars is quite high. Led by Cai Xukun, the number of followers even reached 4.53 million, while the total number of followers of the top ten mainland stars is 385,940 thousand. Ten celebrities also raised 43,369 fans fund on the app, just 11% of the total.

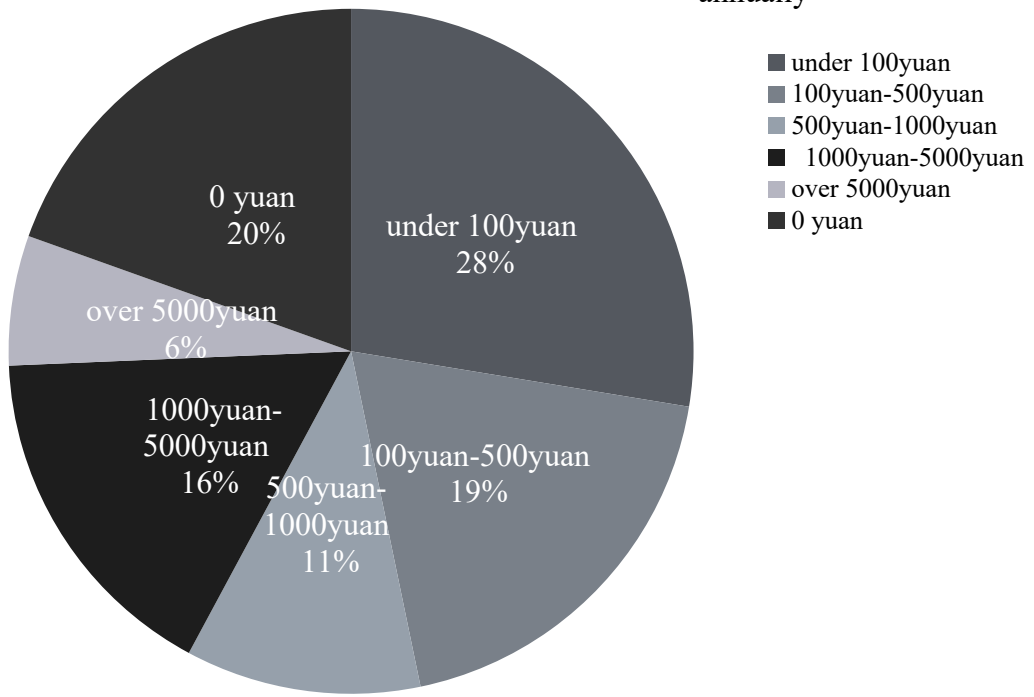
Although about one-tenth of the super topic's total fans participate in fundraising, the amount of money raised can often reach tens of thousands of yuan. These funds are temporarily held in the hands of the relevant person in charge who is called "station owner". In addition to daily follow-up, airport pickup and other activities, the main function of station leaders is to allocate the tens of thousands or even nearly 100 million dollars of funds to the fans. However, the most likely potential criminal are those who are closest to money.

According to an incomplete survey, a total of seven of the 40 stars on the Weibo celebrity power list in August 2019 (including the top 20 stars on the mainland, the top 10 stars on the Hong Kong and Taiwan lists, and the top 10 stars on the Korean wave list) had their personal accounts unclear. Five of the star station responsible for the station leader fled with the money, has not been dealt with; A star accounting unknown, suspected station leader secretly profit; One celebrity's debt was paid back by fans months later. These individual stations involved a total amount of 2,135,000 yuan, with an average amount of 305,000 yuan per individual station. One of them is Cai Xukun's station @youxian_, which is the worst. She carried 1,835,852 yuan with her. The amount of the second is a member of the Rocket Girls 101 Sunne's station, the station owner with 150,000 yuan had missed.

- Questionnaire survey to explore fans around you

The results of the questionnaire were also unexpected. 75.9 percent of participants of the questionnaire are female. The age group is mainly from 10 to 19 years old. Furthermore, 63.9 percent of the respondents believe that they are or have been star-worshippers. 80.5 percent of participants shows they paid money for their idol. Most of them paid less than 100 yuan for idol annually, which is 27.6 percent. 19.1 percent of participants spent 100yuan-500yuan every year. 11.1 percent of participants spent 500yuan-1000yuan. 16.4 percent of participants paid 1000yuan-5000yuan for the idol. And 6.1 percent of participants paid over 5000yuan annually.

How much people spend annually



-Summary

Traffic time comes quietly. Fan economy, a rising star of the culture industry, brings countless opportunities for the public. However, under the cover of the profit, the newborn culture is filled by the smell of illegal. Unfortunately, the law's step fell to catch up with the booming fan economy. The absence of related law leads to the blank of supervision and management. The situation of buying mendacious traffic expands continuously, the number of people who fled with fans' funding increases constantly. Even at this moment, there are thousands of "people" who name with garbled code mechanically repeat—

"Forwarding" "Forwarding" "Forwarding"

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photo:

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text

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