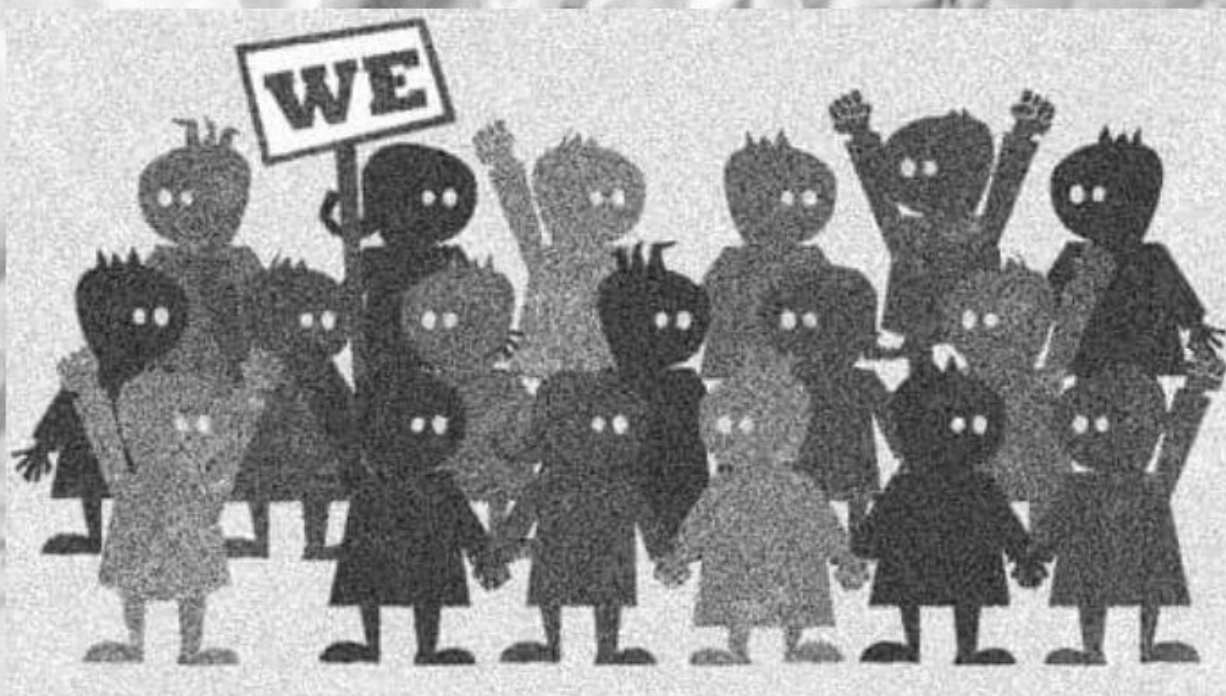


Conformity behavior:

prejudice towards
Chinese idol



TIFFANY | LILY | SASHA | SYLVIA
FROM | THE HIGH SCHOOL AFFILIATED
TO RENMINUNIVERSITY OF CHINA

Conformity refers to any change in behavior caused by any person or a group. In order to gain a more precise understanding of this topic, our team narrow this topic to public's attitude toward Chinese idol under the influence of news on the social media or the crowd around.

INTERVIEW: “Have you ever experienced Conformity behavior ? ”

Few weeks ago, a video suddenly became prevailing over the internet. The protagonist turns out to be a Chinese idol—CaiXuKun. He took a promotional video of playing basketball for NBA. Many people believed that the level of him playing basketball was much less than an ordinary high school student. However, he was chosen as a basketball ambassador for NBA. Thus, many people were ashamed of him and it also brought shame on China. In the end, the online data of his reputation was fake and was even accused by CCTV. This is what we called “Caixukun” event. However, the funny thing is, All of a sudden, everyone seems to dislike him though rarely the whole event which leads us to the consider conformity behavior.

It is really common: when it comes to topic like being a idolater, opinions vary from person to person. In order to get the most cogent answer, our team decide to start a field visit in AiQinHai shopping mall which is considered as one of the most popular center in Beijing.

Through this interview, we found that the behavior of Conformity should be viewed in different sides and results to separate consequences.

At the shopping center, our team quickly found a suitable target. Without hesitation, Miss He answered our question fluently, admitting that she is an idolater----a big fan of Jackson Yee. “In 2015, many people judged him about his appearance, education backgrounds, performances on stage and so on. After hearing lots of negative comments about him, I began to pay close attention to him. Nevertheless, after browsing through all these comment, I found that he was indeed a humble, versatile boy, especially the talented dancing ability he had attracted me the most. So I guess this is the other side of conformity. ” said Miss He.

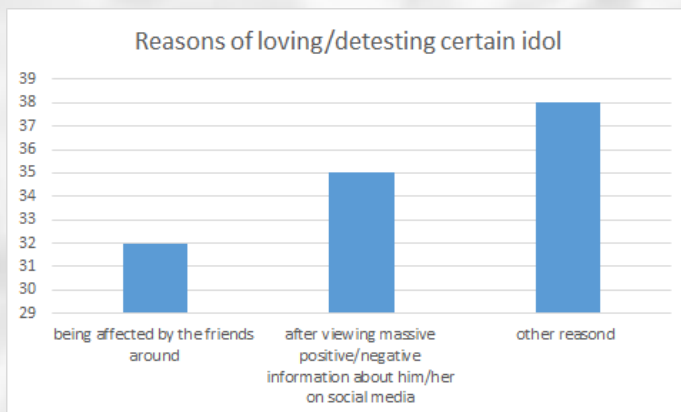
On the contrast, Ms. Gao's answer to this question in a completely different aspect. "Well, I'd like to talk about one of the idol I dislike" said Gao, "I first spotted her on TV at that time she was indeed not a star just a small actress. However, as her fan base grew, everyone began to praise her, though I began to disgust her when seeing all those over exaggerating comment about. I admit that those queries made me see her shortcomings more and I became one of those who would question her abilities."

Moreover, as our team's last interviewer, Miss. Han view this issue considering not individual but people's reaction around her: "I believe the whole event started few month ago, when the one-line debate about CaiXuKun [an idol] was in the hottest mode. Gradually I noticed that his name seems to be a high-frequent word said by some of my male classmate as a kind of insult. So I went and ask the boys why they are saying so, their answers were surprising, in fact, they are saying so just because they found other are saying it too".

In the end, we concluded through the interview that the behavior of Conformity should be viewed in different sides, resulting to separate consequences: disgust or adore to certain idol, yet when you consider the answer above from another perspective, similarities could be found: Miss He and Ms. Gao all reacted adversely toward Conformity behavior, while Miss. Han act as an spectator when people around her experience Conformity behavior. To be more specific, the action of the boys around her could be cataloged as Normative Conformity which as raised by one's desire to fit in certain groups. Through discussion, our team conclude that Conformity behavior contains various factors which needs further research

A majority of young people's attitudes toward a certain idol changed after they perceive the attitudes from other people.

There are several ways to conduct Conformity: bullying, persuasion, teasing, criticism, etc. Due or team's topic, we decide to focus on "persuasion", starts with inquiring participants reasons of loving or detesting certain idol. For the participants who do not have an idol, we asked about their attitude toward the "Caixukun" event. The outcomes of the former question is shown below.



For the first question, 67% participants have influenced by the information provided by both their friends and through social media. To more specific, 32% participants claim that when their attitudes toward a certain idol is being affected by their friends, and 35% participants state that after viewing massive information on social media. Others are influenced by some TV series or online videos. From this graph, it is easy to infer that a majority of young people's attitudes toward a certain idol changed after they perceive the attitude from others. This reveals that conformity does play an important role to form one's attitude towards some celebrities.

As for the latter question, among 30 people who choose "does not have an idol", 24 of them heard about the "Caixukun" event. In these people 58% announced that those news and videos on-line did affect their opinion about this idol. In conclusion, it is obvious that the information on-line somehow persuade the readers and manage to settle their attitude.

Still having unsolved questions

However, some questions are still unsolved: why did Mr. Gao acted differently to the abundant applause and start disliking that idol and why did those 42% of the participants states that they are not influenced by the comment of Caixukun on-line? Further researches are required to unveil these problems.