Research on the Differences in the Dissemination Characteristics of Fan Terminology and Internet Buzzwords: A Case Study of the Weibo Platform

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Abstract:

Internet neologisms refer to new words, phrases, or expressions created by netizens and rapidly disseminated in the online environment, following the popularization of the internet and the rise of social media. With the rapid development of digitalization and globalization, the relationship between the cultural industry and internet neologisms has become increasingly interdependent, resulting in a phenomenon of mutual influence and collaborative development. Since the emergence of the Weibo Platform, which facilitates free expression of opinions and emotions, it has become the most widely used social tool. Two representative types of newly coined online language are fan terminology and internet buzzwords. This paper examines the differences in dissemination characteristics between "fan terminology and internet buzzwords" on the Weibo platform. The findings indicate that fan terminology spreads primarily within fan clusters, such as 'fan super topics', where discussions focus on specific subjects and demonstrate a high degree of uniqueness. In contrast, internet buzzwords spread across society, covering a broad and diverse range of topics and displaying weaker irreplaceability. The study further concludes that the dissemination range of fan terminology is relatively narrow, but its density is higher, making it more prone to emotional polarization. In contrast, while the dissemination range of internet buzzwords is broader, their density is sparser, resulting in a more diverse emotional spectrum and a lower likelihood of emotional polarization. This research offers valuable insights for future studies in this field and equips the cultural industry with knowledge about the dynamic shifts in social culture.

Keywords: Cultural Industry; Internet Neologisms; Viral Phrases; Fan Slang.

1. Introduction

Internet neologisms are new words, phrases, or expressions created by netizens and rapidly disseminated online, emerging with the popularization of the internet and the rise of social media. In recent years, numerous internet users have become the "creators" in the virtual world, generating substantial online jargon, a phenomenon that has garnered widespread academia interest, particularly in the study of internet slang and buzzwords [1]. With the rapid development of digitalization and globalization, the connection between the cultural industry and internet neologisms has become increasingly close, forming a phenomenon of mutual influence and joint development. Since the emergence, the Weibo platform has become the most widely used social tool, enabling users to freely express their opinions and emotions. The comment texts on the Weibo Platform contain a large amount of emotional information and viewpoints, which hold substantial value for analysis and application [2]. Two representative types of newly coined online language are fan terminology and internet buzzwords. As two language symbols with unique communication characteristics, network hot words, and fan words have different audience bases and communication paths. Exploring its differentiated communication mechanism is helpful to deepen the understanding of the phenomenon of network communication, enrich the theoretical research on new media communication, community culture, and other fields, and expand the applicability of communication theory in the new era. To help the cultural industry to better understand the audience behavior and trend changes. Develop more targeted promotion strategies. Make the cultural industry effectively use these language symbols in content creation, promote content innovation, and the improvement of communication effect. Ultimately, this will improve the accuracy of marketing strategies and enhance communication outcomes

2. Background

As digitalization and globalization rapidly advance, the relationship between the cultural industry and internet neologisms has become increasingly interdependent, resulting in a phenomenon characterized by mutual influence and collaborative growth. The cultural industry, as an important component of the contemporary economy, encompasses diverse sectors including film, music, literature, games, animation, and fashion. Internet neologisms are new words, phrases, or expressions created by netizens. They are rapidly disseminated online, emerging alongside the popularization of the internet and the rise of social media. The emergence of the newly coined online

language not only enriches the linguistic system but also plays an important role in promoting the development of the cultural industry, content creation, and dissemination. Fan terminology and internet buzzwords originate from the internet, and as two key branches of online language, their evolution and transformation reflect the characteristics and trends of online culture to a certain extent. Their novel forms or catchy expressions have led social media users to learn and imitate them, creating a meme-like spread. As popular culture evolves rapidly, the business world has recognized the impact of these new terms. Some companies have begun to incorporate them into advertising, marketing, and brand building to capture consumers' attention, gradually making them popular tools for promoting corporate culture.

Studying the dissemination characteristics of fan language and internet buzzwords—two types of newly coined internet languages—holds significant value and importance. With the widespread adoption of the internet and social media, these new internet languages have become an essential means of expressing emotions, engaging in interactions, and shaping culture. Investigating their dissemination characteristics can not only reveal the formation and evolution mechanisms of contemporary internet culture but also help the cultural industry better understand and adapt to user needs, promoting content innovation and precise marketing. Fan language and internet buzzwords represent different dissemination patterns and cultural attributes. Fan language fosters a strong sense of community, serving as an interactive tool within specific groups and reflecting shared memories and cultural identity. Studying the dissemination characteristics of this language can help the cultural industry more effectively operate fan economies, enhancing fan loyalty and stickiness. However, Internet hot words can quickly become a part of mass culture and are applicable to a wider range of content creation and marketing. By studying the rapid spread dissemination characteristics of internet buzzwords, cultural enterprises can grasp popular trends and achieve emotional resonance with users. This research reveals the dynamic changes in the online opinion landscape and provides data support for the creation and dissemination of cultural products. The cultural industry can take this to interest the audience, timely adjust the content creation strategy, and increase the attractiveness and market competitiveness of products. Promote the global development of the cultural industry.

With the popularization of the Internet, online language has gradually into daily communication. Fan group communication language is a kind of branch under the network language, and the network language also originates from the network [3]. As two important branches of

network language, their development and changes can reflect the characteristics and trends of network culture to a certain extent. However, observation indicate that, despite their rapid spread on social media, there are significant differences in their communication characteristics. Studying the difference between the two is helpful to grasp the evolution trend of network language, understand the communication mode of different network communities, and predict the future development direction of language. Additionally, such research can provide valuable insights into online culture, sociolinguistics, marketing, as well as other fields.

3. Research Method

This study first employs literature analysis. Literature analysis explores the differences between internet buzzwords and fan terminology, offering a systematic and in-depth perspective. This approach traces the origin and development of expressions through historical and cultural lenses, highlighting their evolution in various social contexts. Analyzing published academic papers, books, news reports, and other literature facilitates a preliminary understanding of the differences between internet buzzwords and fan language regarding form, function, and social impact. This approach also provides the perspective of multiple disciplines, including linguistics, sociology, and psychology, to analyze the perspective of Internet buzzwords and fan words to obtain a more comprehensive understanding. The analysis can focus on the way these terms reflect social structures and group identities, along with their effects on individuals' social cognition and behavior. Finally, literature analysis helps to find gaps in research and directions for future research. Systematically reviewing existing literature enables researchers to identify well-studied areas and those needing further exploration. It is of important guiding significance for planning future research projects and proposing new research questions. In conclusion, literature analysis provides a comprehensive, systematic, and in-depth research tool for studying the differences between Internet buzzwords and fan words.

Secondly, this study employs data collection method and survey method to analyze the difference between internet buzzwords and fan language, offering several benefits. This method facilitates the rapid collection of substantial amounts of real-time data. Internet hot words and fan words are the products of the Internet era, they spread very fast on the Internet, with wide coverage. Through the network survey, researchers can quickly obtain current internet buzzwords their frequency, and related trends. Second, online data collection can cover a wider audience.

The non-geographical nature of the internet allows access to users of different ages, gender, and cultural backgrounds, facilitating the collection of comprehensive and diverse data, to understand the popularity and acceptance of these terms in across social groups. Finally, the survey method can provide richer contextual information. In network environments, the use of language is often accompanied by specific situations, such as specific events, topics, or cultural phenomena. Through online data collection, researchers can observe how terms are used and disseminated in various contexts, reflecting social attitudes and cultural trends.

In summary, the survey method of network data collection offers an efficient, comprehensive, economic, and flexible approach to analyzing internet buzzwords and fan terminology, facilitating a deeper understanding of their role and influence in contemporary social and language life.

4. Result

Fan language and Internet memes are products of the Internet era. However, why does the Internet language appear to be more widely accepted and used by the public? This paper investigates the use of these two languages through network analysis on the Weibo platform based on the questions posed.

Initially, two conjectures were proposed regarding the differing transmission effects between the two languages. The first one is that there are differences in the use range of the two languages. Observations indicate that the use of network language among fans in social communication is relatively limited [4]. As a buzzword, reflects the problems and things that a country or a region in a period, and common concern is often related to some social events, social phenomena, and social emotions, the social relevance will boost its spread [5]. It is speculated that the spread is in the whole society. The second is that the degree of demand in the range of transmission varies, that is, in its substitutability. Fan language is a rigid need for fans, if the lack may create a language barrier or increase the difficulty of communication; and network language plays a role in increasing the language interest in the use process, or just unconsciously following the trend, if the lack of low impact on communication efficiency.

According to the above conjecture, this paper verifies the point of view through data collection and research. The first is to study the scope of the two languages. To verify these conjectures, the method involves selecting five representative words from each language and conducting a co-occurrence analysis. All selected example words are included in the micro-index website, demonstrating their typicality. For fan language, the five select words are 'pho-

to card', 'direct shoot', 'world tour', 'the show', and 'promoting a song', using the Weibo real-time interface, the analysis relevant revealed 5,204 mentions of 'photo card', 7,455 of 'direct shoot', 2,266 of 'world tour', 4,493 of 'the show', and 24,724 of 'promoting a song'. The co-occurrence network diagram indicates that these words, along with 'Super Topic,' appear frequently. Among the top 30 most frequency occurring words, only combination names and star names are present. From this point of view, the fan language is only spread in the fan cluster such as fan words, and the discussion topic is single, which is only related to star-chasing. The same method is applied to study the scope of internet buzzwords, conducting a co-occurrence analysis of selected words. The five representative words are 'Ask for a Trouble', 'Nothing', 'Big Brother Child', 'Dogsbody', and 'Is That Generally Urban-Like?'. Using the Weibo Square real-time interface, we obtained a total of 6,560 mentions of 'Ask for a Trouble', 1,134 of 'Nothing', 1,127 of 'Big Brother Child', 22,296 of 'Dogsbody', and 2,356 of "Is That Generally Urban-Like?," From the results of the co-occurrence analysis, Co-present in the network relationship network, There is no specific group logo present. In the top 30 words in terms of occurrence frequency, It involves a variety of fields and things, The number of mentions is not particularly large. This further verifies the speculation that internet buzzwords spread across a broad social scope, involving diverse topics.

Next, the second conjecture regarding the demand for the two languages was verified. The research method for this part is to select the relevant blog posts within a fixed range, in each language, and select 5 pairs of examples for each word, to see which one is used more than the two languages and synonymous daily terms. For the fan language study, the selected pairs are 'photo card — card', 'fan support —support', 'bonus item — exclusive', 'group soul — cohesion', and 'active — work'. Using the fan group 'Seventeen' as a case study, we obtained relevant blog posts to compare the usage frequency of these terms. A total of 6,203 valid entries were collected regarding fan language usage. Among the valid entries, 'photo card' appeared 63 times, while 'card' did not appear at all. 'Fan support' was mentioned 1,461 times compared to just 153 for 'support'; 'bonus item' appeared 235 times, while 'exclusive' was mentioned only 13 times. "group soul" appeared 2354 times, and "cohesion" appeared only 5 times; "active" appeared 384 times, and "work" appeared only 12 times. From the observation of the data, it can be seen that compared with the fan language, even if the synonymous and recent daily expressions can be replaced, their use frequency is very low. Thus, it is concluded that fan language possesses strong irreplaceability.

For internet buzzwords, the selected pairs are 'awesome —— great', 'lying flat —— relax', 'egomaniac——conceited ', 'spectator——scandal ',and 'social fear —— introverted', Using data from September 16, we compared the usage frequency of these terms across all relevant blog posts. The data indicate that 'great' was mentioned 5,641 times but 'awesome' appeared only 1,203 times. 'relax' was mentioned 6,118 times but 'lying flat' only was mentioned 5,431 times, "conceited" was appeared 11,721 times but 'egomaniac' was only appeared 836 times, 'spectator' appeared 5,298 times but 'scandal' was only appeared 1,932 times.And 'introverted' was appeared 5,801 times but 'social fear' was only mentioned 1,908 times.At present, Internet hot words have not been widely popularized in its spread, only a small number of halves of the groups are using them, and a large number of people still use its common words to express the same emotions as Internet language. Therefore, it is concluded that internet language is more substitutable within its propagation range.

In the above two studies, it can be seen that the transmission range of fan language is relatively small but with dense transmission density, and the transmission range of network language is relatively large, but the transmission density is relatively sparse and spread within the social scope, and even if the network language is spread and used, it is not completely iterative ordinary words and irreplaceability is weak. Therefore, further speculation was formulated and subsequently verified.

Hypothesis three posits that user of fan language are more likely to experience emotional polarization, while users of internet slang are relatively less likely to be emotionally polarized. To verify this conjecture, a validation method was employed, which involved extracting 20 instances of fan language (a total of 100 instances) from the 'seventeen super topic' as well as five types of internet slang, serving as a sample for sentiment analysis. Within the scope of fan language usage, it can be seen from the charts that positive emotions constitute the vast majority (can be seen in figure1), and upon observing the word cloud, it is noted that the vocabulary used is mostly praise for celebrities and groups (can be seen in the figure2). However, within the scope of internet slang usage, the range of emotions involved is more diverse, and each emotion is relatively balanced (can be seen in figure 3). From this, it is concluded that within the scope of fan language usage, emotions tend to be more singular, hence more prone to emotional polarization, whereas within the scope of some internet slang usage, the emotions expressed are more varied, making emotional polarization less likely.

DISTRIBUTION OF EMOTIONAL VALUES AND QUANTITIES

Fig. 1 The distribution of sentiment values and quantities in fan language
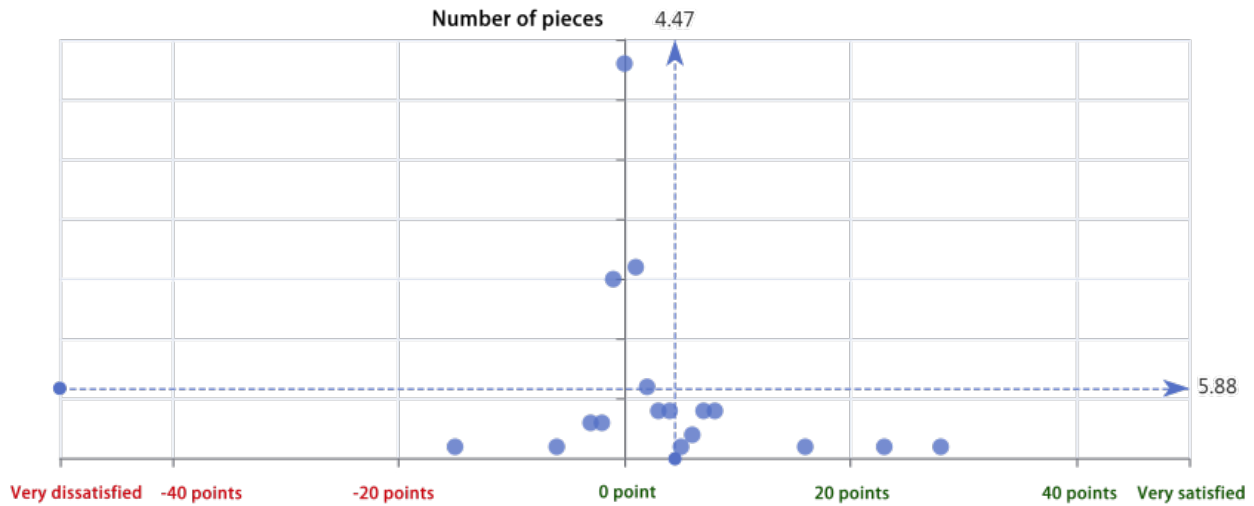

Fig. 2 Word Cloud

Fig. 3 The distribution of sentiment values and quantities for internet buzzwords

The conclusions drawn from the study of the dissemination characteristics of fan language and internet slang provide the cultural industry with insights that could inspire new opportunities for content creation, marketing promotion, and user interaction.

Firstly, in terms of making content creation more user-centric, the cultural industry can, in the future, more deeply leverage the rapid spread of internet slang, integrating the currently popular linguistic elements into content creation. By utilizing the broad dissemination range of internet slang, cultural products can be created that reflect contemporary trends, thereby expanding reach and increasing potential user engagement.

Secondly, to deepen the exploration of fan economy and community operation, the cultural industry should investigate the community effects represented by fan language to promote fan economy development. Fan language is both a linguistic phenomenon and an expression of fan culture. It builds a fan community or platform belonging to their cultural products, encourages users to use specific language on these platforms, and creates a sense of belonging and interactive atmosphere among fans. Through the deep operation of these fan communities, cultural enterprises can increase the life cycle of products, promote the continuous consumption of users, and strengthen the stickiness and emotional bond with fans.

Finally, in terms of international communication and localization adjustment of cultural products, there is great potential for cross-cultural communication of Internet hot words and fan words. For example, in the Internet language, there is a mixed Chinese-English expressions such as "Is that generally urban-like?", and "promoting a song" in fans' language is a transliteration of a unique word in Korean idol culture. Therefore, when the cultural industry expands the international market, it can make better localized adjustments by using the cross-cultural communication rules of these new languages. For Internet hot words, you can choose those words with global resonance to promote cultural products and enhance the influence of the global market with the help of their cross-cultural communication power. However, fan language needs to be properly translated and adjusted under different cultural backgrounds, to maintain the consistency and cultural adaptability of communication in the global scope.

To sum up, through the in-depth study of the communication characteristics of fan language and Internet hot words, the cultural industry can gain new power in content innovation, precision marketing, fan economic operation, and other aspects. If cultural enterprises can make effective use of these language communication phenomena and construct multi-dimensional communication strategies, they will inject more vitality and innovation into the cultural and creative industry and achieve more diversified and global development.

5. Conclusion

The results indicate that fan language spreads primarily within fan clusters, such as fan ultrasound, with a singular focus on discussion topics and a relatively strong non-substitution. Internet buzzwords spread within society and encompass a wide range of topics, exhibiting weaker substitutability. further research concluded that the spread of fan language is relatively small, But the transmission density is relatively dense, The relatively simple emotion, So it is easier to produce emotional polarization, the spread

range of network language is relatively large, But the transmission density is relatively sparse, Within the scope of some network terms used, the more diverse emotions, So the possibility of generating emotional polarization is relatively small. While the research data have certain limitations, this study provides a lot of valuable reference significance for future research in this direction, which can help the cultural industry to timely understand the dynamic changes of society and culture, and play a positive role in the marketing promotion, fan operation and other links of the cultural industry. It is helpful to understand the new mechanism of cultural production and communication in the digital age and to promote the innovation and prosperity of cultural and creative industries. Future studies should focus more on other aspects that may affect the characteristics and effects of propagation.

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