Why Group Broadcasting is So Addictive: The Reality Symptoms, Potential Risks, and Coping Strategies for Youth Value Formation under the "All-People Broadcaster" Phenomenon

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Abstract: With the iteration of internet technology and the expansion of live-streaming platform economies, group broadcasting, characterized by collaborative performances and audience tipping interactions, has rapidly emerged, driving the wave of "all-people broadcasters" sweeping through the youth group. Group broadcasting, with its professional division of labor and high interactivity, has become an important arena for youth communication and value formation. However, behind this "addictive" participation lies a range of risks, including an entertainment-centric approach to live-stream content, a symbol-consumption focus on money, information echo chambers, and the erosion of online behavioral morality. Therefore, it is necessary to integrate the efforts of government regulation, platform responsibility, and social supervision to promote the healthy development of youth groups.

Keywords: youth values; network ideology; group broadcasting; all-people broadcasters

1. Introduction

With the widespread dissemination of internet and artificial intelligence technologies, the lifestyles and values of the youth group are undergoing profound changes. As a new form of media communication, online live streaming is highly popular among young people. Since 2023, group broadcasting has rapidly gained popularity as an emerging live-streaming form. Its main characteristics include the collaboration of multiple broadcasters for performances and real-time audience interaction, which satisfies the contemporary youth's psychological needs for social recognition, emotional fulfillment, and self-realization. From an industrial perspective, group broadcasting relies on professional operational teams and fan economy systems, forming a complete industrial chain that includes content production, fan interaction, and consumption monetization. This not only provides young people with new employment opportunities but also gives rise to the collective phenomenon of "all-people broadcasters." Based on this, this study reveals the inherent mechanisms of the "addictive group broadcasting" phenomenon and proposes targeted governance strategies and development suggestions to guide the evolution of online group broadcasting culture toward a positive and healthy direction.

2. The New Social Life Pattern of Youth in the "Group Broadcasting Addiction" Phenomenon

From the intersection of communication studies and sociology, the evolution of group live streaming in China shows significant stages. In the early days of mobile internet proliferation, group live streaming primarily manifested as basic social forms like chat interactions and karaoke through voice connection. The broadcaster groups often relied on gaming families, social rooms, and music guilds to conduct live streams. The primary role was to help strangers build online community relationships and expand social networks. Due to its convenience, entertainment, and community-oriented characteristics, it became an essential medium for the social activities of the first-generation internet users. With the continuous development of digital technology and changes in the social and cultural environment, contemporary youth's social activities increasingly rely on internet media, and their primary social scenes have shifted from offline to online spaces. In this context, capital providers and professional operational organizations began to refine the content of live streaming operations for different social fields. Audiences can now more precisely find live broadcasts of interest based on their preferences, and participate in interactions such as liking, tipping, sending bullet comments, and joining communities, gradually shifting from information receivers to "alienated laborers" in content production. This change in participation mode has dual effects: on the one hand, it deepens users' content dependence on group live streaming, forming habitual continuous viewing; on the other hand, it drives users to actively construct differentiated social identities and strengthen group belonging through multi-layered

interactions in the live streaming space.

2.1 From "Online Spectator" to "Star-Making Fan": Value Identity under Virtual Emotional Consumption

Italian scholar Travano once pointed out that current internet users are performing unpaid labor for platforms, with platform capital extracting value and accumulation from the digital labor of users. Whether it's liking, commenting, or gifting, audiences invest their time and money, becoming part of the live broadcast audience labor force. Although the audience seems to be entertained, they are, in fact, engaging in labor, contributing their user data, time, and money, which forms the entertainment capital value. Online live streaming provides youth with a platform to express opinions and share views. They pour out their emotions in the live streaming room, seeking emotional resonance and identity belonging through group recognition. However, behind this seemingly free interaction lies the platform's deep harvest of users' attention and consumption behaviors. Every interaction from the audience in group live streaming becomes part of data capital, with their thoughts and needs being recorded, analyzed, and used to optimize algorithm recommendations, thereby enabling the platform to achieve more efficient traffic monetization. As youth build social relationships in virtual spaces, they gradually become unpaid laborers in the digital production space, with their emotions and expressions being incorporated into the platform's economic value cycle, creating a new form of consumption disguised as entertainment but rooted in labor.

2.2 From "Mental Anxiety" to "Electronic Ibuprofen": Emotional Relief in the Age of Pressure

Digital technology has revolutionized the way people connect and interact. Online spaces have become important platforms for contemporary youth to express opinions and communicate thoughts. The accelerated pace of work and life has led to a lack of channels for some youth to share their daily life experiences. At the same time, challenges such as living alone, cross-regional mobility, and limited social networks result in a cyclical state of anxiety and loneliness for the youth group. This group is prone to falling into self-reinforcing avoidance of social interactions. The interactive bullet comment mechanism of group live streaming provides them with a gradual desensitization pathway. Group broadcast companies, based on the needs of different age groups, successfully attract users with meticulously planned collective performances and specific personas. Users can engage in interactions such as liking, following, commenting, and tipping during the group live streaming process, receiving immediate and significant thanks from the broadcasters and the operation team, such as being named, receiving heart gestures, or having their user ID read out. This virtual emotional connection not only satisfies the youth's demand for social interaction but also further strengthens their sense of recognition and belonging to group live streaming culture. In this process, group live streaming evolves into a new form of emotional labor, where hosts and audiences interact in virtual spaces to achieve emotional exchange and fulfillment. The virtual social space created by group live streaming has expanded beyond mere entertainment, gradually becoming a key auxiliary platform for youth to regulate their psychological state and maintain emotional health.

2.3 From "Invisible" to "Prominent": Social Reconstruction through Persona-Based Group Belonging Psychology

Group live streaming, as a new form in the live streaming field, successfully creates a new digital cultural space by constructing a virtual interactive ritual chain structure. The core mechanism lies in broadcasters using systematic discourse strategies to guide viewers' gift tipping and interaction behaviors, forming a collective emotional resonance field. According to American sociologist Randall Collins' theory of interactive ritual chains, the result of an interactive ritual feeds back into subsequent interactions, forming a continuous cyclical mechanism. In this process, fans strengthen their identity recognition through symbolic interactions, thus participating more actively in subsequent ranking activities during live broadcasts. This repetitive interaction mode forms a complete "interactive ritual chain," subtly influencing individual value formation and the development of behavioral patterns.

Compared to the traditional idol fandom mode in Japan, Korea, and mainland China, where fans must invest large sums of money to buy limited-edition albums, attend high-priced concerts, or collect exclusive merchandise, group live streaming significantly lowers the initial interaction barrier. In traditional fandom systems, sunk costs create structural barriers to gaining close contact with idols. However, group live streaming allows fans to participate in interactions with low-cost methods such as sending bullet comments, liking, and small tipping, enabling immediate emotional satisfaction and economic returns. Group live streaming enhances user engagement through instant feedback mechanisms, making it an innovative practice in the digital age's fan economy and providing a new path for participating in traditional fan culture. In this process, the construction of a virtual interactive ritual chain not only reconstructs the cultural consumption model but also profoundly impacts contemporary youth's cultural identity and social participation.

2.4 From "Traditional Anxieties" to "All-People Broadcasters": Value Orientation and the Reshaping of Youth Employment Views in the Group Broadcasting Wave

As the digital economy continues to develop, the internet industry has gradually become a new growth point for China's economy. In July 2024, the Ministry of Human Resources and Social Security officially included online broadcasting as a new profession in the country, eligible for national policy benefits. This marks the entry of the live streaming industry into a new stage of high-quality development. The live streaming industry has given rise to a large number of new business models, empowering the digital transformation of traditional industries, significantly increasing overall employment, and driving growth in consumer demand through innovative business models like live-streaming e-commerce, which, in turn, expands demand for broadcaster positions.

Compared to traditional jobs, group live streaming, relying on platforms like Douyin (TikTok), Kuaishou, and Xiaohongshu, offers young people a low-barrier and fast-income employment path. The working hours for group broadcasting are relatively flexible, with no specific requirements for major, education, or experience, and the income is relatively considerable, meeting youth's desire for "quick income." After entering a company through an interview for a new position, the company handles live streaming persona design, interaction methods, and appearance style, providing training in communication scripts, live streaming skills, dance training, and more to transform individuals into marketable symbolic products. Youth no longer view academic qualifications as the primary measure for career choices but value the ability to monetize practical skills, personal interests, and the sense of achievement from their careers. From the nationwide resonance triggered by "not being able to take off the Confucian robe of Kong Yiji" to the viral sharing of "what I was doing before I started group broadcasting," changes in trending keywords on social media show that contemporary youth are gradually breaking free from traditional cognitive constraints and building a new career concept based on ability and value.

3. Potential Risks Behind the "All-People Broadcaster" Phenomenon Induced by Group Live Streaming

Currently, the live streaming industry is experiencing rapid growth, with its influence widely penetrating multiple areas of social life. Youth groups are no longer content being mere audiences for live stream content, but are actively transforming into content producers in front of the camera. "Anchor" (主播), once a term exclusive to live streaming professionals, has become a substitute for the first-person pronoun, emerging as a prominent buzzword in 2025. This phenomenon not only reflects the innovation and transformation in the lifestyle of contemporary youth, but also conceals numerous risks and challenges.

3.1 "Entertainment First" in Live Streaming Content Weakens Mainstream Value Perception

Famous American scholar Neil Postman once stated: "All public discourse is increasingly appearing in an entertainment form and becoming a cultural spirit. Our politics, religion, news, sports, education, and business have willingly become the handmaids of entertainment... The result is that we, as a species, have become a culture of entertainment to the point of death. The continued output of highly entertainment-oriented, vulgar, and utilitarian live stream content has led the youth group to excessively pursue and obsess over spiritual pleasures, gradually blurring the basic value categories such as beauty and ugliness, good and evil, reality and virtuality. Facing the overwhelming flood of live stream content, youth struggle to distinguish between these fundamental values, and their moral judgment has significantly weakened while their social responsibility gradually fades. In the process of capital operation, the intense focus on commercial interests and traffic monetization results in the homogeneous content pushing, causing the youth's cultural and aesthetic abilities and cognitive thinking skills to be weakened. The expansion of non-mainstream ideologies has caused youth to neglect true values and achievements that require long-term efforts. Mainstream ideological recognition is gradually dissolved under the impact of online entertainment information.

Currently, the most popular live streaming entertainment mainly involves multi-talented performances and dramatic acts. Some broadcasters, in order to attract more traffic, frequently use vulgar plots, exaggerated performances, or controversial topics to induce and stimulate the audience to consume, forming a tendency of "entertainment to death." Some youth, driven by vanity and a desire to compete, irrationally tip during live broadcasts, while the high incomes in the entertainment live streaming industry make it difficult for them to focus on academics, gradually losing their self-awareness. The vicious cycle of homogenized and vulgarized live stream content has led entertainment live streaming to become increasingly reduced to a tool for sensory stimulation and profit.

3.2 Symbolic Consumption of "Money First" Impacts Career Value Orientation

In the context of continuous technological innovation and industrial transformation, the rise of new industries like artificial intelligence has not only triggered a structural reduction of traditional job positions but also driven the emergence of new career types. The youth generation faces numerous challenges, including a shortage of social job resources, the need for better alignment between talent supply and demand in higher education, and the need to strengthen students' professional identity. These factors have made the employment environment for youth more difficult. The idea that "education is useless, no career path, and no future" has been constantly propagated and reinforced. Many young people have turned to the live streaming industry, which seems to have low barriers to entry and high returns, hoping to achieve quick wealth by becoming internet celebrities. The value orientation in the consumer space driven by live streaming has also shown significant changes. Most consumers have gradually diminished the practical value of goods, focusing instead on the identity recognition and psychological experience that consumption behaviors carry with them, as well as the social class expression. The symbolic value of products is created and reinforced through the empowerment and construction in the transmission process.

Live streaming companies attract more young people to join the industry by promoting low entry barriers and high incomes, offering pre-training and brainwashing sales pitches, binding personal value tightly to the amount of tips and gifts. The broadcaster's position in the live stream and their chances of performance are closely related to the audience's tips and gifts. The propagation of "money first" and "traffic first" not only overlooks the core value of cultivating personal ability and developing interests but also exacerbates the overall societal atmosphere of restlessness. This phenomenon directly leads to the youth group's career planning and life goals becoming blurred, making them more inclined to focus on short-term benefits and neglecting long-term development considerations. Many young people lack legal awareness and fail to carefully review contracts. Once they sign cooperation agreements, companies can set high penalties, stop broadcasts, or cut wages, resulting in harm to their labor rights and creating a situation where they are unable to defend their rights.

3.3 Social Interaction "Information Cocoon" Restricts Social Value Concepts

With the deep integration of digital technology and the internet, the live streaming room has become an important space for social life. In the live streaming scenario, users usually only need to communicate through bullet comments and chats, without revealing personal appearance, voice, or other privacy traits. They don't have to worry about their behavior, image, or carefully consider language and emotional communication. This anonymous form of communication further strengthens users' willingness to participate, making virtual social interactions an important part of daily life. People become accustomed to seeking instant gratification and avoiding real-world pressures in live streaming rooms.

Meanwhile, through algorithmic recommendations and big data analysis, platforms continuously solidify users' interests and preferences, gradually forming the "information cocoon" effect. Youth frequently receive homogeneous content, reinforcing their existing views while making them more likely to reject or misunderstand other perspectives. They find it difficult to engage in logical reasoning and rational analysis of deeper content.

Some group broadcasts use vulgar content such as suggestive dances and emotional manipulation to create sensory stimulation, or design persona-driven scripts like simulated romantic relationships or family companionship for specific groups. As youth are repeatedly exposed to this entertainment-oriented, low-quality content, they gradually lose their ability to think critically. On one hand, their ability to discern matters becomes limited, and they lack a panoramic understanding of social reality, leading to one-sided and extreme value judgments. On the other hand, the "information cocoon" in their social lives prevents them from broadening their information horizons through cross-group communication, restricting innovative thinking and narrowing their cognitive vision and value orientation.

3.4 Online Behavior "Moral Deviation" Erodes the Foundation of Ideological Values

As digital natives, the discourse expressions and communication of youth are easily influenced by changes in the online public opinion ecosystem, and their discourse can also impact the direction of online public opinion. Live streaming platforms create a relaxed, appointment-based atmosphere, allowing youth to immerse themselves in sensory stimulation, turning sensory entertainment into their spiritual sustenance. The companion-style entertainment designed by these platforms makes viewers addicted to the "electronic pet" emotional manipulation. This entertainment-oriented environment is more likely to lure youth into consumption traps and lead to moral lapses in behavior.

Immersed in the "group live streaming dream-making" scenario, many youth buy virtual gifts and tip broadcasters, seeking temporary pleasure and emotional value. Highly emotional consumption behavior strengthens their emotional dependency, making them neglect personal debt risks and social responsibilities while continuously completing excessive tasks and engaging in "self-exploitation" during the tipping process. This situation turns youth into the main characters in the "fan circle" competition game. Group live streaming companies manipulate fan group interactions, maintain broadcasters'

rankings, and create exclusive videos to systematically train fans to engage in gift spamming, comment manipulation, and anti-black behavior. Fans frequently become involved in online verbal disputes, doxxing, and malicious reporting during these interactions. Over time, this dual erosion of the youth group's value foundation occurs. On one hand, individuals gradually lose independent judgment ability in group polarization, and their empathy and sense of justice are co-opted by the fan group's recognition, resulting in cognitive distortions like defending idol misconduct and rationalizing group misconduct. On the other hand, when group violence is tacitly accepted or even encouraged within fan circles, values such as justice, respect, and kindness in social core ethics are weakened, and the youth's correct understanding of boundaries gradually blurs, ultimately leading to a greater risk of moral disorder.

4. Research on Strategies for Positive Value Guidance for Youth Under the "All-People Broadcaster" Phenomenon

In today's digital wave, the rapid rise of the "group live streaming boom" and the "all-people broadcaster" phenomenon reflects not only the popularization of online entertainment but also exposes numerous hidden risks. Based on the characteristics of the era of digital and intelligent communication, we propose a four-dimensional driving strategy of "Technology Empowerment + Value Leadership + Collaborative Governance + Innovative Management," integrating government regulation, platform responsibility, and social supervision to jointly promote the healthy development of the online ecosystem and the healthy growth of youth groups.

4.1 Government Improvement of Supervision: Perfecting the Online Legal and Regulatory System, Strengthening the Network Ideological Security

In the current context, it is especially important for the country to improve the relevant laws and regulations regarding the supervision of online platforms to provide a solid legal guarantee for safeguarding the security of online ideology. Therefore, when facing live streaming behaviors that violate socialist core values or go against public morals, the following steps are necessary:

First, strengthen law enforcement effectiveness, promote special rectifications and collaborative law enforcement, and increase the enforcement efforts in the field of online live streaming. Launch in-depth special actions such as "Clean Network" to heavily address major issues such as false advertising, vulgar jokes, and public opinion manipulation in the live streaming field, improve the governance of MCN (Multi-Channel Network) agencies and media companies, and standardize the incubation and management processes of anchors to curb the spread of undesirable content from the source.

Second, perfect the legal and regulatory system to cover both traditional fields and emerging sectors. With the rapid iteration of new fields like online live streaming and generative artificial intelligence, it is necessary to accelerate the formulation and revision of laws and regulations in key areas, filling the regulatory gap arising from the "all-people broadcaster" phenomenon and regulating the application of AI in live stream content creation and dissemination. This ensures that industrial development, technological progress, and security protection advance synchronously.

Third, establish long-term mechanisms for scientific internet use and management. Through collaboration with society, universities, and media, we can block the spread of undesirable cultures, effectively address fake public opinion and chaotic online phenomena, and create a clean and clear online cultural space. In terms of collaborative governance, the government should take a leading role in building bridges for communication and collaboration with all sectors of society, guiding broadcasters to uphold social responsibilities and encouraging youth to establish a concept of civilized internet use, creating a vibrant scenario of "network civilization where everyone participates and shares."

4.2 Platform Innovative Governance: Strengthening Platform Regulation and Live Streaming Content Review Management

In the digital and intelligent communication era, where cross-platform interaction deepens, the security risks of online ideology are characterized by suddenness, sensitivity, and spreadability. As the core hub of the live streaming ecosystem, platforms need to leverage their digital advantages, not only ensuring compliance but also guiding live streaming content toward positive values, thus establishing a solid defense for youth value growth on the platform.

First, platforms must build an intelligent early warning mechanism to preemptively control risks, accurately identify potential risky accounts and signs of non-compliant content, and scientifically assess risk levels and the likelihood of crisis occurrences.

Second, deepen the full-chain content review to anchor positive value orientation. Content review is the core aspect of platform governance. Platforms should establish comprehensive review standards covering live streaming speech, audio,

images, and text, strictly controlling the legality and rationality of content, and resolutely removing vulgar jokes, false advertising, and content that violates public morals.

Third, improve the graded penalty mechanism and strengthen governance constraints. Platforms should set up a graded reminder and punishment system to create a strong deterrent to illegal and unethical behaviors. By clarifying penalty standards and reinforcing enforcement, broadcasters should be reminded to respect the law and uphold moral boundaries, while MCN agencies should be guided to fulfill their responsibilities, standardizing the incubation and management processes of broadcasters, thus forming a healthy governance structure where "platform manages accounts, institutions manage anchors, and anchors follow the rules."

4.3 Social Value Leadership: Strengthening the Promotion of Healthy Online Culture and Enhancing the Leading Power of Mainstream Values

As General Secretary Xi Jinping pointed out: "We must scientifically understand the laws of online communication, improve our level of internet governance, and turn the internet, the largest variable, into the largest increment for the development of our cause." Faced with the potential impact of the "all-people broadcaster" phenomenon's entertainment and traffic-driven dissemination logic on youth values, society must transform mainstream values into cultural forms that are perceivable and acceptable to the youth, breaking through the dilemma of entertainment addiction and value loss.

First, promote positive publicity on online platforms. Guided by Xi Jinping's thoughts on socialism with Chinese characteristics for a new era, we should focus on core issues such as socialist core values, Chinese traditional culture, and the innovative achievements of the Party's theory, integrating the highly interactive and immersive features of group live streaming. We should create high-quality content that is both ideologically profound and suitable for online expressions, generating more excellent cultural works that the people enjoy.

Second, cultivate a team of network broadcasters who are "politically correct, have the right worldview, and possess strong abilities" through flow support and resource prioritization. We should nurture a batch of high-quality broadcasters who combine professional skills with social responsibility, improving the spiritual temperament of live streaming platforms to "cultivate people through culture." Through regular, institutionalized professional ethics training, broadcasters can be guided to pass on positive and upward values.

Third, leverage the power of universities. Based on curriculum-based ideological education, ideological courses, online ideological education, and daily ideological work, we should use campus cultural activities such as Party group activities, knowledge competitions, and science popularization lectures to promote civilized internet use behaviors and educate on online laws and regulations. This will help establish a "bottom-line thinking" for contemporary youth's online ethics and guide students to be "bridgekeepers" of internet morality in their self-purification.

4.4 Personal Quality Enhancement: Cultivating Positive Online Values and Developing Rational and Calm Willpower

Much of the value confusion among contemporary youth stems from their inability to judge and resist the risks and challenges of the digital and intelligent era. Therefore, it is essential to enhance the skills of youth in online information identification and risk response.

First, build a multi-party collaborative education system, starting from the "society-school-family" level, offering network-specific courses and practical activities at different ages, levels, and regions. By empowering youth with digital and intelligent tools, we help them develop healthy learning and living habits, improve their ability to analyze online public opinion, and guide them to use the internet scientifically, rationally, and legally, while helping them form correct cognitive and value orientations.

Second, encourage social psychological institutions, schools, and families to pay attention to youth's mental health. Guide youth to develop self-esteem, self-confidence, and a rational and calm mental quality. Schools should improve mental health networks, ensuring early detection, early assessment, and early intervention for students' conflicts and psychological issues. A "five-in-one" mental health work model integrating education, practical activities, counseling, preventive intervention, and platform protection should be established. Social psychological institutions and families should pay close attention to youth's ideological dynamics and collaborate to set up digital growth records.

Finally, during the youth development process, we must guide youth to transition from the virtual space to real social environments, actively participating in various social services, thus gaining real-life skills. The government should further improve employment policies, establish platforms for youth employment and entrepreneurship, and use online platforms to create youth-oriented employment service models, offering employment information, career planning, and support for graduates. Youth should be more proactive and confident in integrating into social practice, refusing the passive lifestyle of

"lying flat" or "slacking off." They must maintain independent thinking in the online environment, distinguish between true and false information, resist the spread of public opinion, and establish a healthy balance between the virtual and real worlds, gradually forming resilient, healthy online behavior patterns.

The "all-people broadcaster" wave and the "group live streaming" phenomenon are both an inevitable product of the online communication ecosystem's iteration in the digital era and a real challenge for the shaping of youth values. Only by adhering to a systematic approach and collaborative governance, integrating technological advancement with value leadership, and uniting entertainment demands with spiritual nourishment, can we truly make online live streaming an important carrier for promoting advanced culture and cultivating positive values, guiding youth in the digital wave to distinguish right from wrong, stay true to their original aspirations, and integrate personal growth into the national development strategy. This will help them grow into young people with ideals, responsibility, resilience, and a strong work ethic in the new era, injecting continuous youthful energy into the revitalization of the nation.

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