

Evaluation of Interaction Between Fans and Celebrities in New Media

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Abstract : In general, we consider the phenomenon of "fandom" or extreme fandom to be an aspect of fandom for a person, a group, or a collection, which leads to extreme support for them. So, for example, we consider a fan or a "fanatic" (which literally means a "fanatical person") to be a person who is extremely interested in a certain topic or topics and has a special passion and fascination for that issue. It may also be beyond the scope of logic and normal behavior of the society. With the expansion of the media and the advancement of technology, the phenomenon of fandom also underwent many changes and not only became more intense, but a large economy was also formed alongside it, and it is becoming more and more important every day. This economy, which emerged from the past with the formation of the first media, has now taken a different form with the development of media and social networks, as well as the change in the interaction between celebrities and audiences. Earning huge amounts of money with special methods in every social network and every media is achieved through fans and fandoms. In this article, we have studied the relationship between fans and famous people with reference to the economic debates surrounding it.

Keywords : fandom, famous people, social media, new media

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