

How Do Negative Online Comments Deter Potential Fans? A Study on the Impact of Anti-Fan Behaviour on Celebrity Image and Feasible Strategies

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Abstract. The image of celebrities is highly dependent on online public opinion. However, some haters are easily driven by personal emotions, herd mentality and other factors to spread malicious comments and other irrational behaviours on the Internet, causing the spread of negative public opinion. A passer-by on the Internet refers to an ordinary Internet user who has no direct interest or preconceived position in a specific online community. Online bad reviews can not only affect a celebrity's image, public relations and fan base, but also affect passers-by's perception or evaluation of the celebrity, thereby hindering them from turning into actual followers. Combining the theory of the spiral of silence and the third-person effect, this paper explores how the remarks of haters shape public perception. Using Roy Wang's social media feedback as a case study, this paper systematically analyses the impact of online bad reviews on the image of ordinary people and celebrities. In response to this issue, several implications have been proposed, and it is expected that these strategies will reduce the impact of bad reviews on the public relations image of celebrities and lower the probability of passers-by being misled by a large number of bad reviews.

1 Introduction

The widespread use of the Internet has reshaped the landscape of public opinion dissemination in the Internet era, and the image of celebrities has become increasingly dependent on online discourse. Anti-fans, individuals or groups who intensely dislike a celebrity, often post malicious comments or spread offensive content, usually driven by personal emotions or herd mentality, leading to the spread of negative information and the fermentation of negative public opinion. A passerby on the Internet refers to an ordinary Internet user who has no direct interest, no preconceived position, and no deep involvement in a specific online event, content, community, or person. Due to being influenced by the negative messages raised by haters, those online users and ordinary individuals, who do not hold a clear preference or dislike towards some celebrities, start to value them with a denied

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attitude. The personal image of celebrities is affected, and the products they endorse or programs they participate in suffer setbacks as well. Thus, it blocks the attention and positive views of passers-by fans. Existing research has explored the types and harms of online trolls. For example, they use insulting language and spread negative information, damaging the commercial endorsements of stars and their related commercial value. Moreover, online negative news endangers online public safety, harms the mental health of stars, and affects passerby fans. Extreme fans fall into a cycle of anger, rebuttal, and powerlessness, while ordinary and potential fans may develop doubts about their idols. However, most studies have focused on the interaction between fans and trolls, neglecting the impact of troll comments on third-party audiences and potential fans [1].

This study aims to fill this gap by exploring how negative comments hinder potential fans' following and recognition of celebrities. Through a combination of framing theory and the spiral of silence theory, this study takes Roy Wang as an example, a top multi-field artist with over 80 million followers on Weibo and over 2 million followers on Instagram, who has experienced organised attacks from anti-fans. This paper analyses the impact of anti-fan behaviours on potential fans' cognition, emotion, trust towards Roy Wang, and his commercial value. This enriches the research on the online public opinion ecosystem, deepens the understanding of risks in the star industry, and provides implications for stars, public relations teams, and platforms to reduce harm.

2 Literature review

2.1 Anti-fans and haters

Previous studies have systematically explored the types of anti-fans and haters and their potential effects. Scholars have defined haters as individuals or groups of people who are extremely averse to a celebrity and engage in aggressive behaviours, such as posting comments or offensive content. Li's research points out that an anti-fan refers to someone who is extremely averse to a certain star and engages in malicious comments, editing pictures containing offensive content, and other offensive behaviours against the artist or the fan [2].

A lot of literature highlights the multiple harms caused by haters and their actions. First, anti-fan behaviours, such as spreading negative news and information on the Internet, hurt celebrity commercial endorsements. For example, Zhang's research shows that consumers are very sensitive to negative news about endorsers [3]. When they know about the endorser's negative news, they will search for and understand the relevant information through online channels and then make a purchase decision. The behaviour of haters leads to the defamation of a celebrity's personal image on the Internet, which may reduce consumers' willingness to purchase the products they endorse. In addition, the damage to a celebrity's personal image can lead to negative evaluations of the potential commercial value associated with it [4]. For example, the TV series and film productions in which celebrities are involved, due to their negative image, may cause potential audiences to no longer spend time, energy and money on investment and further consumption, resulting in a decline in the commercial appeal of media platforms and box office receipts failing to meet expectations. Moreover, the behaviour of haters endangers public security on the Internet.

2.2 Celebrity Image and public perception

The process of building a celebrity image is influenced by media coverage, fans and haters [5]. The image of celebrity is defined as the overall impression and evaluation system formed in the collective cognition of the public based on the public behaviours, professional

performance, media presentation and social portrayal. The research has identified many factors that may influence the image of celebrities, including the subjective filter of the image, their fan base, business cooperation and social interaction. For example, when their fans participate in public welfare activities and spread positive stories through organisations or in the name of the celebrity, it helps them build a good reputation among the public. However, when extreme fans engage in inappropriate behaviour such as maliciously attacking others or maliciously harassing passers-by, it will cause dissatisfaction among onlookers and victims, and the celebrities will be labelled as having ill-mannered fans. Among them, the negative words of haters may undermine the positive image and even reshape public perception. For example, Aporbo found that toxic online discourse is widespread on social media platforms, and fans' negative emotions are reinforced in a variety of impolite strategies [6].

The shaping of a celebrity's image is the result of multiple factors working together, such as personality traits, the frequency of interaction with fans, image style, and public opinion. Whether a celebrity's image has a positive effect is not only related to their own personality traits, but public behaviour is also an important component that affects their reputation and prestige. In addition, the frequency and manner in which they interact with their fan base on social media and in the online environment also affect how the public perceives and evaluates them, thereby influencing the construction of their image. The attitudes and views of media reports, as well as the social opinions and evaluations that may result from them, reinforce or reshape the public's perception of the celebrity's image.

2.3 The role of negative information

The impact of negative information that is widely shared on the Internet is a concern. On the one hand, negative information affects an individual's personal image, and the attacked person is labelled with some negative discourse due to the negative news, which is detrimental to the individual's career development. A large number of studies have shown that the spread of negative information can have adverse effects on the public image and career development of celebrities. Negative comments in the social media environment can lead to public questioning of a star's professionalism and character, fluctuations in fan numbers, and impacts on brand endorsements and collaborations. On the other hand, long-term prevalent negative news can cause damage to an individual's mental health. For celebrities, the constant malicious comments and cross-platform attacks created by haters create a high frequency and dense negative information encirclement. Such remarks not only undermine the self-perception of celebrities but also trigger persistent anxiety, depression, and even lead to psychological problems such as sleep disorders and emotional outbursts. Especially when the haters extend their attacks to the celebrity's private life, such as family members and private schedules, it intensifies their psychological stress and insecurity. For fan groups, being constantly exposed to the smear campaigns of haters, fans tend to fall into an emotional cycle of anger, rebuttal, and powerlessness. Some extreme fans engage in verbal battles with haters to defend their idols, further depleting their mental energy, while ordinary or potential fans may develop doubts about their idols and disappointment with the online environment due to long-term exposure to negative information. This can lead to mental distress such as depression and social avoidance.

However, existing research has focused more on the interaction between fans and haters, and less on the impact of hater comments on third-party audiences from the perspective of popularity. Therefore, it is necessary to approach from a broader audience perspective to enrich the dimensions of related research.

3 Theoretical framework

The hindrance of online bad reviews to potential fans' attention is essentially a process by which haters distort the perception of a star's image through specific communication strategies, suppress the space for positive discourse, and ultimately influence the decisions of potential fans. Potential fans are different from existing fans. Their perception of the celebrities has not formed stably and is vulnerable to external messages, such as the emotional online comments. This paper uses Framing Theory to explain how anti-fans construct negative perceptions and the Spiral of Silence to illustrate how negative comments suppress positive voices. Overall, it provides theoretical support for exploring the negative impact of hater behaviour on the image of celebrities.

3.1 Framing theory

The framing theory, first proposed by Erving Goffman, suggests that communicators construct cognitive frameworks by selecting and highlighting specific information to guide the audience to understand events or people from a specific perspective [7]. Frames do not alter facts, but rather reconstruct the cognitive logic of the audience by emphasising or concealing specific content. In the context of online bad reviews, haters are using the core mechanism of frame theory to create a negative image for the star, directly hindering the willingness of potential fans to follow.

Firstly, when faced with a star's multiple images, such as professional ability, public welfare behaviour, anti-fans deliberately magnify or even fabricate negative materials about the star, such as taking interview clips out of context, and through extensive dissemination, focus the star's image on a single negative evaluation dimension. Secondly, to further amplify the negative perception, haters will use derogatory language and tagging words to attach negative labels to the star. Users may associate the image of a celebrity with their own value stance. For example, the act of paying attention is an expression of recognition of their negative values, or support requires taking on moral hazard. The transmission of such signals can cause potential fans to actively avoid following out of fear of being implicated by negative values without establishing a certain emotional connection. At this point, the path of potential fans' attention has already been blocked. Gray points out that the perception of this group of potential fans is highly susceptible to external discourse. When negative words from haters dominate, potential fans, due to cognitive inertia, directly accept negative views and abandon further exploration [8]. This phenomenon is even more pronounced in the online setting. Potential fans, as passers-by, have a weak understanding of the star. The internet is flooded with negative comments from haters, causing potential fans to give up on understanding the positive value of stars due to avoiding cognitive burden, and eventually stop following their trends.

In addition, the cross-platform framework synergy of haters further reinforces the negative perception. In an environment of fragmented information dissemination, haters will simultaneously release a unified negative framework across multiple platforms, posting long negative content articles on social media and making satirical short videos. This multi-platform collaborative negative framing causes potential fans to repeatedly encounter the same negative perception in different scenarios, forming an information cocoon. Even if they meet positive information about the star, they will be suspicious and give up following due to the pre-constructed negative perception.

3.2 The spiral of silence theory

The theory of the Spiral of Silence, proposed by Elisabeth Noelle-Neumann, holds that the expression of opinions by individuals in society is influenced by the perceived public opinion atmosphere [9]. When an individual believes a certain opinion is dominant, they will express that opinion more actively; If one believes their opinion is in the minority, they will choose to remain silent, eventually leading to a spiral spread where the majority becomes stronger and the minority becomes weaker. In the context of online bad comments, this theory precisely explains how negative comments suppress positive voices through discourse monopoly, indirectly hindering the attention of potential fans.

First, the explosive volume of negative comments and the emotional expression create the illusion that negative public opinion is dominant. Haters often give negative comments a numerical advantage over celebrity content by registering accounts in bulk, frequently flooding comments, and organising comments to control them. At the same time, negative comments are often accompanied by strong emotional expressions, which are more likely to attract attention than rational positive comments, creating the illusion among potential fans that everyone is criticising the star. According to the theory of the spiral of silence, potential fans will equate the number and emotional intensity of such negative comments with the mainstream opinion of society, and thus consider paying attention to the star to be contrary to the mainstream opinion. Out of the need to avoid being isolated and the social need to integrate into the group, potential fans will voluntarily give up paying attention and even join the camp of negative comments, forming the first layer of diffusion of the negative public opinion spiral.

Second, when negative comments are dominant, existing fans or neutral users may choose to remain silent for fear of being attacked by haters and being labelled negatively. This silence is not an endorsement of negative comments, but an avoidance of public opinion risks. But for potential fans, the absence of positive voices means there is no source of information to refute negative perceptions, and they can only passively accept the negative framework constructed by haters.

Third, the platform algorithm will indirectly intensify the spread of negative public opinion and further solidify negative perceptions. The algorithms of current social media platforms often recommend content based on the interaction rate of users. Thus, those negative comments, being highly emotional and controversial, usually have a higher interaction rate than positive comments. Algorithms will push more negative comments to potential followers, creating a rolling negative cycle. This algorithm-driven negative public opinion spiral keeps potential fans constantly surrounded by negative information. Even if they occasionally have the idea of learning something positive about the star, they will be discouraged by the negative content recommended by the algorithm, or eventually give up following because they cannot find positive information.

4 A case study of Roy Wang: image crisis and coping strategies

Based on the framework theory and the spiral theory of silence, this paper takes Roy Wang's public opinion feedback on social media as the core case to systematically analyse the role path of anti-fan comments through the construction of negative frameworks, the monopoly of negative public opinion, and the guidance of likes and dislikes to hinder potential fans' attention. The key reason for choosing Roy Wang as the core case is the typicality of his public opinion field. As a top entertainer who has developed across different circles, his platforms, such as Weibo (80 million+ followers) and Instagram (2 million+ followers), have gathered a diverse audience, including fans, haters, and casual viewers, and have repeatedly

experienced organised hater attacks, providing a typical sample for theoretical verification and practical analysis.

4.1 Cognitive blocking: misleading subtexts under the framing theory

Based on the core logic of the framing theory that communicators construct cognitive frameworks through information selection and highlighting, haters construct malicious subtexts through fragmented fabrication and the disguise of passers-by, deliberately magnifying the negative information about Roy Wang and hiding his positive image, locking the public perception of Roy Wang to a single negative dimension and directly blocking the formation of positive cognition among potential fans. Anti-fans took an unretouched old image of Roy Wang from 2018 and posted controversial information in the voice of a passerby. Among them, the comment “Does Roy Wang’s skin look like the surface of the moon without the beauty filter?” quickly took over the public opinion market. The comment section was followed by fabricated details such as the rejection of medical aesthetics and the acne caused by smoking, with more than 100,000 likes.

In the malicious cognitive guidance targeting celebrities, there are three typical methods, which have a significant impact on the cognition of potential fans. The first type distorts the cognitive base by fabricating facts, such as deliberately presenting old images as recent raw ones, or fabricating false scenarios like team recommendations being rejected for aesthetic treatment. The second category is using identity disguising to lower cognitive alertness. Online users, especially those haters, often disguise themselves as neutral third-party individuals, attempting to create objective and rational comments, such as “I’m not a hater, but I’m really disappointed”. This protects potential fans from the aversion to the hater, making negative information more easily accepted and weakening the audience’s ability to identify defamatory content. The third type reinforces the negative framework by magnifying details. The hater uses exaggerated expressions such as “acne is clearer than life planning” to magnify the single feature of the skin condition to the extreme, while deliberately ignoring positive images of music investment and contributions to public welfare. Ultimately, potential fans develop a cognitive bias that only sees the negative and not the whole picture, unable to fully and objectively understand the star.

4.2 Emotional exclusion: contagious suppression of group emotions

Based on the spiral of Silence theory, haters create the illusion of negative public opinion dominance through collective mockery and value devaluation, triggering emotional rejection from potential fans while suppressing positive voices to form a negative emotional spiral. When Wang released a new song in 2024, a huge number of offensive comments appeared on Instagram, such as “After returning from Berklee, his singing level is low”, and “He is so far behind other stars, yet he still dares to hold a concert”. Along with the denigration of the celebrity’s personal image and questioning of his professional competence, stigmatisation and ridicule dominated public opinion.

Haters’ negative reaction to Wang’s new song confirms the core mechanism of the spiral of silence theory, which can be manifested in three aspects. The first is to create the cognitive illusion of mainstream negativity. The anti-fan group, through frequent flooding of comments and the interaction of bulk accounts, gives the negative comments a quantitative advantage under the content related to the new song, and attracts the audience’s attention with strong emotional expressions such as anger and disappointment, which makes potential fans who are encountering Wang’s works for the first time, It is easy to develop the misconception that everyone is criticizing him, mistaking local negative voices for mainstream comments. On the second level, it triggers a kind of aversion mentality. Potential fans, due to fear of being

labelled as supporting bad work, give up following those celebrities. Worrying about being isolated and associated with negative groups is the core element. The third is a counterattack that suppresses positive voices. For Wang's existing fans or neutral music bloggers, choosing to remain silent out of fear of being attacked by haters and fear of getting involved in meaningless verbal battles will directly result in potential fans being unable to access positive information that can objectively view the work, such as the songwriting concept. Passerby fans are more likely to receive the infection of negative emotions passively. As Hill described, this phenomenon is the effect of booing those passerby members [10].

4.3 Damage to commercial value and coping strategies

The negative public opinion created by the anti-fans through two theoretical mechanisms is not just at the level of image damage, but also has a chain reaction from perception to emotion and trust, which spreads to Roy Wang's commercial value area, forming a vicious cycle from image crisis to cooperation contraction and then to value devaluation.

According to the logic of the framework theory, haters forcibly bind Wang's negative image to the brand he endorses, constructing a cognitive framework that paying attention to a brand is equivalent to identifying with its negative image, which directly affects the brand conversion effect. In the 2025 Paris raw image scandal, a foundation brand endorsed by Roy Wang suffered a double blow. On the one hand, haters launched malicious attacks on Roy Wang's facial skin condition in the brand's Weibo comments, making a strong connection between the skin condition and the effect of the endorsed products. On the other hand, the incident sparked a nationwide discussion about the authenticity of the image. Although the brand's search volume soared by 300%, potential consumers, due to the preconceived negative framework, became sceptical about the product's efficacy, ultimately leading to a decline in conversion rates.

Based on the group diffusion characteristics of negative public opinion emphasised in the theory of the spiral of silence, haters have bound the behaviour of their fans to the celebrities themselves and the products they endorse, creating public opinion pressure and causing the brand image to be contaminated across boundaries. For instance, the irrational behaviour of individual fans escalates into concerns about the overall quality of the fans and questions about the inappropriate brand choices of that group. This contamination also has a long tail effect. Even if the incident is settled, brands will still be concerned about the potential conflict risk that Roy Wang's fans may cause in subsequent artist collaborations, increasing the hidden cost of the possible damage. This is essentially a manifestation of the residual negative public opinion effect in the spiral of silence theory. Once negative perceptions form collective memory, they continue to influence subsequent decisions rather than disappear with the end of the event.

Individual likes and dislikes influence long-term attitudes. Negative public opinion created by haters over a long period will reduce brand and film producers' trust in Roy Wang. When a star's positive expectations are weakened, market partners are more likely to decrease cooperation due to risk aversion, ultimately leading to a loss in market value. According to ENTGroup's Business Value list data, in the 2019 skin image incident, the public opinion health of Roy Wang's endorsed brands declined significantly by 42% due to negative public opinion triggered by haters, and the new increase in his fashion resources also decreased by 30%. During the 2025 raw image scandal, the related negative public opinion also had an impact on his business cooperation, causing business offers to drop by 15% in the short term and exposure to film and television resources to decrease by 27%. The analysis confirms the negative impact of the star's personal image crisis on commercial value. This has also sparked public discussion about the balancing act between freedom of speech and malicious attacks.

Platforms play a significant role in promoting a harmonious cyberspace environment. Drawing on the logic of identifying loyal fans on Weibo, platform administrators mark accounts that post numerous negative comments and have no positive interactions as high-risk users and limit the frequency of their comments. As in 2025, Instagram used an algorithm to identify more than 200 accounts that posted aggressive images in bulk and folded their comments. Secondly, improving regulations on the ecological governance of information content and strengthening supervision of the comments will help create a harmonious social media atmosphere. In addition, entertainers must take proactive measures to maintain their personal image. For example, Wang's management team promptly refuted rumours, releasing a high-definition clip of the official concert livestream within 24 hours, dispelling the rumours with the truth. An "anti-appearance anxiety" campaign was launched to promote value conversion, posting a makeup-free photo on Instagram with the caption "Pit is a medal", appealing to the positive attitudes of life. Furthermore, the maintenance of a star's personal image is also inseparable from the improvement and enforcement of laws and regulations. In response to malicious comments, celebrity agencies can use legal weapons to sue rumourmongers for infringing on their right to reputation. Wang's team eventually won the case and made the verdict public, creating a deterrent effect. Moreover, various performance industry associations should cooperate actively and take effective measures to control illegal marketing companies and promote the sustainable development of the network environment.

5 Negative impact of anti-fans

The behaviour of haters is not an isolated negative expression of an individual, but a systematic act that exerts other influences on celebrities, potential fans, business partners and the online public opinion ecosystem. In terms of direct impact, anti-fans monopolise the discourse space by constructing negative cognition through the framework theory, precisely hitting the cognitive weaknesses and social herd mentality of potential fans. Potential fans are affected and turn from neutral observation to avoidance, weakening the audience preference. At the same time, the malicious attacks by haters on celebrities can lead to brand association pollution, such as causing the comment sections of endorsed brands to fall, downgrading cooperation resources, and even putting brands under pressure to boycott purchases, creating a vicious cycle from the negative public opinion of celebrities to the loss of commercial value and ultimately the contraction of cooperation.

From an indirect perspective, the behaviours of haters undermine the rational atmosphere of online public opinion. The emotional and fake expression of information affects the positive discourse space, causing existing fans to choose silence to avoid risks. Passers-by fans, in this situation, are highly likely to frame the image of celebrities negatively due to cognitive inertia. Eventually, it turns the online platform into a negative emotional venting ground and gradually loses its healthy dissemination function. In addition, the organised operations of haters, such as sending bad reviews in bulk, may trigger a chain reaction in the industry, such as prompting brands to increase the risk assessment costs for artist collaborations, making it more difficult for artists with both potential and controversy to obtain resources, and affecting the diversification of the entertainment industry.

Overall, the essence of the other influence of haters' behaviour is the erosion of the interests of multiple subjects by qualitative participation. For potential fans, it deprives them of the right to access comprehensive information and form their own cognition; For celebrities, it damages their personal image and commercial value; For business partners, it increases cooperation risks and operating costs; For the online ecosystem, it undermines the rational and inclusive public opinion environment and even poses the risk of breaking the law. A multi-party collaborative governance is needed to mitigate its negative impact.

6 Implications for celebrities, PR teams, and social media platforms

As the direct target of haters, celebrities' personal image resilience is the core foundation for resisting negative public opinion. First, it is necessary to build a multi-dimensional, authentic image system and avoid over-reliance on a single persona. Roy Wang proved that multiple images could reduce the impact of a single negative label by transforming the skin problems attacked by haters into the display of a genuine attitude through the anti-appearance anxiety project. In addition, it is necessary to increase the depth of understanding of potential fans, such as through documentaries or behind-the-scenes content. By displaying positive information such as professional capabilities and public welfare actions, the understanding of potential fans could be deepened. What's more, celebrities need to maintain a stable mood and a good mental state, avoid impulsive responses to attacks from haters, and prevent secondary public opinion by regularly posting positive content to convey positive values and strengthen the emotional identification of potential fans.

Public relations teams, as professional responders to negative public opinion, need to abandon the traditional passive model of post-event clarification and shift to an active strategy of pre-event warning, in-event efficient response, and post-event value transformation. At the early warning level, a monitoring system for the behaviour of haters should be established. Through keyword capture and account behaviour analysis (such as frequent Posting of negative comments, characteristics of batch registration of accounts), signs of organised smear campaigns should be identified in advance. Special monitoring plans should be developed in advance for key nodes such as celebrity endorsements and new song releases. At the response level, the principle of timeliness and evidence should be followed to counter the false information of haters with visualised and verifiable evidence; At the same time, avoid using ambiguous expressions and clearly point out the specific false points of the haters' remarks. At the transformation level, negative topics can be combined with social values, such as transforming appearance attacks into anti-appearance anxiety public welfare advocacy. In addition, PR teams need to strengthen fan management by disbanding extreme fan groups and other means to sever the connection between extreme fan behaviour and celebrities and avoid cross-border pollution where fans' behaviour is paid for by celebrities. Finally, PR teams can also use legal means to protect their rights and legal provisions to stop such incidents.

As the core of public opinion dissemination, social media platforms need to take on the responsibility of filtering negative and offensive comments and governing them, while safeguarding users' freedom of speech and curbing the malicious dissemination by haters. Technically, the algorithm for identifying high-risk accounts should be optimised. Not only should the frequency of negative comments be considered, but also the characteristics of interactive behaviour should be combined to impose restrictions such as comment folding and weight reduction on high-risk accounts. At the same time, a user reporting collaboration mechanism could be introduced, allowing celebrity teams and ordinary users to label malicious comments, combined with manual review and confirmation, to accelerate the efficiency of handling and prevent the large-scale spread of negative and false information. At the rule-level, tiered disposal standards should be established to define the boundary between reasonable criticism and malicious attacks. In addition, the platform needs to optimise the algorithmic recommendation logic to reduce the probability of negative content being prioritised due to high interaction rates, which can be achieved by increasing the weight of positive content. For example, public welfare activities, professional works, etc., break the negative information cocoon, provide potential fans with multiple sources of information, and avoid being dominated by a single negative opinion and affect neutral judgment.

7 Conclusion

From the perspective of anti-fan behaviours to the image of a celebrity and the attention of potential fans, this paper discusses how online bad reviews affect the perception of passers-by and thereby prevent them from becoming actual followers of the celebrity. Based on the framework theory and the spiral of silence theory, this paper analyses the process by which haters construct negative perceptions, suppress positive voices, and guide the likes and dislikes of the audience to prevent potential fans from paying attention, enriching the relevant domain dimensions of studying the impact of hater behaviours from the perspective of popularity. Taking Roy Wang as a case, the operation logic of the anti-fans in events such as the skin image incident and the Paris raw image controversy was analysed, and the negative impact of the anti-fan behaviour on Roy Wang's cognition, emotion, trust level and commercial value was expounded. This provides a practical example of the negative impact of haters' behaviour on a celebrity's personal image, especially on the negative guidance of casual audiences. This article provides inspiration and practical significance for celebrities to strengthen image resilience, for PR teams to develop proactive response strategies, and for social platforms to improve regulatory rules to deal with haters' behaviour and reduce the negative impact of bad reviews on celebrities' PR image and public perception.

Future research could quantify indicators such as potential fans' acceptance of negative fan comments and the degree of cognitive change through questionnaires, in-depth interviews to provide empirical research on the effects of negative fan behaviour. The differences in the personal images of various types of celebrities and the coping strategies across social media platforms can be further explored. In addition, studying the differences in the behaviour of haters from a cross-cultural comparative perspective deserves attention in future research. Current research mainly focuses on the behaviour of haters on domestic and social media platforms in Europe and America, lacking comparative analysis in different cultural contexts. In the future, cross-cultural comparative studies could be conducted to analyse whether potential fans in different cultures have different sensitivities to comments from haters. In addition, the differences in regulatory rules on social media platforms in different countries can be compared, and the effect of constraining the behaviour of haters can be provided as cross-cultural references for the governance of haters worldwide. Through cross-cultural comparisons, the common patterns and individual characteristics of online haters' behaviour can be more comprehensively revealed, the theoretical system of anti-fan behaviour research can be enriched, and targeted suggestions can be provided for governance practices in different cultural contexts.

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