

A Study of Douban Group Members' Behavior Based on Interactive Ritual Chains——The Peer Pressure Research Center as an example

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Abstract. The development of online communities provides a space for youth groups with similar interests to communicate and gain positive emotions from them. This paper uses Collins' interactive ritual chain as a theoretical perspective, and takes the "Peer Pressure Research Center" as a representative of Douban group to explore the formation and results of interactive rituals in the group by using participant observation. The study further considers how young people can express themselves and share emotions in online communities to alleviate negative emotions, obtain positive feelings, and reconstruct their self-perception.

Keywords: Interactive ritual chain, Douban group, peer pressure research center.

1. Introduction

The Internet provides a channel for young people to express their negative emotions and to gain a sense of belonging through communication with group members. The Douban group is a representative online community where people gather to discuss topics of common concern, share ideas and express emotions. Therefore, this study analyzes the interaction behaviors of group members in the Douban group "Peer Pressure Research Center" to explore how interaction forms are constructed and what the results are, and to further consider the meaning of online communities for contemporary youth groups.

2. The formation of interaction rituals

2.1. Virtual physical presence

In the Internet space, although the participants cannot perceive each other's micro rhythms and emotions through their physical presence and influence each other, they can exchange their thoughts and share their emotions with the help of the information such as texts and pictures that have been saved for a long time, thus realizing virtual physical presence, which constitutes the necessary element for the beginning of the interaction ritual chain. All members of the "Peer Pressure Research Center" group can post and share content and emotions related to peer pressure. When some group members like, retweet, favorite and reply to a topic post, they are conversing and communicating within the same context, and they are jointly completing a virtual physical presence interaction, not limited by time and space.

2.2. Group membership as a boundary separating insiders and outsiders

The "Peer Pressure Research Center" group was separated by a common focus, where the group members were interested in peer pressure, had a willingness to share, and expected good results from the interaction. The distinction between insiders and outsiders is made at a holistic level by the group members involved in the interaction, and the understanding is rather vague.

2.3. Common focus of attention

The content of the "Peer Pressure Research Center" group revolves around peer pressure, which is the common focus of attention, and group members share and discuss the peer pressure they feel in

their lives, studies, and work. Posts on the Douban group exist because of the common focus, and content that matches the group rules can be displayed, and group members can communicate and interact with each other around the topic in these threads. Group members can participate in conversations and communication in any of the group's threads at any time, so the interaction and sharing of emotions in the threads can span a long period of time and have continuity.

2.4. Sharing of emotions or emotional experiences

Emotion is the starting condition and the product of the interactive ritual. Texts and pictures are the messages passed by group members, and they are also the vehicles for expressing self-expression. The group members of the "Peer Pressure Research Center" used peer pressure as the focus of their common concern and started discussions around this focus. The group members interacted with each other in the context of the textual information, perceiving the emotions of the posters and responding to them by browsing and interpreting the text and pictures.

3. The results of interactive rituals

3.1. Group solidarity and group symbols

Group solidarity is the individual's identification with the membership of the self. In the Peer Pressure Research Center group, peer pressure is the common focus of the group, and the interactions around peer pressure constitute group symbols. During frequent interaction rituals, individuals strengthen their memories of group symbols and enhance their perceptions of group members' emotions. At the same time, frequent interaction rituals will change emotional energy from short-term to long-term, and identification with the group will be enhanced with the strengthening of symbols and emotions, which will subsequently produce a sense of membership identity and group solidarity formation.

3.2. Emotional energy and moral sense of the individual

The emotional energy of an individual is a positive feeling when taking action. When an individual participates in group interaction and has access to sufficient emotional energy during the interaction ritual, the individual will become a strong and enthusiastic supporter of the group. "The interaction of the Peer Pressure Research Center group members gives the group interaction a continuous character, and the emotional energy that the participants receive from the interaction is long-term. The long-term emotional energy gained in the group enhances the sense of solidarity of the group members and the firmness of the group symbols, while having a positive impact on reality. Group members are communicating and interacting within the group as equals, allowing the existence and free expression of diverse opinions, and group members have been using their actions to create a friendly, equal and warm atmosphere of interaction, in which case group members will have a sense of morality and maintain the group symbol and group atmosphere, while guarding against others disrespecting the group symbol and violating group morality.

4. Conclusion

The article analyzes and explores the formation and results of interaction rituals of Douban group members using Collins' interaction ritual chain as a theoretical perspective. Douban groups provide a spatial place for contemporary youth groups to interact, and group members achieve virtual physical presence when browsing posts and communicating. Members of the group have a common focus of attention, and interactions around the focus constitute the group's representative symbols; identification with the group's symbols creates a sense of solidarity among members and upholds the group's symbols. In this process, individuals gain emotional energy, which helps the youth group to correctly understand the differences between themselves and their peers and maintain a healthy mindset and emotions.

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