

Introduction

In the early 2007, a singing contest was aired in Taiwan. The program, *One Million Dollar* initiated as a nameless contest with only less than 1% viewing rate. However, it ended in the first season hilariously: contestants were frequently listed in Yahoo as the popular key words for online surfing and the program was also listed as the top ten must-know news. Popularity of *One Million Dollar* manifests the trend of TV contests is as famous as that in America (*Super Idol*) and England (*Pop Idol* or *British Got Talent*). None the less, the program employed a new strategy in fabricating an idol by website. Take the first season as an example. Audience enjoyed chatting or even arguing in Xuite (an official website of *One Million Dollar*, Season One). This also formed a sense of communities. In Xuite, the audience were separated gradually by the stars they supported and became fans. With the end of the first season, to pursue a perpetual fandom, these fans built up forums for their stars. This paper, thus, introduced one of the fan forums—Acid YOGA.

Acid YOGA is a fan forum for Yoga Lin who found his fame from *One Million Dollar* in particular as the champion of Season One. The study of this forum lays on the membership—at least most of the active participators are over 20 years old (in fact, the thirty-something occupy the major part) and some of them are even well-educated (which means at least bachelor degree—a period of age which is rarely connected with fandom, or stardom, to be specific). When it comes to fandom, it is always affiliated with a group of juvenescent youth. On the one hand, mythological stories (as those of Psyche and Cupid, and Echo and Narcissus) are correspondent to the behavior of fans of Yoga's (which will be substituted as "the thirty something" hereafter). However, these thirty something fans also demonstrate another new perspective of fandom such as in their preference for a distance with the singer.

This paper starts the depiction and analysis of the structure, membership and furthers the development with the application of fan culture theories as those by Yue (2007). In delving more, this paper concludes a possible emergence of a different fandom—which may combine obsession with rationalization and which may also delineate a new type of fandom.

Prologue: Meet Acid YOGA and Yoga Lin

Acid YOGA was established on July 21, 2007.¹ “Acid” refers to one of the judges’ comment on Yoga Lin’s champion performance of *One Million Dollar* (Season One) of Radio Head’s *Creep* as a type of “acid rock”² while “Yoga” actually is the name of the champion which should be pronounced in mandarin as Lin Yo-jian. With the similar pronunciation of Yo-jian and Yoga, Lin is renowned as Yoga Lin which (the latter) in fact is his frequent signature.

Members of Acid YOGA proclaim themselves as Bao Zi(s) referring to an episode in which Lin cried hard with his face wrinkled and, consequently, Yoga Lin’s wrinkled face was depicted as a Bao Zi (a dumpling like Chinese food with folds on the appearance). Members, then, take Bao Zi as the name for their mutual recognition (see Figure 1-2) and they also make a fan with the Bao Zi shape as the mascot. In actuality, before the forum, there has been a Yahoo Family —entitled as Another Good Voice (in Chinese, “another” is sounded as “Yo”). None the less, many fans from overseas claimed to be unable to enter Yahoo Family, some Bao Zis decided to build themselves a home in a forum. There are about more than fifteen thousand members in this forum to date.³ The layout in the beginning was quite simple. In addition to sections to show news and photos of Yoga, there were other sections for chatting, poetic writings, and registration for rookies. As time

¹ The researcher joined in the forum on July 22, 2007, the second day after the “opening” of this forum.

² Please see the DVD of *One Million Star - Best of Season One* (第一屆超級星光大道精華實錄), released in November, 2007 by HIM International Music Inc (華研國際音樂股份有限公司).

³ The paper is finished at the end of February 31, 2009.

went by, the layout has been re-modified several times and, right now, basically, the forum can be divided into seven districts (Figure 3 shows part of the layout). Among them, the Beacon Hall is the highlight of this paper and will be discussed later. Muse Hall, may be discovered in other forum, illustrates, yet, another special feature and promotion in Acid YOGA for Yoga Lin.⁴



Figure 3. Part of the Layout of Acid YOGA

<http://acidyoga.org/phpbb2/>



版面	主題	文章	最後發表
入口大廳			
公告欄 公告論壇大小相關事項，請務必閱讀 版面管理員 愛莉包	16	395	星期一 五月 12, 2008 10:00 kenry_yeewei1112 →D
新包子 有包報到區 版面管理員 可可包 ， X藍藍寶寶X ， 奇奇包	459	4131	星期五 五月 16, 2008 1:47 邊 →D
星光同學會 歡迎：鴿子 羅黛雲 蔡淑迷 Judy 迷美迷 TM 迷安迷 宜格迷 豆腐迷 版面管理員 yoku有哭包 ， 阿丹	55	15792	星期四 五月 15, 2008 9:37 sala →D
LAST ORDER LOUNGE 管理員眼名板主討論公事之處 版面管理員 蜂蜜包 ， yoku有哭包 ， 漂漂名原包 ， 愛莉包 ， 阿丹 ， 低調包 ， 思念包 ， likalove ， 228包 ， 可可包 ， D.S ， 椰子包 ， X藍藍寶寶X ， 月亮包 ， 蓉拉包 ， 奇奇包 ， Janice ， 孤獨包 ， 貝蒂包 ， roro ， 天天包 ， 衝擊包 ， 安妮包 ， 養樂多包 ， expressal ， 阿逸 ， 阿簡 ， mm包	371	3919	星期五 五月 16, 2008 1:24 roro →D
演藝廳			
寫真館 本板蒐集網絡上及現場活動之YOGA的照片 版面管理員 安妮包 ， 阿逸 美術館	339	7334	星期三 五月 14, 2008 12:38 雲雲 →D

⁴ Muse Hall is not uncommon in forums. Nevertheless, it is unusual that the forum, in the beginning, featured itself for having good writers and excellent articles. Some even claimed to know this forum because they read articles posted by members of Acid YOGA in members' own blogs. In this way, blog connection also claims for another new type of promotion for these new singers.

(Pseudo)-Juvenile Culture

Jenkins (1992) points out the connection between fan and fanatic and explains why news reporters like to portray fans as “psychopaths whose frustrated fantasies of intimate relationships with stars or unsatisfied desires to achieve their own stardom, take violent and antisocial forms” (p.12). Adjectives as “frustrated”, “unsatisfied”, “violent” and “antisocial”, apparently, are always referred to the adolescent. At this transient time when teenagers are on their way to another life stage away from their family influence, Yue (2007) postulates that a “remote intimacy” is in need and produced. Especially, teenagers need to look for an idol (who is not their family member) of their own. That’s why Yu (1991) explores that 70% of the teenagers have their own idols and still many others with a similar result (Chang, 1999; Li, 2004). In addition, thanks to modern technology, Chang (1996) notifies that the adolescent, at the age between adults and kids, are easily influenced by mass-media, paying a lot of attention on fashion, and taking their peer as the most valued. Namely, the adolescent can perceive their sense of “remote intimacy” with stars easily. It, then, goes without saying that as far as fans are concerned, juvenile come first to the discussion (Chang, 2007; Liu and Feng, 2007; Liu and Tang, 2008; Min, 2003; Peng and Chen, 2007; Song and Jin, 2002; Yue, 2007).⁵

Pen (1992) classifies ten adolescent cultures into the culture of images, of self-enclosure, entertainment-orientation, showing off, of nomad, materialism, fast culture, star chasing, passwords, and ultimately, of drug. To be brief, Yue (2007) likes to see stars as the reflection of the adolescent. He coins the term “projective

⁵ Even when I type “idol” (either in Chinese or in English) as the key word in Electronic Theses and Dissertation System, sixteen entries are entitled with “idolatry” or “idolatry worship” and only one of them lays the focal point on the more mature group (Jao 2005). However, the target of this researcher, Jao, focuses on an opera star (Bae Yong Joon) and his middle-aged (which means more than forty or even fifty-year-old) fans but neither on singers nor on singers’ fans. As a result, it has seemingly become a stereotype or a common case that the adolescent are easily falling into the fandom.

function” to refer to how a fan imposes his/her dream and/or desire within his/her star.

Acid YOGA, however, manifests a different milieu. The forum claimed to have about 9,000 members when surveys were conducted firstly during the early April, 2008.⁶ However, as people come and go in forums, most of the time, there are about 100 to 400 members online. In the study of the age-range showed in Table 1, adults instead of teenagers occupy the crucial part in this forum—among 497 of the Bao Zis, one third of whom (36% precisely) are 20 to 29 years old. Surprisingly, 30 to 39 year-old Bao Zis take another one-third—occupying 31% of the members.⁷

Age	[number]	percentage
0-9	[3]	0%
10-19	[91]	18%
20-29	[180]	36%
30-39	[158]	31%
40-49	[55]	11%
50up	[10]	2%
Total	[497]	100%

Table 1. Age rate in Acid YOGA shows adults as the major pivot
(Conducted in April, 2008)

When a similar survey is conducted to the 26 section hosts/hostesses (see Table 2),⁸ the thirty something has conspicuously dominated the membership.

⁶ There are over 15,000 members in Acid YOGA now as being mentioned in first part of this paper. .

⁷ Due to the limitation of the researcher’s time and capability, the paper will only focus on the study of the age group. One of the anonymous reviewers has pointed out that gender can be a possible topic for the future study. Unfortunately, the research had tried to find the male Bao Zis here but it seems there are most of the time no more than ten active male fans in the forum. Namely, female fans still occupy the most part in this forum.

⁸ The section hosts/hostesses are nominated by the general hostess, A Shi who made the decision by means of the host’s/hostess’s participation either in real life activities associated with Yoga’s promotion or in the frequency of the online chatting. To sum up, a section host/hostess should be known either in real life or in the online forum.

Age	Number	Rate
10-19	4	14%
20-29	9	31%
30-39	13	44%
40-49	3	11%
Total	29	100

Table 2. Age rate of section hosts/hostesses in Acid YOGA shows the thirty-something as the major pivot (Conducted in May, 2008)

Namely, if the adolescent are used to be proclaimed as the major part in a fan forum, this clearly is not the case in Acid YOGA.

Being older fans, Bao Zis show common fan behaviors but with different attitudes.

When these Bao Zis behave as juvenile fans, they frame the mythological fan structure of Psyche-Cupid, Narcissus-Echo, and Medusa-Perseus stories as depicted in Chen's study (2002).

Fans, as Psyche, love their stars even without knowing who their stars may really look like. Deification positively delineates the most common fan-star relation. Fans create a god-like star in their imagination. Therefore, when Ah-shi, the general hostess, posted a serials of twisted images of Yoga (from late 2007 to the early 2008), entitled as Young Lass Lin, some fans were shocked, irritated and questioned if Ah-shi had the right and if this might aggravate Yoga. Moon, a Bao Zi, remarked, "Totally unbearable" (2007/11/19) Hua Shen said that "I wanna die" (2008/01/09). Primeage (2008/01/10) posted almost an article to claim how dangerous it could be if the twisted pictures were stolen. It was also the first time that Ah-shi was challenged by a member, Yasmin (2008/01/11) who accused Ah-shi of her childish behavior (in posting various twisted images of Yoga) which might cause Yoga's anger. Later, when Yoga was in an interview by *United Daily* (a local

newspaper with an online website named as *UDN*), he mentioned that he did not mind about the pictures and even he considered they were quite cute (2008/02/19). After one month, Ah-shi posted the third twisted image of Yoga. She still received complaints.

The child-like image of Yoga has, in particular, been challenged the most radically on a TV program, *Here Comes Kan-shi*, broadcast on April 9, 2008. Yoga in this program talked about his sexual experiences. A Bao Zi opened a column for discussion. Interestingly, some ignored this part and mentioned how touching it was when Yoga's teacher wrote a letter to him. Some talked about the confession with encouragement:

Yenyen: I am happy to know I am right about this kid.

Sisko: I just want to encourage with his confession.

Eva: Sincerity and genuineness are the Yoga I can see. (2008/04/09)

Chanol⁹ pinpointed and asked some fans not to create an imaginary Yoga. Only Yoga can create himself. It seemed the deification is so deeply rooted safe and sound. In an interview, Ah-shi, the major hostess, told me, members of this forum were born after 1960, the baby boom period of Taiwan and to these people of 60s', sex was not as a forbidden issue as before. She was not surprised that Yoga's sex confession ended peacefully. Yet, I may conclude the peaceful ending tells how Psyche accepted her imaginary Cupid with all her heart in the Greek Mythology.

Likewise, appropriation and imitation is another important element in fandom which can be elaborated by the Echo-Narcissus story. Like Echo who repeats Narcissus' words, Bao Zis like to repeat Yoga's words in chatting. In a Chinese version of Wikipedia, Yoga's sayings have become a motto listed.

As to the story of Medusa-Perseus, Medusa's gaze is emphasized as being fatal and yet so charming. By chance, Yoga's big eyes are also imbued with such

⁹ Some of the names of Bao Zis are modified for their privacy.

charisma. After participating in Yoga's autograph sessions, members always expressed how they were stunned because of Yoga's big eyes:

Dudu: I always think I seldom get nervous...But, when Yoga said thanks to me with his big eyes, I felt so dizzy and shy. (2007/10/21).

Tien Wai Fi Lai Yi Bao: ...what lovely, sincerely eyes!! (2008/05/10)

Aeyu: Look at Yoga's eyes closely, you will forget how to talk. (2008/07/19)

Coincidentally, on a cover of Yoga's single, *Eye Color*, Yoga is viewed only part of his left face with the emphasis on his eyes (see Figure 4). The gaze of Medusa is obviously part of her charisma. Not only does the gaze of the star emit his charisma to charm his fans, the gaze also tells how the fan is special to the star.

Figure 4. The cover of the Color of the Eye,
a single of Yoga Lin ¹⁰



It is not surprising, thus, to find similarities between adolescent fans and Bao Zis. Chang (1999) indicates fans normally would spend money on buying the star's

¹⁰ I would like to show my appreciation to Ren-chen Hsieh (施人誠 or Dafunsoo, a member in Acid Yoga but also the planning supervisor of HIM International Music Incorporated, for his permission of the citation of this album cover.

albums, and his endorsed product and spend time voting online to help their star on the top of the list. Fans may even go abroad where the star may have his/her tour. Fans may promote their star to others. In addition, to share with people their love and/or passion, fans may release themselves in terms of words and fabricate poetic articles and papers.

To these thirty-something, we see exactly the similar juvenile behavior. Ah-shi claims to have bought 60 pieces of Yoga's first album while there are still many buying more than one. As to the mineral water and candy that Yoga had endorsed, yes, you can see Bao Zis bringing with them and eating all the time. As to voting, the Go-for-it Hall in the forum tells all. Yoga has won chances to perform abroad and definitely, Bao Zis go with him around the island. Bao Zis never forgets to promote Yoga. Thus, a column was set up to talk about how wives can share strategies to converse their husbands. Finally, Theme Hall and Muse Hall offer places for Bao Zis to express their love to Yoga and Yoga's works.

It seems that being a fan, he/she is doomed to be like a teenager. A Bao Zi had posted a test for the disparity between Bao Zis' real age and their mental age. Interestingly, it turns out a lot of so called matured adults were tested with adolescent mentality. In fact, when visiting this forum, one can find it difficult to distinguish members' age through their typing.

Being a fan forum, Acid YOGA also follows some traditional ways of juvenile fans' behavior. That the emotional icons (see Figure 5) are cute can be seen as a common condition in every forum. However, the mascot (see Figure 6), designed by a male Bao Zi, is also *kawaii* ("cute" in Japanese).

Figure 5. Emotional Icons used in Acid YOGA



Figure 6. The Mascot, Bao Zi Fan, of the Forum

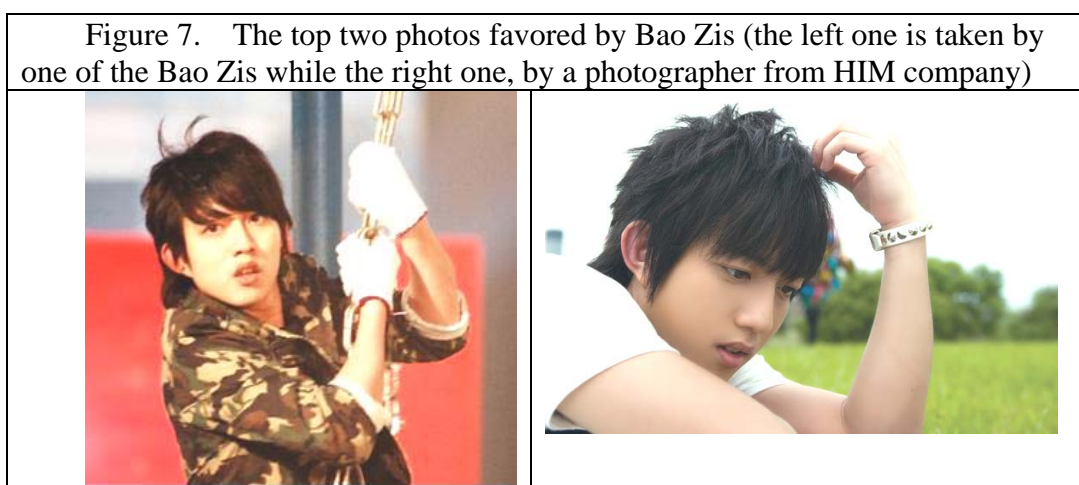


Acid YOGA and Pseudo-Juvenile Fandom

The similar behavior, yet, is presented with a different attitude. As the above mentioned, teenagers, while encountering with an identity crisis, may pursue their identity via idol worshiping. To these thirty-something, none the less, the sense of dominance perhaps explains better.

On account of the age of Yoga Lin (the singer is only at his early twenties), fan members of thirty-something apparently have to and have had produced a different way in coping with their star. In comparison with other stars, Yoga in this forum is treated as a kid of this big family. Take other singers (also from One Million Star) as an example. Singers are nicknamed with worshipping. For example, we have the King of Doves for Aska Yang, the King for Judy Rain and CEO for Stanly Hsu. In

Acid YOGA, Yoga is nicknamed as the King of Bao Zi which, interestingly, is not as favored as another name, Lin Xiao Chia, Little Kid or even Bao Bao (that is, baby). Xiao means little or cute. When one takes a look at the Shiah-shin Hall, a place for pictures of Yoga (which is a must in all forums for stars), words as “cool” and “handsome” are frequently replaced by “cute” or “such a cutie boy”. Two of Bao Zis’ favorite photos show the kid-like appearance of this singer (see Figure 7).



In a survey of the image of Yoga to fans (see Table 3), 39% of the fans love him because of his songs. Another 39% of them would like to have Yoga either as their younger brother or their kid. All this prove that Yoga Lin is not really worshipped as an emperor as those stars in other places.

Table 3. What is the image of Yoga in your recognition?
Conducted in June, 2008

Items	Numbers	Percentage
An Considerate Friend	[26]	7%
A Big Brother	[16]	4%
A Younger Brother	[59]	17%
A Kid in My Family	[77]	22%
A Great Singer	[133]	39%
Others	[27]	7%
Total	[338]	100%



Fans in Acid YOGA behave as similarly as movie or opera fans; yet, strangely, they are, to some extent, dissimilar to singers' fans regardless of the fact that Yoga is a singer. Baym (1998) classifies the four functions of fans of soaps as informing, speculating, criticizing, and reworking. In particular, "criticizing" is a rare event in a forum for a single singer or star. In a Yahoo Family of Aska Yang who had been a critical figure in *One Million Star*,¹¹ the host there kept on asking members to believe in Aska and support him. Situation is the same in Aska's forum--ONLY Aska. Despite that Aska committed a forgery crime and was rumored as using his classmates' credit cards, fans of Aska deem a 100 percentage of support as the best and the only policy. Yet, in Acid YOGA, the establishment of the Beacon Hall demonstrates these thirty-something fans wish a different road for fans.

Self-claiming as being rational fans, some Bao Zis hate a blind support. In the early 2008, they have some quarrels on whether Yoga could be criticized to become a better singer. The drastic argument caused another dispute. Some Bao Zis pointed out that they might agree with some negative comments on Yoga from Bao Zis but they also expressed that they'd rather not to see those negative words on the ground that they would like to have fun in the forum and contravention was never what they were looking for. So, Ah-shi, the hostess, set up Beacon Hall for people who have oppositional statements against Yoga. She also indicated that Acid YOGA did not intend to be a unison and any "healthy" suggestions were welcomed. As a result, the Beacon Hall, a place for finding faults with Yoga was founded.

It would also be interesting to find fans in this forum are so similar to soap

¹¹ Aska Yang did not finish the competition because of some scandals on his age and his personal life—which has been turbulent and caused a lot of "hot topics" either for *One Million Dollar* or the e-world in Taiwan. For further information, please see online news <http://www.nownews.com/2007/06/10/10845-2109824.htm> and <http://www.nownews.com/2007/06/22/10845-2115687.htm>.

opera fans. The “double viewing” by Amesley (1989) on TV fiction fans corresponds to the struggling of Bao Zis. According to Amersley (1989), the “double viewing” from fans to the soap opera shows how fans’ suspended disbelief and ironic distance from the stars. “Keeping distance” happens to be one of the guidelines of Acid YOGA. In fact, “low-key” has been once the slogan in the first edition fan (fig 8).¹² A Bao Zi, Ka Si Si, once introspected herself and astonishingly she reached a conclusion with a message titled as “Who exactly are you to me?” (2008/04/28) that she’d like to take care of Yoga in the distance far far away—a comment that may be astonishing and unusual to most fans. In fandom, worshipping is always essential for interpretation. Despite stars are seemingly treated as gods, worshipers are still eager to get close to gods. Normally, almost every fan wishes to get close to his/her star. The most notorious example can be traced back to a girl fan of Andy Lau, Le-chuen Yang, who asked her parents to sell kidneys to raise money for her to see this singer (*NOWnews*, 2006/03/29) and caused a final tragedy.

<p>Figure 8. The first edition of Bao Zi fan (backside) in which “low keyed” was printed</p>	<p>Figure 9. The second edition of Bao Zi fan (backside) in which “low key” has been altered into “high keyed”</p>
	

¹² The adjective word “low keyed” is modified for the second edition due to the releasing of Yoga’s first album. Many Bao Zis’ agree to promote Yoga, staying “low keyed” is out of fashioned. As a result, “high keyed” replaces the original “low keyed” in the second edition of Bao Zi fans.

To Erikson (1968), idolatry worshipping is a needed procedure for the adolescent identification. To Yue and Huang (2002), idolatry worship may firstly, boost up the juvenile's identification and attachment and then, commensurate a sense of remote intimacy when the youth are away from their parents. To these thirty-something, worship is a term that should be disposed behind. They have been through their adolescent time and away from their parents for a while. The identification, imitation and attachment recurred in Yuen's (2007) analysis for teenagers are rare issues in Acid YOGA. Due to the age gap, the thirty something members mostly consider Yoga as a kid. The remote intimacy in the adolescent development which is coined as being romantic and idealistic in Yue's (2007) interpretation, has been inverted into a just-a-little-closer-than-a-spectator-like relation. The sense of worship in the fan culture is transformed into a sense of encouragement—Bao Zis like to tell Yoga how great he has performed but not to worship his performance.

Problems

Having these thirty something as fans seemingly points out many advantages. In terms of the click and link, a fan community is constructed online. In this way, white collar workers can easily find chatters even when they are on duty. In Yahoo Family, the fan club of Yoga's, it is difficult to find messages left during the day time;¹³ in Acid YOGA, the day time is also a fun time. The thirty something members, basically, well-experienced in their job, may easily feel bored and need a chatting companion. A forum offers them the best place, and the best companions. And the never-stopping chatting also helps to bring more chatters who feel lonely when they want to find one to talk to. The other advantage is being

¹³ Since members in Yahoo Family, in fact, are younger fans. So, they can be frequently seen or leave message in the night time especially after school.

self-independent, these thirty something fans can spend money quite freer than the adolescent. So, an easily-fetched companion, good financial support and being more mature are the major advantages of thirty something as the pivot members.

However, Acid YOGA soon encounters problems seldom happening in other fan forums. The splitting is the first; the coming of summer vacation brings another trouble; and Yoga Lin's attitude causes the other dispute.

A. Splitting

Being rational as the key-tone, Acid YOGA opens arms to almost everybody. Normally, members in other forums would be ranked in order to view some important information. In Acid YOGA, a utopian like paradise, once registered, any new comer can obtain any message they want to. In addition, Ah-shi, the hostess-in-chief, keeps good relationship with leaders of other forums—either to Aska Yang's ONLY Aska or Jam Hsiao's form. Funny is that, to welcome these guests, members in Acid YOGA need to be polite all the time—which means malediction on either Aska or Jam is forbidden. On the other hand, critical comments on Yoga Lin are acceptable (as in the Beacon Hall). In the end, this irritates some Bao Zis who deem it odd and unreasonable to be unable to speak ill of other stars in their own home. Thus, splitting is the unavoidable alternative. In May 2008, Acid YOGA was split into two forums—one is Acid YOGA with Ah-shi and Pretty as the general hostesses; and the other is the Unitarian For Yoga Lin (or UYL) with D.S., Expressao and Chanol as the general host/hostesses—the latter two, Expressao and Chanol (both are over thirty), are always saluted as Yoga's Dad and Mom. In comparison with the opening-arm-to-all principle of Acid YOGA, members in UYL are Unitarians because they would just support Yoga Lin with all their heart. They hate any critical statement or comment against Yoga. However, it is interesting to know that the website is located in <http://eba.idv.tw/> and "eba" is a nick name of Expressao as Father E, a website designer, who is good at jokes in terms of his brilliant cartoon-like drawings. Some Boa Zis after visiting UYL would come back to Acid YOGA and bemoaned for the old old time—especially the

time with Father E, Expressao’s funny articles. None the less, the self crowned Dad of Expressao and Mom of Chanol may tell how these two members care a lot of Yoga Lin but also indicate how they elevate themselves as relatives of Yoga. Power-orientation is hidden in UYL. Remote intimacy is also working here.

B. Summer Vacation and Kids

With the coming of summer vacation, the intrinsic nature of Acid YOGA is being undermined. In a recent survey conducted on July 23, 2008 (see Table 4), the teenagers have occupied 33% membership. This survey may not prove the “invasion” of teenagers since there are up to now (the mid-August) only 216 Bao Zis answering the question but at least, it proves teenagers are indeed much active now. The new comers post or in fact flow the message board piles of messages to catch Yoga Lin’s attention. As a result, dozens of titles with Yoga’s name are demonstrated on the layout and this behavior really irritates older members. “Leave Yoga alone” or “Just take care of him within certain distance” is or used to be the principle of Acid YOGA. Nevertheless, these teenagers seemingly ruin such consensus. Again, some of the old members decided to go to UYL.

Age	[number]	percentage
0-9	[0]	0%
10-19	73	33%
20-29	79	36%
30 up	64	29%
Total	[216]	100%

Table 4. Age gap, conducted in July

C. Yoga Lin and Acid YOGA

Enjoying with reasoning, thinking, and analyzing, members in Acid YOGA do not really appreciate peace and, as a result, variance and dispute are never wants of here. Hua Lu Lu’s comment may represent how these thirty something think of the

forum, “Don’t you think the flaming [which refers to the quarrel] embodies perfectly that this forum is full of thought, is considerate, and Bao Zis are so courageous to stand out and speak out for themselves?”(2008/05/04) Hua Lu Lu was specifying how the thirty something love “reasonable argument”. Despite Miss Travel (2008/07/22) also rendered that “The controversy among Bao Zis is what highlights the features of Bao Zis’ independence and non-conformity”,¹⁴ yet, the splitting is not stoppable. It, after all, is not possible that while being at war, Bao Zis can still keep the gentle and sincere nature of this forum. Among a bunch of people who claim themselves to be rational and reasonable, it is difficult to pick up a reasonable person as the “most reasonable” judge.

Another even more serious question is, if a fan is reasonable, can he/she still be called as a fan? If a fan always finds faults with a star, how can he/she convince others that he/she is the fan of this star? A-Wan pinpointed the problem, “I had joined many forums but it is the first time that many negative comments against the star can be seen in stars’ forums”. She also questioned, “I am also a member of David Tao’s fan club. When something bad happened to him, we just support. Why can’t you? In addition, I doubt if Yoga won’t be sad after your criticism” (2008/08/13).

A Wan was right. Yoga indeed was angry. On July 20, 2008, Yoga posted a pile of messages, questioning what kind of forum Acid YOGA is, confessing he hated this place. Shockingly, he pointed at one of the fans and typed “I hate you.” After then, Yoga talked twice on the newspaper how he was hurt by the forum (*Liberty Times*, 2008/08/09; *United Daily*, 2008/08/05).

Is the story ended? Not yet. After Yoga’s getting-hurt statement, some Bao Zis felt sorry for Yoga while still some claimed Yoga needed to learn to deal and negotiate with criticism.

¹⁴ Some Bao Zis as Hua Lu Lu enjoys various different comments and opinions as a representation of independent thinking. The quarrels, consequently, imply a sense of non-conformity; namely, being a fan of Yoga does not mean a full acceptance of this star.

The Beacon Hall is still there. In fact, right now, when you visit Acid YOGA, you find “beacon” and flame in almost every section. The dispute is still on the going.¹⁵

Finale

Chi (1995) divides local Taiwan record industry into seven stages among which, 1965 to 1971 is depicted by him as the prosperous period with the boosting economy that brought out a thriving entertainment industry. Subsequently, the record industry soared up from 1972 to 1981. In comparison, people born after 1965 are around their early forties or thirties which are exactly the main component of Acid YOGA. However, the fan experience of this generation was on the brewing. At that time, they might buy tapes of stars and imitate their behaviors but crazy behaviors as storing dozens of tapes, speeding and following where the stars went might not happen. Fan culture in the seventies was preceded with gentleness. It is until the twenty-first century that these thirty-something re-experience their fandom. To some extent, these fans are able to go back to their youth time—a golden age for the record industry (1982-1991)—in their fandom. .

Among five reasons Jao (2006) concludes on the more mature fans (or Shi-nai, 帥奶 in Chinese) of Bae Yong Joon (a Korean actor), going back to the younger time is always the reason why mature people become fans. Yet, the above mentioned reason may not fully explain why these thirty-something enter the fandom. The keeping distance slogan tells how these fans are different from the juvenile fans, who are always eager to get as close as possible to the stars. “Being rational” distinguished

¹⁵ The first draft of this paper is finished in May, 2008. The revised one is in August, 2008. The final draft is on February, 2009. Actually, about one or two months after August, 2008, Beacon Hall is renamed again. Ah-shi said, “This name is just too provoking.” The new name is Mio Hall. Interestingly, Yoga Lin’s first endorsement is Mio, a name of a motorcycle and it is also Yoga Lin’s first endorsement that these thirty something decided, at that time, to go out to support Yoga Lin. The new name, thus, is quite paradoxical.

these thirty something members from the juvenile fans. Being critical to the star may rewrite the fan culture in which worshiping and idolization may not be the only two elements in a fan forum as Acid YOGA. Acid YOGA may establish a new fan culture;¹⁶ but how they can bring with their new type of fan culture and still get along well with Yoga Lin is still an unsolved problem.

¹⁶ One anonymous reviewer questioned if singers from *One Million Star*, season one, might attract a similar group of fans. Since I did not have the chance to join all forums of these singers, up to now, I am sure most fan-forum-establishers of singers from *One Million Star*, season one, are much younger—all of them are below thirty years old. Yet, there are two exceptions, one is Ah-shi who is about forty years old and the other is 929, the major forum hostess of Only Aska, is over thirty (but she resigned as the host in the early 2009). Is it possible that the age range of forum members is associated with the age of the hostess? It may still be questionable. First of all, the researcher does not have the chance to conduct the survey in Only Aska. Secondly, Ah-shi herself, in fact, seldom participates in Yoga Lin's activities while 929, in reality, has even been an agent of Aska for a period of time. She once became the lady-companion of Aska and joined with Aska the nineteenth Golden Melody Award in July, 2008. To be brief, albeit the two hostesses are not as young as other forum hostesses, they possess two different leaderships. In consequence, it is not easy to define the affiliation between the hostess's age and membership.

References

- Aden, R. C. (1999). *Popular Stories and Promised Lands: Fan Cultures and Symbolic Pilgrimage*. Univ. of Alabama Press, Tuscaloosa.
- Amesley, C. (1989). "How to Watch Star Trek." *Cultural Studies* 3.3, 323-339.
- Baym, N. K. (1998). "Talking About Soaps: Communicative Practices in a Computer-Mediated Fan Culture." Eds. by C. Harris and A. Alexander. *Theorizing Fandom: Fans, Subculture and Identity* (pp.111-130).Cresskill, New Jersey: Hampton P.
- Chang, C. Y. (1999). *Idolization and Youth identification*. Thesis. Hualien: Tzu Chi University
- Chang, D. C. (1996). "The Sub-Culture of Juvenile and the Crisis Management in School Campus." *Counseling and Guide*, 124: 17-20.
- Chen, Y. F. (2002). "The Fan(dom) of Consumption and Three Greek Myths." *Chun-Wai Literary Monthly*, 31 (4): 364-355.
- Chi, S. J. (1995). *The Internationalization of the Record Industry in Taiwan*. Thesis. National Taiwan University.
- Erikson, E. H. (1993). *Identity: Youth and Crisis*. New York: W. W. Norton & Company.
- Foucault, M. (1998). "Of Other Spaces." *The Visual Culture Reader*. N. Mirzoeff, Ed. London, New York: Routledge. 229-236.
- Jenkins, H. (1992). "'Get a Life!': Fans, Poachers, Nomads." Ed. Henry Jenkins. *Textual Poachers: Television Fans & Participatory Culture* (pp. 9-49). New York: Routledge.
- Jao, Y. Y. (2006). *A Study on Middle-aged Women Fans' Consumption Behavior: A Case of Bae Yong Joon*. Thesis. National Changhua University of Education.
- Li, T. R. (2005). "The Search of Teenager's Idolatry Trend and Adoration Extend to Consuming." Thesis, Southern Taiwan University. .
- Lu, C. (2005). "Tell the World, I can do it!" CN: Chinese Young Kids.
- Min, L. (2003). "Postmodern Features of Contemporary High Schools' Idolization." *Youth Studies* 3, 9-14.

- Peng, B. Y. (1992). *A Study of the Relationship of Adolescent Alienation and Delinquent Prone*. Thesis. National Changhua University of Education.
- Song, X. T and S. H. Jin. (2002). "Multiple Choices: On Idol Worship of the Adolescent." *Youth Studies 11*: 1-7.
- Yu, D. H. (1991). *Adolescent Worship of Chinese*. Taipei: Teacher Chang.
- Yue, X. D. (2007). *My Favorite Idol • Your Die-hard Fans—The Study of Adolescent Idol Worship*. HK: City University of Hong Kong.
- Yue, X. D. and Huang C. R. (2003). "Gender and Age Analysis of Junior High School Students' Idolatry Worship in China and Hong Kong." *Journal of the Youth*, 2: 179-191.

Online Reference (including newspaper, magazine and forum)

- Acid YOGA. <http://acidyoga.org/phpbb2/>
- China Times*. May 31, 2008. Retrieved June 2, 2008 from <http://showbiz.chinatimes.com/Chinatimes/ExteriorContent/Showbiz/Showbiz-Page/0,4434,content+110511+112008053000463,00.html>
- Here Comes Kan-si*. CtiTV. Released time: April 9, 2008.
- Liberty Times*. Aug. 9, 2008. Retrieved Aug. 15, 2008 from <http://www.libertytimes.com.tw/2008/new/aug/9/today-show11.htm>
- Marie Claire*. (2008). Issue 181 May.
- NOWnews*. March 29, 2006. Retrieved Feb. 5, 2009 from <http://www.nownews.com/2006/03/29/340-1922518.htm>
- One Million Star - Best of Season One*. (November 2007). DVD. HIM International Music International Company.
- ONLY Aska. <http://www.onlyaska.com/index.php>
- UDN*. (or *United Daily*). Feb. 19, 2008. Retrieved June 2, 2008 from <http://udn.com/NEWS/ENTERTAINMENT/ENT1/4223430.shtml>
- UDN*. (or *United Daily*). 2008. 08.05. Retrieved Aug. 15, 2008 from <http://udn.com/NEWS/ENTERTAINMENT/ENT1/4456103.shtml>

Unitarian for Yoga Lin, the. Retrieved July 24, 2008 from <http://eba.idv.tw/>

“Yoga Lin.” Wikipedia. Retrieved June 2, 2008 from http://en.wikipedia.org/wiki/Yoga_Lin

“Yoga’s Saying.” Wikiquote. Retrieved June 2, 2008 from <http://zh.wikiquote.org/w/index.php?title=%E6%9E%97%E5%AE%A5%E5%98%89&variant=zh-tw>