

When I stood in the bubble tea shop watching people, I could clearly see how internet celebrity culture affects what they do—almost everyone's actions were tied to taking photos, sharing, or following online tips, and those little details told me a lot about this culture.

First, I noticed a girl waiting in line for her bubble tea. She wasn't just standing there; she kept scrolling through her phone with her head down, and every few minutes, she'd lift her phone up to take photos of the whole shop—she snapped the light signs on the wall, the menu board with beautiful pictures, even the line of people ahead of her. I peeked at her phone screen once (by accident, when she held it up) and saw it was full of posts about bubble tea—other people's check-in photos at this shop, and lists of "the best drinks to order here." I thought to myself: she must be looking for internet celebrity guides to pick the right drink. And for the pictures she took, she'll definitely post them online later, hoping to get likes or let others know "I have been here too".

Then, a group of women walked over after getting their bubble teas. They didn't take a sip first—instead, they huddled together, putting all their bubble tea cups in a neat row on the table. They took three or four photos, checking each one to make sure their smiles looked nice and the drinks looked colorful. After they were happy with the photos, they finally began taking sips. I could tell: for them, drinking bubble tea wasn't the main thing. The important part was "checking in" by taking photos and sharing them on those internet celebrity apps—they wanted to join the conversation online about this shop.

Behind this experience is what modern city people need-a feeling of connection and belonging. Internet celebrity culture gives people an easy way to socialize through "check-in and sharing." The bubble tea shop is a space that holds this need.