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Video Going Viral: Subjective Emotional Clash Vs. Objective Emotional Assertion

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1. INTRODUCTION AND RESEARCH QUESTIONS

Understanding factors affecting online popularity can assist content creators in developing attractive content and aid content consumers in coping with information overload [1]. Viral videos can quickly capture the attention of viewers and gain immense popularity in a short period. Advertisers and content providers will benefit from understanding what makes videos popular and identifying them early.

As video platforms that rely on user-generated content, YouTube, bilibili and so on, have a lot of "UP" and "Youtuber" (channel owners and video uploaders) who upload original or unoriginal videos to communicate with viewers and present their experiences, and express their opinions, and feelings. The immersive watching experience incur viewers' emotional responses in the comments area, evoking either empathy or revulsion [2]. Guadagno et al demonstrate, through a dynamic illustration of video-induced emotions, that the emotional characteristics of videos will cause them to be popular [3]. The title and cover of the video are exposed features, especially the emotions in the title can be easily perceived. Therefore, this work examines the effects of video emotions expressed in titles on the diffusion effect of the video itself using bilibili as the research environment. In essence, the video title, as a narrative text, is a microcosm of the video content, and the narrative effect will be affected by many factors. Several academics have emphasized that the existence of recognizable characters. Personal pronouns in the text, is a necessary condition for narrative transmission[4]

Therefore, in this study, we explored the relationship between the emotional polarity expressed in the video title and the popularity of the video based on bilibili video view data. Furthermore, we investigated the role personal pronouns play in moderating the effect of the emotional polarity of the title on video plays.

2. THEORY AND RESEARCH FRAMEWORK

Based on the emotions as social information theory and the narrative transportation theory, the hypotheses and research framework are proposed herein (Figure 1).
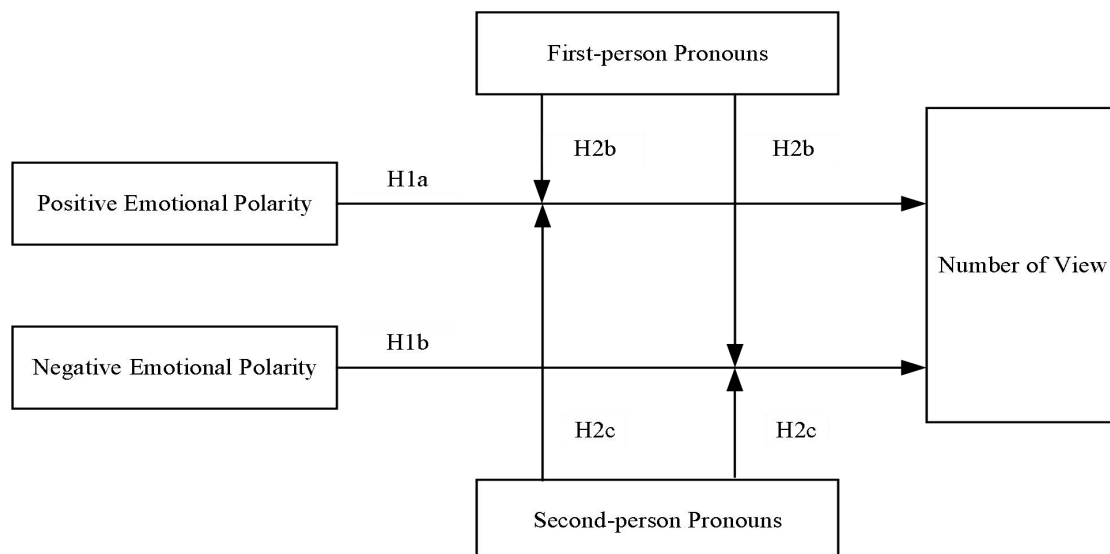
Figure 1. Research framework

In this work, the freshly published 49989 films on April 1, 2022, serve as the research object, with the period from April 1 to April 17 constituting the observation window and calculate our hypothesis through negative binomial regression.

3. RESULTS AND MAJOR FINDINGS

We found that explicit positive and negative emotions in video titles can affect users' interest in clicking in.Secondly, we found that videos using personal pronouns in video titles had a signif icant impact on amount of plays. But unlike what we thought, personal pronouns strengthen emotions and then attract more clicks and views, our results were surprising.

Viewers show indifference to video uploaders' negative emotions unless the uploader is an internet celebrity with many followers. On the other side, users are attracted by video titles with second-person pronouns on average, and it is better to keep objective when titling the video for maximum views. In addition, from the heterogeneity analysis, we also found that people prefer small "UP" (bilibili video uploader with small amount of subscribers) to express positive emotions in video titles than influencef video titles.

	Model 1		Model 2		Model 3	
	Coef.	SE	Coef.	SE	Coef.	SE
_cons	3.850***	(0.246)	3.864***	(0.246)	3.824***	(0.246)
PosPol	0.015***	(0.003)	0.015***	(0.003)	0.017***	(0.004)
NegPol	0.064***	(0.003)	0.064***	(0.003)	0.074***	(0.036)
IfPro	-	-	-0.030	(0.024)	-	-
First_Pron	-	-	-	-	0.038	(0.044)
Second_Pron	-	-	-	-	0.227***	(0.051)
Control Variable	Control		Control		Control	
Pseudo-R2	0.0816		0.0816		0.0817	
Observations	49989		49989		49989	

4. CONTRIBUTIONS

As users produce content videos and enterprise video ads, promotional videos, etc., they need to gain higher popularity and attention. Then benefit from the videos. Therefore, it is essential for individuals and enterprises to deal with video to make it look more attractive to the audience. We found that both positive and negative video titles can effectively improve the early viewing volume and popularity of video. Therefore, when making and sharing videos, we need to pay attention to the form of emotional expression of video titles.

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