

THE EFFECT OF CONTENT VIRAL VIDEO TO ENGAGEMENT AND CONVERSATION

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Abstract

The study attempts to fill the gap relate to an absence investigation of viral video contents that engage audience and capable to provide talkable topic to build a conversation. Expectantly, the findings will help brands in developing best content strategy for online video advertisements. The goals of this study are to identify the elements and contents of online viral video ads, investigate the effect from each contents (ex: Emotion Evokes, Self-Expression, Zeitgeist) and elements (ex: Duration, Musical Qualities, Presence of Celebrity) to engagement and conversation. The research uses both qualitative and quantitative methods of gathering data by recording comments from viral video advertisements of popular brands on YouTube and Facebook, as well as content analysis to analyse the data. Results indicated that brands are likely to set the product function or performance aside, then put interesting stories to fish comments and conversation. The mix content strategy is being used by many brands, yet the content which could evoke audiences' emotions and performs by popular artist, places the highest rank in engaging people and building conversation.

Keywords: Marketing Research, Online Viral Video, Content Analysis, Online Consumer Engagement, Generate Conversation.

INTRODUCTION

Today's, every brand strives to become talkable. Being talkable means a brand would likely to join consumers' conversation, therefore the brand will remain on customer's mind. Further, customer engagement is considered important for the brand because it includes participative from the customer. Bruijn (2015) study has stated the importance of visual assets has stated by 65% of senior marketing to communicate the brand story. Video as media is considered captivated and easy to view. By maximizing the utility of online video, brands assign some interesting contents to make it viral then involve in people's conversations. Pirouz et al (2015) stated that viral video capable to captures massive number of views, shares, comments, and likes. Viral video advertisement has longer duration rather than TV commercial. The term of viral refers to quick shareable content from one to another. These topic was becoming phenomenal and attracts expert attention. Lots of discussion attempted to explain the reason behind this phenomena emergence. Besides, there is still an absence investigation of viral video contents that engage customer and capable to provide talkable topic to build conversation. Consequently, this research would further investigate the element and content on viral video as well. the researcher develops objectives to fill the gap and attempts to do further investigation. The study objectives are to identify online viral video elements and contents, investigate the elements and contents effect to consumer

engagement, and explore the elements and contents emotional effect in providing talkable topic to build conversation.

Further, the study is limited to collect comments attached on viral video advertisement from popular brands at YouTube and Facebook. The data was gathered only in limited time. comments on each video at each platform gathered in one day at specific date.

LITERATURE REVIEW

Viral Video

Videos are known as visual content that easy to view and captivated. Every brands attempt to craft content to make a video become viral. Viral term referred to quick sharable content from one to another. Viral video may define as widespread of popular video with get at least 100,000 views and quickly shared to other through email, instant messages, and media-sharing website (Wallsten, 2010). Lots of reason behind video becomes viral has been studied by expertise. Pirouz et al. (2015) has mentioned humor, amazing and disgusting contents drive higher views. Further, content of video which has maximized the influence of strong emotion evoked is likely to go viral (Izawa,2010; Berger & Milkman, 2011; Guadagno et al., 2013). The entertaining, informative or intense, related to trend or event, attracting audience's desire to serve others, express individual, communicative among others, and thanked by others are the keys in making contents for video, thus it would go viral (Izawa, 2010; Unruly, 2015). Relates to emotional response given to viral video, Unruly (2015) explicate the positive and negative emotions which likely aroused. Positive emotions which mentioned are warmth, happiness, hilarity, and surprise, whereas the negative emotions such as confusion, contempt, anger, and disgust. Concisely, previous studies agreed that emotions are playing important role in making videos viral. Video which have intense emotional prompt more sharing and high numbers of views. On the other hand, previous research also found the elements that make video become viral. West in 2011 then explored more about the elements of video that might drive it to viral. The findings of them shows there are several elements that make video goes viral which are Duration, Element of Laughter, Element of Irony, Element of Surprise, Presence of Musical Qualities, and Presence of Celebrity.

Online Consumer Engagement

Engagement may defined as act of sharing in the activities of a group (Free Dictionary). Basically, engagement is an active participation (Atherley, 2011). This definition is being analysed further in term of marketing. In social media, engagement views as simple as participative act in online environment (Evans, 2010; Harden & Heyman, 2009; Solis, 2010). In advertising field, emotional engagement plays important roles. According to Heath (2007), engagement is entirely about feelings and emotions. Further, the emotional engagement has positively correlated with number of download, views, as well as comments

left on ads online (Siefert et al., 2009). It supported by Micu and Plummer research in 2010 that shown the importance level of engagement is higher than emotions elicited by the video content, regardless the positive or negative emotions appeared. However, this level of emotional engagement depends on context presented by advertisements (Marci, 2006).

Emotional Valence

According to Barrett & Russell (1999), emotions consists of 2 emotion valences (positive & negative) and 2 arousal levels as level index for emotions (high & low). These emotions further affected human cognitive, attention, and level interact among them (Ochi, 2005; Sussman et al., 2013). The emotional information delivered among social media users were not only exchanging textual information, yet also communicating their feelings to each other then involved in conversation (Wang, Prendinger, & Iragashi, 2004). Relate to Peters & Kashima research in 2007, information with positive emotion valence are more likely to share.

Generating Talk

Atherley's research shown that online engaged consumers tend to respond and build conversation and discussion. Emotions play important role in generating talk. These vary in valence such as positive and negative. In literature, there are two dimensions of emotion which are valence and arousal (Clare & Schnall, 2005). According to Rime (2007). people who experience emotional event or information tend to talk about it and share with others. The high level intensity of emotions makes people tend to shared it persistently soon after it occurred and the urge to share them extends on a longer period, thus the information will be quickly widespread.

Intense emotions are capable to increase message processing. Lang (2006) conveyed that negative emotion requires more careful and immediate processing rather than positive emotion. This confirmed of fact that negative emotion evokes greater message processing. In accordance to Eveland & Thomson (2006), message with greater message processing expected to generate talk. Engaging in conversation may required people to engage and elaborate with the message as well. Further, the desire to elaborate may lead to talk with others about the content.

Youtube And Facebook

As one of the biggest platforms, YouTube allows its user to be connected, watch, spread information trough video, then facilitates the video creators to share their original content in advance (YouTube, 2016). As it serves to YouTube users, particular video advertisements of brands had high views, comments, like, and subscribes. In additional, some of the active user re-upload the advertisements on their personal account.

Facebook is known as social media site and mobile application which embrace their users to connect, share, discover information, and communicate with each other (SEC Filings, 2016). More than 1 billion active users have accessed Facebook in their daily life.

Facebook allows its users to share information in many forms, such as text, photo, video, infographic, etc. Nonetheless, the Virality concept in Facebook was measured through shares and comments that the post got (Turitzin, 2014).

METHODOLOGY

Instrumentation

The data collection will record comments attached on the post of viral online video advertisements at Facebook and YouTube will be recorded. The data was obtained from popular brand online video advertisements. Therefore, there are 10 videos selected as representative which are:

1. Kit Kat – Mentok The Legend: “Pendekar Golok Emas”
2. Thai Life Insurance - "Unsung Hero" (Official HD): โฆษณาไทยประกันชีวิต 2557”
3. Dove – “You’re More Beautiful Than You Think”
4. NIKE – “The Last Game”
5. Hyundai – “First Date”
6. Fanspage.it – “Slap Her: Children’s Reactions”
7. SAMSUNG – “Samsung Galaxy S7 and S7 Edge: Official Introduction”
8. Knorr – “#LoveAtFirstTaste”
9. Android – “Friends Furever”
10. Syahrini x YouTube Indonesia – “Nonton Pintar”

Population And Sampling

The research will use Simple Random Sampling to gain greatest accuracy of data. The sample size is determined through Slovin Theory. The theory defined as:

$$n = \frac{N}{(N \times \text{error}^2) + 1}$$

N = Number of population

n = Sample size

e = Error

Further, the level of sampling error is set of 5%, with 95% confidence level.

Data Gathering Process

The comments from 10 brands’ viral video advertisements at YouTube and Facebook will be copied to excel data and numbered from 1 and forth. Not only the content of comments, the researcher also recorded the likes and dislikes in regards to each comments. The comments will be described as comments or reply comments. Reply comments indicated that there are conversations and discussion formed among the YouTube and Facebook users. Each comments from two platforms then will be sampled use random sampling method.

Data Analysis

The data will be analysed to discover elements and contents of video that would likely make it goes viral. Further, this analysis will explicate the effect of each elements and contents to engagement and conversation.

1. Content Analysis

The research used content analysis both in quantitative way and qualitative way. Basically, the quantitative content analysis is more related to record the word frequencies, spare measurements, time counts and keywords frequencies (Kondracki & Wellman, 2002), while qualitative content analysis is more concern to analyse the communication content with qualitative sociology or psychology (Rose et al. 2015).

2. Intercoder Reliability & Relative Frequency

Related to this research, Percentage of Agreement is considered proper as form of validity test. This test performs relative frequency as well. It forms simple percentage of agreement among coders' decision in equal unit data (Neuendorf, 2002). Below is the conceptual formula of Percentage Agreement (Wang, 2011):

$$PA_o = A/n$$

PA_o : observed proportion of Agreement
 A : number of agreement among coders' decision
 n : total number of decision made

The validity will be done for each categories. However, the validation done for this data might not be valid onwards, based on reason that the data in this research is categorized as big data. Flexible characteristics in big data refers to data capabilities of expanding (can enhance new fields easily) and scalability (can enlarge in size rapidly) within uncertain period (Kitchin, 2013).

Determination of Concept

The research focused on element, content of viral video and emotions driven through comments. Hence, the concepts are determined related to contents of video and emotions driven by audiences. Recall from West (2010) research, there are several elements that could make video goes viral, which are:

1. Duration
2. Music
3. Presence of Celebrity

Further, related to previous research, there are several contents that could make video goes viral:

1. Emotion Evokes

Contents of video which involved high arousal of emotion evokes and generates strong affective responses were more likely to viral, regardless positive and negative emotions (Berger & Milkman, 2011; Guadagno et al.,2013). In reference to emotion valence, positive and negative emotions may listed below,

Positive: Hilarity, Happiness, Warmth, Surprise, Funny

Negative: Disgust, Anger, Sad, Confusion, Contempt, Fear

(Izawa, 2010; Guadagno et al., 2013; Pirouz et al., 2015; Unruly, 2015). These words will become the keywords for emotion evokes. The keywords that might appeared relate to Zeigeist are Political, Economical, Social, Technological, Environmental, and Legal Issue. And for Self-Expression, the keywords that might appear are similar experience and self-reflection.

2. Contents of video which involved zeitgeist and self expression were more likely to viral. (Izawa, 2010; Unruly, 2015).

These elements consist of Duration, Music, and Presence of Celebrity will become categories to separate the comments data as response relate to elements of video. Whereas, Emotion Evokes, Self-Expression and Zeitgeist will become categories to separate the comments data as response relate to contents of video.

Further, the researcher also creates additional concept which is “Others”. This concept will categorize comments data as response relate to elements and contents of video which are not mentioned within the previous researches in literature review. The categories were divided to several keywords based on those relations. For elements the keyword that might appeared are Ad’s attribute (property, language, and placed used), Line, Part of Scene performed on video and for contents, the keyword that might appeared are beautiful, irony, weird, and extraordinary. The categories of “Others” also represent responses of audience relate to brand and complementary comments.

DISCUSSION

Element Of Viral Video

Table 1. Response of Audience to Elements of Viral Video

Response to Elements Video	Average Relative Frequency	Average Emotion Valence Relative Frequency	
		Positive	Negative
Duration	0.73%	0.29%	1.25%
Music	3.01%	2.76%	0.78%
Presence of Celebrity	13.26%	10.68%	2.97%
Part of Scene	4.61%	4.18%	1.27%
Line	2.11%	2.02%	0.55%
Ads' Attribute	2.03%	1.75%	1.18%

Presence of Celebrity appeared to be the most elements mentioned in comments, followed by Music that used on video. Presence of Celebrity is more likely to be mentioned in video filmed by popular talents for example NIKE and Syahrini video advertisements. According to the results, comments relate to music mostly discussed the music genre used in video and its relation to the content of video. Music collides with contents will attained

more attention. Part of scene is usually mentioned in video which evokes feel of funny. Moreover, attractive - unique line and attributes used in video also got audience attentions. Ads' attribute and duration have low frequencies of being mentioned in comments. However, these two elements still got audience minor attention. Longer duration is found better than shorter duration.

Content of Viral Video

Table 2. Response of Audience to Contents of Viral Video

Response to Elements Video	Average Relative Frequency	Average Emotion Valence Relative Frequency	
		Positive	Negative
Emotion Evokes	39.98%	31.42%	9.03%
Self-Expression	5.11%	3.90%	1.27%
Zeitgeist	5.89%	4.09%	4.31%
Beautiful	4.04%	4.04%	
Extraordinary	0.90%	0.90%	
Irony		0.27%	0.27%
Weird			2.41%

Video which has strong emotions evoked is likely to goes viral (Izawa, 2010; Berger & Milkman, 2011; Guadagno et al., 2013). According to the results, feel of funny, amazed, warmth, adoration, affection, and sadness are dominating the comments appeared relate to emotions expressed by audience. Most of feel emerges above are in positive emotions. Only feel of sadness represent the negative emotions. Briefly, content with positive emotions is more likely to goes viral than the content with negative emotions. This fits with previous research done by Peters & Kashima research in 2007 which stated that information with positive emotion valence are more likely to share and Izawa research in 2010 which mentioned humor, amazing, disgusting will generate higher views. Video relate to trend or event occur around audience also considered success in making video goes viral (Izawa, 2010; Unruly, 2015). This research found social issue in trend or event is more attractive to get audiences' attentions. Further, video content that could be reflected by audience is likely to goes viral (Izawa, 2010; Unruly, 2015). Comments relate to self-expression are frequently found at video with daily life story as the content. Audience were likely to response beautiful to video which has beautiful content about beauty and love, extraordinary to video which has innovation and unique content, weird to absurd video and not relate to audience senses. Beautiful, Extraordinary, Irony and Weird are other response that found during the data analysis. Comments mentioned about beautiful has huge significant difference among those 4 new categories. This fact leads to results of audience likeliness to see video with beautiful emotions involve in its content.

Effect to Engagement and Conversation

High Engagement

Presence of Celebrity, Music, and Part of Scene have high engagement to audience. Each of categories have high frequency of comments appeared and mostly the comments are in positive emotions. In relation to content, contents which have strong emotion evoked, beautiful emotions, relate to zeitgeist and self-expression have high engagement to audience. Mostly the comments appeared relate to this kind of content are in positive emotions. Briefly, Presence of Celebrity, Music, Part of Scene, Emotion Evokes, Self-Expression, and Beautiful categories have high engagement to audience through positive emotions delivered. Contrast with the other, Zeitgeist has high engagement to audience through negative emotions delivered. High engagement will lead to high participative action done by audiences.

Low Engagement

Line, Ad's Attribute and Duration have low engagement to audience. In regard to content, content which perform extraordinary, irony and weird has low engagement as well. These shown from the frequency of comments appeared related to these categories are low. Audiences were not interested enough to mention those categories while leaving comments, thus these would results low participative action done by audiences.

Conversation

High engagement of elements and contents to audiences lead them to build conversation. The findings shown that Presence of Celebrity, Music, Part of Scene, Emotion Evokes, Zeitgeist, Self-Expression, and Beautiful categories are likely to become topic for conversation. The results derived from high frequencies of those categories only in reply comments. Reply comments represents conversation built in the platform. Mostly, the conversations were in positive emotions. However, comments relate to zeitgeist elicit negative emotions has high engagement to audience and more likely to generate talk. These results suit the previous literature that stated contents with negative emotions evokes are likely to generate talk (Eveland & Thomson). Briefly, both of positive and negative emotions could make a content goes viral, yet content with positive emotions is more attracting and engaged with consumer.

CONCLUSION

There are 6 elements of video that need to be concerned while making a video. Those are Presence of Celebrity, Music, Part of Scene, Line, Ad's Attribute and Duration. Further, the most important elements are Presence of Celebrity, Music, and Part of Scene. To attract and engage with the audience, talents performed in video has to be popular artist or well known figure. The music used on the video needs to suit the story delivered on video. Further, for video content which likely to evokes feel of funny, it's important to pay attention to part of

scene and line. Unique part and line with positive emotions are highly engaged audience. Besides, there are 7 categories of response relate to video content as well, which are Emotion Evokes, Zeitgeist, Self-Expression, Beautiful, Extraordinary, Irony and Weird. Yet, Emotion Evokes, Zeitgeist, Self-Expression, and Beautiful are the most important response. Creators should create content to evokes these kinds of emotions. Relate to zeitgeist response, video which relate to social issue is more attracting audiences' response. Negative zeitgeist content is more likely to engage and generate talk. Therefore, creators could involve negative trends or event in their content. Video content with daily life stories will increase the audience response relate to self-expression. These engaged audiences and triggered high participative action in sharing and building conversation

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