

Audiences of Social Media Tend to Like Videos/Moments with a High Frequency of Likes

-- A Study on Conformity

Yujia Shen

Ningbo Xiaoshi International Center, China

*shenyujia0319@163.com

Abstract

Social media is an important means and bridge for connecting people in the virtual space of the Internet. Wechat and Chinese Tiktok, which are the influential social media in China are the main online spaces for Chinese people to socialize. WeChat is mainly a circle of acquaintances and comes with video mini programs, leaning towards social media dominated by relationships; Tiktok is mainly an open circle of strangers, preferring content oriented social media. Like, as a common way of interaction in internet products, is a seemingly simple but complex behavior. This article will analyze and explain the common phenomenon in social media from the perspective of conformity.

Keywords

Internet; Social Media; Likes; Videos; Conformity Psychology.

1. Introduction

In current digital age, social media has become an important platform for people to communicate and obtain information. Among them, video sharing websites such as YouTube and TikTok have become popular areas where users are active. On these platforms, users can like their favorite videos, and this behavior not only acknowledges the videos, but also reflects their popularity and influence. Like behavior is an interactive form of interpersonal communication. From the perspective of communication psychology, the motivation for liking is generally divided into hedonic motivation, utilitarian motivation, compliance motivation, conformity motivation, affiliation motivation, etc. Happiness motivation refers to the process of liking, in which individuals experience a sense of spiritual pleasure. This is a natural behavior of recognizing content or relationships, and during the process of liking, individuals themselves can also experience happiness. Practical motivation refers to the process of using social media where individuals can gain knowledge or enjoy convenience, thereby giving publishers the motivation to continue producing information. Obedient motivation refers to an individual's consideration of the expectations of others when expressing their opinions, that is, they consider others' feelings and give likes to cater to such feelings. Conformity motivation is the state in which individuals believe that in social media, their behavior and views are consistent with those of others and can avoid being isolated. Subordination motivation refers to the use of friendly ways by individuals in a group based society to try to maintain consistency with others, as this tendency leads to individuals maintaining harmony with others in interpersonal interactions.

In recent years, research has found that users are more inclined to like videos that have already received a lot of likes. The author believes that this is not only a manifestation of true identification with video content, but also a manifestation of a herd mentality among colleagues.

Therefore, this study aims to explore this phenomenon in depth and analyze its possible influencing factors from multiple perspectives.

2. Literature Review

Zhang Yu, Zhao Haobo A Multidimensional Study on Like Behavior in Social Media [J] *News enthusiasts*, 2017 (8): 8-11.1 argue that the likes behavior of social media dominated by relationships is an interactive form of interpersonal communication. The research on the motivation of liking behavior in interpersonal communication is mainly reflected from the perspective of communication psychology. Generally speaking, the higher the tendency towards consistency, the stronger the motivation for liking. Like behavior has a certain positive effect on maintaining interpersonal relationships and accumulating social capital. In content driven social media, content itself becomes the main factor that attracts individuals to like. Like behavior has a certain positive effect on maintaining interpersonal relationships and accumulating social capital. In content driven social media, content itself becomes the main factor that attracts individuals to like. From the perspective of information producers, the massive likes behavior has great significance for mastering precise marketing of information consumption. From the perspective of individual users, long-term likes data will accumulate and have a significant impact on analyzing individual interpersonal activity and information preferences. As an important and common form of social media interaction, multidimensional analysis of likes behavior can to some extent explain this simple and complex phenomenon.

The impact of group psychology and conformity psychology on online media [8] points out that the influence of group psychology and conformity psychology is inseparable. Among them:

Firstly, the online community and its influence are becoming increasingly significant. Due to the unconscious herd mentality of the online community, when hot topics are exposed, netizens always tend to refer to comments to gather attitudes and opinions about online hot topics. However, when one voice overwhelms another voice, those who later hear such voices tend to be on their side. Perhaps many netizens may not strongly agree or oppose the news in their hearts, but when most people hold an attitude, their repeated arguments about their stance will also attract more people's attention, believing that this viewpoint is correct. This cycle of repetition has led to an increasing number of people holding the same viewpoint, which has also accelerated the spread of this viewpoint. Because most netizens find it difficult to remain sober and independent at all times, and as the number of a group increases, their influence also increases.

Secondly, there is irrational and blind optimism among netizens. When a force becomes powerful and belongs to a group, there will also be a mentality of blind confidence and blind optimism. Under the influence of this psychology, they will refuse to communicate rationally with the other party and also reduce patience. Therefore, under the irrational control of the masses, they are also infected by the momentum of the group they belong to, coupled with the lack of legal and moral constraints in the online environment, and are likely to engage in impulsive behavior.

Thirdly, there are two distinct perspectives on the topic. Netizens generally tend to accept a simple bipolar perspective of either black or white when discussing a topic. People with two opposing views tend to negate each other and form extreme public opinion, so opposing parties are likely to have verbal conflicts and form online farce.

Last but not least, it is prone to group loss of control. When a controversial piece of news appears and there are significantly more people supporting one side's viewpoint than the other, people in a group with more people are likely to ignore the facts, abandon moral constraints, forget their personal identity, and submit to the group's viewpoint. The larger the population size, the more likely the members are to lose more self-awareness, weaken their self-restraint

ability, and experience group loss of control. Take myself as an example, when I browse the videos on Tiktok, I found out that when villains appear on the video, most of people will curse them without thinking, even though the content of the video is to find out the good qualities of them. It will become a cyber-violence very quickly.

3. Discussion and Analysis

New media video audiences tend to like videos with more likes - this phenomenon may be influenced by multiple factors. Firstly, herd mentality may be an important factor. People are often more likely to recognize things that have gained public recognition, which may be an instinctive reaction of humans. Secondly, the quality and attractiveness of video content may also be factors that affect user likes. If a video has high quality or strong appeal, it is more likely to receive a large number of likes, which makes more users tend to like it. In addition, social influence and group pressure may also to some extent encourage people to behave similarly to others. For example, when a video suddenly becomes popular on social media and receives a lot of likes, it may have an impact on other users, making them more inclined to like the video. But overall, this phenomenon itself is influenced by many factors, and the author believes that there are four core factors;

3.1. Video Quality

Firstly, video quality is a key factor. Audiences tend to like videos with high likes, possibly because these videos are superior in terms of production quality. These videos typically have clearer visuals, more interesting content, more detailed analysis and better creativity. In addition, these videos may also be more in line with the audience's aesthetic and interests, making them more likely to resonate and identify with the audience. Also, the videos that are easy to understand are able to get more likes, like some funny videos. The videos posted by celebrities may also get high like numbers.

3.2. Social Psychology (Conformity Psychology)

Secondly, audience likes are also influenced by social and psychological factors. On social media, people often express their identification and support through likes, and are also influenced by other people's likes. Audiences may think that if a video is liked by many people, it is likely to be more worthy of recommendation and recognition, so they are more inclined to also like it. If people see a high-quality video with low like number, they are less likely to point the "like" button.

3.3. Self Actualization

Finally, videos with high audience likes can also meet the audience's self actualization needs. On social media, people hope to gain more attention and recognition through their actions. By liking videos with high likes, you can gain more attention and recognition on social media, thereby improving your social status and self-esteem. Also, they can easily find out those videos with high audience likes in their accounts and try to imitate them to gain more audience flows.

3.4. Social Exchange

The likes behavior in social media is also reflected in social exchange theory. The reason why individuals interact with each other is because they all derive something from their interactions. Like behavior, as a form of social exchange, manifests as a basic reciprocity in social media, especially as a signal of relationship investment, circulating as a social currency in social media. In summary, there are various reasons why viewers tend to like videos with high likes. On the one hand, these videos are superior in production quality and can attract the attention of the audience; On the other hand, the audience's likes behavior is also influenced by social and psychological factors, as well as driven by the need to meet self actualization. This phenomenon

reflects the new characteristics of people's behavioral patterns and psychological needs in the era of social media, and also provides new ideas for related research and applications.

Of course, further research and exploration are needed to understand this phenomenon. For example, different types of videos may have different impacts on viewers' likes behavior; In addition, the individual characteristics of the audience, such as age, gender, and cultural background, may also affect their likes behavior. Future research can delve deeper into these issues to better understand the complexity and diversity of audience likes.

For video sharing websites, they can try to use this phenomenon to increase the popularity and influence of videos. For example, user likes can be guided by increasing the initial number of likes or selectively increasing the likes of certain users to videos.

For advertisers and marketers, they can use this phenomenon to increase product exposure and sales volume. For example, advertising and marketing activities on social media can guide consumers to like product videos, thereby increasing product awareness and sales. In contemporary China, liking behavior through media can be directly transformed into economic content. For example, liking behavior in WeChat belongs more to the category of interpersonal communication, and liking behavior from the perspective of media economy has become an important method for collecting a large number of user preferences, which is an important data resource for media producers. The massive collection of likes has enormous commercial value, and the interactive behavior driven by technology can be accurately calculated. The number of likes can be quantified, becoming a technical tool to digitize and refine the public's "love attention". The content and relationships liked have also become important electronic traces for individual users to analyze their interpersonal communication relationships and information tendencies.

For ordinary users, understanding this phenomenon helps to better understand and predict behavioral patterns on social media, thereby better utilizing social media for communication and information acquisition. At the same time, it is also important to avoid blindly following the crowd and make choices and judgments based on one's own interests and values.

4. Conclusion

This study reveals a new pattern of user behavior on social media through in-depth exploration and analysis of the phenomenon of liking videos with more likes. In short, the tendency of viewers to like videos with high likes is an important phenomenon in the era of social media, and there are complex reasons behind it. For commercial institutions, it has great commercial value; Because the massive amount of big data can capture a general target audience more comprehensively, the data set of personal likes can analyze individuals' relationship and information tendencies in social media more comprehensively. The overall analysis and utilization of data is a new field worth further research and improvement in the future.

In the future, the author hopes to conduct more in-depth research and exploration on the phenomenon of new media video audiences tend to like videos with more likes. This not only helps us better understand the operating mechanism of social media, but also provides valuable references for practice in related fields. It can also help us better understand people's social behavior and psychological needs, and provide new ideas and inspiration for the development and application of social media.

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