

# Research on Viral Communication of New Media Based on Online Social Network

Weina Shu

UC Davis, Davis in California 95616 CA, America

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**Abstract:** With the rise and growth of new internet media, online video is more and more favored by netizens. The influence of video media has been continuously strengthened, and the online video marketing market has made great progress in recent years. In addition, due to the relatively loose network supervision environment, the creative space of online video advertising is also broader. With the dual advantages of TV advertising and online advertising, online video advertising has significant marketing advantages. As a relatively new form of online advertising, online video advertising has been integrated into the lives of netizens, and viral online video advertising is a strong representation of online video advertising. Different from previous advertisements, viral video advertisements require audience to spread to others after watching, and spread the advertisements to a wider range. Therefore, it has high requirements for audience participation. This paper analyzes the structure of new media communication in the online social network environment, and discusses the characteristics of high viral transmission of new media video backbone.

**Keywords:** New media, Video advertising, Social network, Viral transmission.

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## 1. Introduction

Social network is a typical complex network, and social network research is closely related to complex network research. Among all the forms of online video advertisements, viral online video advertisements are loved by advertisers and advertising operators because of their fast transmission speed, wide transmission range, low transmission cost, and difficulty in causing user conflicts [1]. Viral online video advertising is a form of online advertising in which advertisers spread products or information to the target audience through videos in the Internet, and the audience actively and quickly transmits products or information to others in the receiving process [2]. With the rise and growth of new internet media, online video is more and more favored by netizens. The influence of video media has been continuously strengthened, and the online video marketing market has made great progress in recent years. Among all the forms of online video advertising, viral communication is favored by advertisers and advertising operators because of its fast communication speed, wide communication range, low communication cost, and the characteristics of not easily causing user conflicts [3]. As a relatively new form of online advertising, online video advertising has been integrated into the lives of netizens, and viral online video advertising is a strong representative of online video advertising.

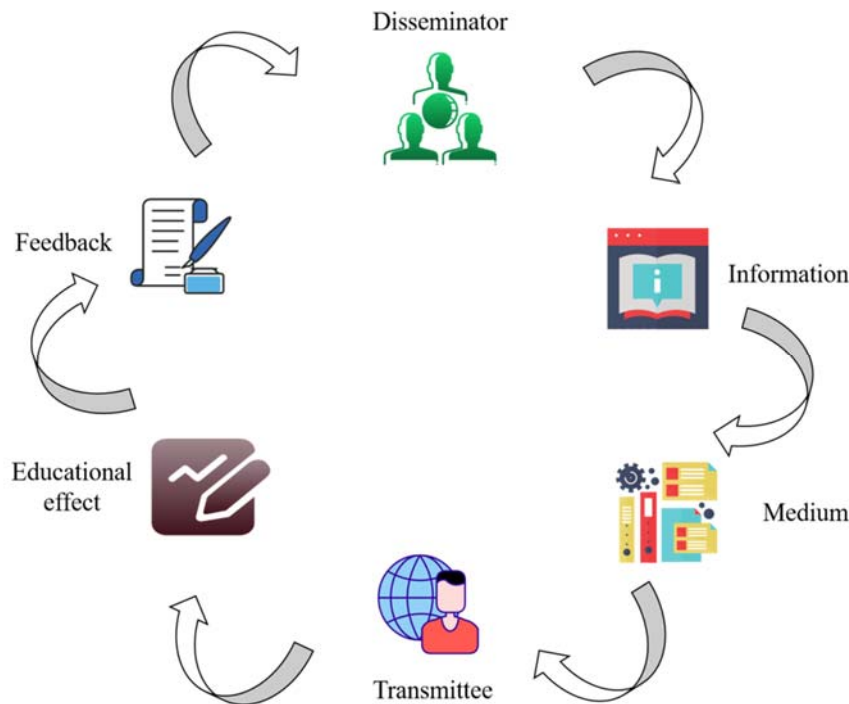
In the process of "virus" transmission, the executor is the audience. No matter what the advertising content itself is or how the transmission process is, the audience is the final and effective receiver of information, and the executor in the transmission process is also the audience [4]. In the spread of viral video advertisements, the audience is not only regarded as the end of the spread activities, but also becomes the "transfer station" of information. Spreading it occupies a different position from the previous spread activities [5]. Different from the previous advertisements, viral video advertisements have high requirements for audience participation, because they need the audience to spread to others after watching and spread the advertisements to a wider

range [6]. This principle further strengthens the interaction of online media and improves the initiative of the audience. Traditional media are also trying to combine technology to make themselves attractive. In this way, the new and old media intersect and merge, forming the unique media environment of this era. When it comes to communication activities in this environment, interactive communication, as a powerful force, is worth studying. This paper analyzes the structure of new media communication in the online social network environment, and discusses the characteristics of viral communication of new media video advertisements.

## 2. Overview of Viral Communication of Online Video Ads

### 2.1. Online video advertisement

Traditional media have the right to choose while undertaking the task of monitoring the social environment. When the traditional media is running, the information can only enter after the gatekeeper agrees. In the process of selection, gatekeepers try their best to pass information that suits their own interests, while trying their best to kill information that is contrary to their own or public interests. This situation has changed with the emergence of the Internet. The viral online video advertisement is the online video advertisement at first [7]. Therefore, it is necessary to first define the concept of online video advertising. Network advertisement is a new form of network advertisement with the growth of Internet technology. In a relaxed network environment, the audience can freely publish information, and information screening is not like traditional media, where there are specialized organizations to conduct professional review. More importantly, information publishers are mostly anonymous in the network, so that the gatekeeper function behind the network weakens or even fails. Therefore, the emergence of the Internet has broken the right space of traditional media. The relationship between communication elements in the new media perspective is shown in Figure 1.



**Figure 1.** The relationship between communication elements from the perspective of new media

In the network environment, the audience has more opportunities to participate in the media activities, the audience's right to approach is realized, the audience's status is promoted, and the audience's autonomy is strengthened. At the same time, the audience's role is changing, from a single role to a dual role, that is, from the information receiver to both the information receiver and the information disseminator.

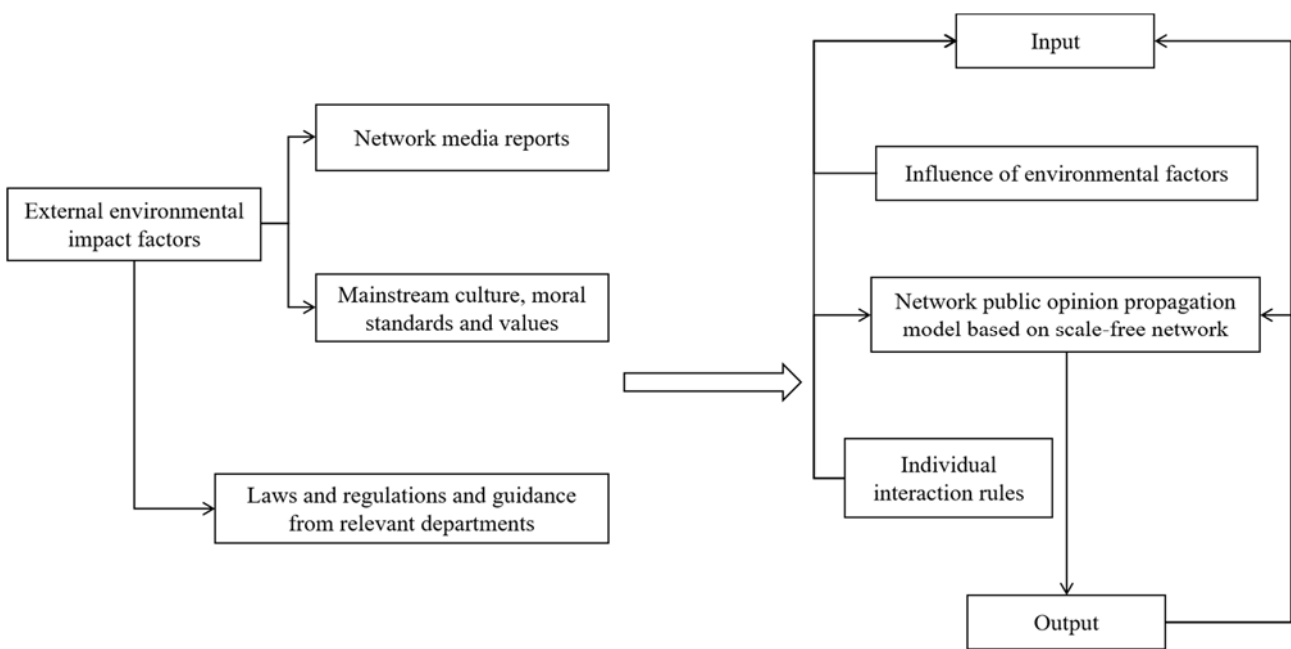
## 2.2. Viral marketing

Almost all current video websites have the function of sharing links. After clicking Share, you can also browse directly on social networking sites. The easy sharing of videos on websites and the easy forwarding of social networking sites make viral videos spread faster. Compared with traditional media, the information in online media is very rich. The interactivity of the network enables the audience to actively choose the information they need, instead of passively receiving the information formulated by the publisher; It also gives the audience more initiative, so that they don't have to watch advertisements they don't want to see, and they are no longer restricted by the broadcast time of radio and television and the distribution cycle of newspapers and magazines. In the process of viral transmission of video, the participation of opinion leaders has successfully driven the rise and explosive growth of online video [8]. Compared with the regular network, the path length of the network community is short, and people can get in touch with strangers who are far apart only through a few nodes.

Compared with the random network, the network community has a higher degree of aggregation, and its members have obvious homogeneity and close interaction. Through the high-quality products or services of enterprises, customers are widely recognized, so users become free salesmen and take the initiative to spread products or services to friends and relatives. In this way, the message is regarded as "virus infection", and consumers get information as if they have caught a cold, which spreads widely and quickly breaks out "epidemic disease", thus achieving the effect of chain reaction of marketing and double sales.

## 3. Viral Transmission of Online Video Ads

The rapid growth of Internet not only provides broader technical support for the smooth playing of online video, but also makes online media become real multimedia, breaking away from the limitation of TV and becoming an important media form in the network. Because the network video data occupies a large space, it is inconvenient for users to store and copy, so the audience is more inclined to those ways that are easy to copy and spread. Viral video advertising itself belongs to network video advertising, which has the characteristics of general network video advertising, but it adopts the method of virus marketing in the process of dissemination. The formation and evolution mechanism of viral transmission of online video advertisements are shown in Figure 2.



**Figure 2.** Formation and evolution mechanism of viral transmission of online video advertisements

Users who get video content and love online video will pass online video to their next-level audience through forums, instant messages, social networking platforms and other channels, while some people in the second-level audience will continue to further spread video information in this way. This step-by-step transmission process leads to new "infected people" in the process of network promotion, thus forming a huge network boosting force and triggering the viral spread of network videos.

## 4. The Influence of Viral Transmission of Online Video Ads

### 4.1. Focus in a short time

As the viral spread of online video advertising can achieve explosive growth in a short time, its impact can not be underestimated. The scale of viral transmission directly determines whether this video can become a hot topic and content in this period. There are more and more videos on the Internet with various contents, most of which are original videos produced by the audience. These videos not only meet the audience's own entertainment needs, but also get the approval and respect of others in the process of dissemination. If it can cause viral spread and have a huge impact, it will rise to be worshipped by others [9]. In various online ethnic groups, the audience can share their preferences or experiences with their friends, classmates, colleagues, etc. at the first time, and can comment on them by leaving messages to form onlookers. In the Internet, when the audience spreads viral online video advertisements, their entertainment needs and social needs are met, which is the basis of viral transmission of online video advertisements. The audience's self-realization needs can't be realized in this link, but they can be met in the process of making video advertisements. With the rapid increase of attention and forwarding, the additional content of the video shows a value-added state, including self-media users' understanding, comments and processing of the video. The more value-added information, the more attention in a short period of time, the greater the influence, and the positive correlation growth in the

discussion and communication about video.

### 4.2. Attenuation of viral transmission

Like other living cells, viruses have a fixed life cycle, and after a certain period of time, they will also show a trend of attenuation. Viral transmission also has this characteristic. In the process of information transmission of network video, after the communication reaches the highest point, it shows a downward trend, and its influence will also be weakened until it disappears. New media communication has broken through the limitations of traditional interpersonal communication and mass communication, and achieved many-to-many communication of information. New media communication social network is a social network based on new media communication. The new media communication social network integrates the traditional interpersonal network and the mass communication network, realizes the many-to-many communication of information, and brings about the decentralization of information communication. The spread of vulgar video content not only has a negative impact on the growth of teenagers, but also damages the image and reputation of producers [10]. Therefore, with the purification of the network environment, the tendency of vulgarization should be avoided when making viral network videos. The success of viral online video advertising is the result of the cooperation of all links in advertising. Problems in every link will affect the "infection" and "spread" of the virus. Only when the whole communication process is systematically considered and grasped, can viral online video advertisement exert its huge viral characteristics and achieve cost-effective communication effect.

## 5. Conclusions

The rise of short video benefits from the expression of Internet thinking and mass communication, and its rapid development also exposes many drawbacks. Content-based innovation, audience, authenticity and security have become important topics in short videos. The viral transmission of video is a new mode of transmission in the new media environment. This mode of transmission also indicates the

development direction of new media and new culture in the network era, that is, the standard of popularity needs to be decided by the audience, which further highlights the important role of the audience in the process of transmission. Short videos should guide correct public opinion, protect users' information security, and regulate the market. In the future, the content development mode of short video will be more diversified, especially in the media integration mode and brand commercialization. In the content of viral online video advertisements, viral elements are indeed stronger than brand information elements, after all, viruses are the prerequisite for spreading. However, as an advertisement, it must convey the information of products and brands to consumers, and promote consumers' buying behavior. Compared with the traditional media, the status of viral online video advertising audience has been greatly improved, and it is more active. Therefore, if advertisers want to succeed in this field, they must pay more attention to the characteristics and needs of the audience on the basis of fully respecting the audience, and formulate communication strategies from the perspective of the audience.

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