

# Study on the Emotional Impact of Network Broadcast on Young Audience

Jing Dang<sup>1, a</sup>

<sup>1</sup>Bangkok Thonburi University, Bangkok, Thailand

<sup>a</sup>dangjingginny@gmail.com

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**Abstract:** As an interactive form of real-time transmission of audio and video content through an online platform, online live broadcast connects viewers and hosts in a virtual social space. This study explores the emotional impact and actionable nature of online live streaming on young viewers. The results show that audience participation in online live broadcasts is based on love, admiration and dependence on the host, and they gain emotional comfort and catharsis through watching and interacting. Anchors use a variety of strategies to create and guide the audience's emotional experience, and obtain the audience's emotional investment and rewards. Online live broadcast communities are formed from the gathering of common interests and emotions, providing viewers with emotional companionship and a sense of identity. Although online live broadcast communities can meet the emotional needs of lonely moments, they cannot completely replace the emotional experience in real life, and their emotional connections are limited. Therefore, it is recommended to further study and standardize online live broadcast behavior to better understand and utilize the online live broadcast community and provide a more meaningful emotional experience. This research has important reference value for theory and practice in related fields, and promotes the development and innovation in the field of online live broadcasting.

**Keywords:** Webcast; Emotion; Emotional community; Emotional action; Influence.

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## 1. Introduction

Webcasting is an interactive kind of real-time transmission of audio and video content via an online platform that connects viewers and hosts in a virtual social arena [1]. Audiences can observe and participate in online exchanges, share personal experiences, showcase talents, and gain possibilities for emotional catharsis and sustenance. Anchors try to produce and direct the audience's emotional experience, as well as get emotional rewards from the audience's rewards and participatory behaviors, through techniques such as exhibiting talents, managing image, and creating personal relationships.

The impact of online live streaming on the emotions of young viewers requires research to evaluate the audience's reasons for participation, emotional needs, and experiences of emotional pleasure and social identity. Audience involvement in internet live broadcasts is intimately tied to their affection, adoration, and reliance on the host. The audience satisfies their inner emotional requirements by watching online live broadcasts, obtaining emotional comfort, catharsis, and sustenance, and establishing a real and synchronous relationship with the presenter to produce emotional resonance through engagement with the host. Audiences regularly participate in online live broadcasts with the hope of establishing an emotional connection with the presenter in the virtual environment and gaining a sensation of emotional satisfaction and social recognition.

In addition, it is also necessary to pay attention to the nature of online live broadcast behavior, such as the emotional labor of the anchor and the emotional investment of the audience, as well as the formation and operation of the online live broadcast community. Online live broadcast communities are virtual communities formed based on common interests and emotions. By sharing emotional experiences and shared values, online live streaming communities provide

individuals with emotional companionship and a sense of identity. Viewers build emotional connections with other viewers by sharing their love for the host and their interest in specific topics. Social interaction allows the audience to gain support, understanding and recognition from others, further strengthening their own sense of emotional identity and social belonging.

Furthermore, the nature of online live broadcast behavior, such as the emotional labor of the anchor and the emotional investment of the viewer, as well as the construction and operation of the online live broadcast community, must be considered. Online live broadcast communities are virtual groups created around shared interests and feelings. Online live streaming communities give individuals with emotional companionship and a sense of identity by sharing emotional experiences and shared beliefs. Viewers form emotional bonds with other viewers by sharing their affection for the host and their interest in specific themes. Social engagement allows the audience to acquire support, understanding, and acknowledgment from others, which strengthens their own feeling of emotional identification and social belonging.

This study attempts to investigate the emotional impact of online live broadcasts on young viewers, as well as their behavioral character and societal importance. Through in-depth research on the impact and significance of online live broadcasts, we may better understand and evaluate the impact of this growing form on the emotional experience and social interaction of young audiences, giving important references for theory and practice in relevant domains.

## 2. Literature Review

Webcasting provides users with a space for real-time online viewing and discussion, and it has evolved into a virtual interactive arena for the public to share their lives, show themselves, and express their emotions. Weber developed the

concept of "emotional community" in academics, emphasizing common beliefs, values, interests, and hobbies as the foundation of emotional community [2]. Weber felt that the establishment of communal relations is dependent on the common identification of specific objects of belief [3]. On this premise, Maffesoli created the concept of "affective tribe" (Maffesoli 1988), seeing it as a metaphor for "emotional community" and re-establishing individuals' essential beliefs through shared values [4]. This type of metaphor is useful for comprehending the meaning of things. Although it does not explicitly provide an explanation, it can aid in understanding. Maffesoli defines emotional tribes as groups of people gathered together due to common feelings and the various relationships related to them [5]. Tribalism is dynamic, flexible, and unexpected [6]. Togetherness is the most fundamental feature of this type of emotional tribe, and social connections have sacredness and collective sensitivity [7].

Emotions play an essential influence in social action. Weber classified social acts into four types: value-justified, purpose-justified, traditional, and emotional. Communities, according to J.R. Gusfield's taxonomy, can be separated into geographical communities and relational communities [8]. These communities are divided into four types: urban communities, traditional communities, professional communities, and emotional communities. According to interactive ritual theory, emotional experience is one of the fundamental parts of interactive rituals that stimulates members to build emotional connections, establish a sense of identity, and bring emotional energy to participants. Emotions have a dual influence, preventing and stimulating action. Emotions, according to social exchange theory, are an exchange resource, but emotion theory thinks that emotions can be communicated between interactants and cause persistent emotions during the interaction process. Emotions are commercially exploited in today's culture.

This article tries to objectively examine its impact on the emotions of young viewers by investigating the intrinsic mechanism of the growth of online live broadcasts as well as the action character of rewards and exchanges in online live broadcasts. Through in-depth research, this article seeks to objectively examine the impact of online live broadcasts on the emotional experiences of young listeners.

### **3. The Endogenous Mechanism of The Development of Online Live Broadcasting**

#### **3.1. The impact of online live streaming on individual lives**

In a highly competitive and unfamiliar social environment, instrumental rational communication has become the main communication method for individuals. In this case, there is a sense of strangeness, distrust, isolation and an increased sense of self-preservation between individuals. Society shows obvious atomization and individuation characteristics, causing individuals to gradually lose the support and reliance provided by traditional communities. Due to the widespread lack of emotion, individuals spontaneously seek to establish new communities to satisfy their emotional needs. The rise of new online social media has just met people's need to establish emotional connections in the era of individualization, and online live broadcasts have built a new emotional community by gathering and interacting in the live broadcast

room.

The audience gathers in the online live broadcast room due to their love and support for the presenter, as well as their shared interests and hobbies with fans. They build their shared identity and produce new symbols expressing their personal identities through engagement and communication, allowing individuals to reestablish a sense of identification, security, and belonging. Anchors, fans, and fans develop actual and synchronous relationships in the virtual interpersonal space, reach consensus in communication and interaction, share emotional experiences and values, and generate emotional resonance. Online live broadcasts have repeatedly achieved emotional transmission, emotional comfort, emotional catharsis, emotional sustenance, emotional sublimation, and even passionate carnival, offering emotional companionship for individuals.

It is online live broadcast that reconnects lonely individuals and creates a platform for emotional connection, allowing people who have no blood relationship, work relationship, or geographical relationship but share similar interests, hobbies, and views to form a bond through online live broadcast and communication. Emotional bond. This endogenous mechanism of online live broadcast motivates individualized people to join in online live broadcast rooms and fosters the establishment of new emotional communities in online live broadcasts with emotion as the key link.

In short, the impact of online live broadcasts on individual lives is achieved through the formation of emotional communities, which are founded on emotions, common goals, and single person positions in the group, and are built along the connection dimension rather than the spatial dimension. Fans obtain emotional comfort from online live broadcasts, and their behaviors are motivated by emotional power. This type of emotional power manifests primarily in the form of love, adoration, and dependence on the anchor, satisfying vanity, demonstrating a sense of existence and gaining respect and admiration, compensating for a lack of genuine emotions, and in the form of emotional impulse, emotional catharsis, passion, or fanaticism.

#### **3.2. Online live broadcast accelerates the trend of social mobility**

Anchors demonstrate their abilities, and admirers establish an online community through interactive means such as gifting and commenting. This webcast community adheres to Weber's "emotional community" or Maffesoli's "emotional tribe" notion. Fans meet in the live broadcast room to create relationships, take similar acts, share enthusiasm, develop their identity, sense of belonging, and self-worth, and achieve social and emotional assimilation. The work of network anchors might be classified as emotional labor. Anchors use emotional operation tactics such as intimate role performances, frequent encounters, impression management, and environment shaping to suit the emotional demands of fans. Furthermore, the communication and interaction between anchors and fans have emotional qualities.

However, emotional acts in online live communities do not always have the expected consequences. Emotional satisfaction is fleeting, quick, and variable, and emotional attachments are superficial. Although this restricted emotional connection can meet people's need for emotional companionship in lonely moments, it cannot satisfy the genuine emotions required for communal life and cannot reach deep into the soul. People strive to come closer in the

internet live broadcast community, but there is always an impassable barrier. A little discord may convert love into hatred, sparking attacks on streamers and community members and causing internal disputes.

### **3.3. As if apart: The emotional connection of the online live broadcast community**

The emotional connection in the online live broadcast community is fluid, fragile, and dynamic. It is both close and far away, with a "almost yet far away" feeling. This emotional connection is restricted, and the interaction between members is fleeting. Fans can enter and exit the live broadcast room at any moment. The anchor must retain emotional control in order to maintain a balanced distribution of fans and prevent losing fans due to preference. Emotions are fleeting and quick in online live streaming communities, consisting of several moments of satisfaction.

The emotional connection between members of the online live broadcast community is vague, and confusing language and tactics are employed to satisfy emotional requirements. Although members enjoy communication freedom, there are certain privacy constraints that do not concern information, such as personal identity, work, and family. Members maintain a certain degree of proximity and distance, and the emotional connection is both intimate and distant. This limited emotional connection is a protective mechanism for individuals in the online live broadcast community to develop emotional bonds, which not only meets the desire for emotional companionship but also protects personal privacy, independence, and safety.

Unlike face-to-face offline encounters, the emotional connection between members of the online live broadcast community is restricted. Online communities address the need to rebuild emotional connections during the individualization process. Its qualities include anonymity, a limited time and space span, and flat communication methods, which foster quick emotional bonds but limit depth. People require emotional companionship in this type of emotional connection, but they must also be cautious and avoid investing their actual feelings in emotional objects they have not met or are unfamiliar with.

As a result, the unbreakable emotional connection serves as a protection mechanism for persons rebuilding emotional bonds through online live streaming communities. It not only meets the demands of emotional connection, but it also controls emotions within specific boundaries to safeguard personal privacy, independence, and safety.

## **4. The Action Nature of Rewards and Communication in Online Live Broadcasts**

The online live broadcast room is filled with emotion. Communication and engagement are a collection of numerous emotional behaviors. Anchors achieve their instrumental rational aims through emotional techniques, whereas fans satisfy their emotional demands through material rewards. Individuals receive greater emotional pleasures when they have authority and position in a situation [9]. By comparing the quantity of monetary incentives offered to anchors, supporters reconstruct the power dynamic between fans and establish variations in status and identity. This really destroys the original flat interpersonal communication pattern and creates a new power structure.

Unlike in real life, the power structure in online live broadcast groups has nothing to do with actual work, position level, or wealth. As long as you reward more, you will have more power and the potential to earn more emotional benefits. It makes no difference whether the tip comes from a credible source or not. In this situation, the emotions generated by members of the online live broadcast community are frequently exploited as resources for trade, which is heavily commercialized. To get larger emotional pleasures, fans are willing to overdraft or pilfer large sums of money to reward anchors, and the live broadcast room has become a battleground for wealth.

As a result, standardizing online live broadcast behavior is critical. At the same time, while live streaming communities can compensate for a lack of emotions in real life to some level, they cannot totally replace the presence of real emotions.

## **5. Conclusion**

We uncover the motivations and behavioral patterns of webcasting viewers, as well as the function and techniques of webcasting anchors, through extensive research on webcasting. In addition, we investigated the emergence and evolution of online live streaming communities, as well as their impact on viewers' emotional experiences and social engagement.

Emotion is crucial in comprehending live streaming communities. The construction and development of online live streaming communities is to address people's demands for rebuilding emotional community and experimenting with emotional companionship during the individualization process. Emotions run throughout the internet live broadcast process, and communication and engagement are at the heart of many emotional activities. Anchors attain their instrumental rational aims using emotional techniques, whereas fans satisfy their personal emotional demands through material rewards. Communication between fans is built on sharing same interests and emotions, resulting in a sense of membership and emotional connection. Emotional ties are formed between anchors and fans, as well as fans and fans, through this succession of emotional actions.

However, it should be mentioned that, while the online live broadcast community might meet people's demand for emotional companionship in lonely situations to some level, it cannot totally replace the emotional experience in real life. The emotional connection in the internet live broadcast community is restricted and superficial, and the emotional fulfillment is fleeting, quick, and changeable. Furthermore, emotional acts in online live broadcast communities have certain negative consequences, such as the incapacity of emotions to penetrate deeply into the soul, the formation of animosity and internal conflicts, and other concerns.

As a result, the internet live broadcast community must appreciate the relevance of emotion while also recognizing its limitations. Further research and standardization of online live broadcast behavior, as well as promotion of the healthy development of emotional actions, will help to better understand and utilize the potential of online live broadcast communities, as well as provide more meaningful emotional experiences for individuals and communities.

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