



## INTRODUCTION

- "Viral" is increasingly becoming an important objective & tactic at once
- Interdisciplinary nature of "viral": PR, advertising, marketing
- Most closely associated with PR:
  - Primarily associated with relationships & perceptions
  - Key messaging & content
- Absence of universal definition
- Need for guidelines for pedagogy & practice
- **This multi-stage study 1) conducted a meta-analysis of empirical studies on virality and 2) analyzed recent viral content with the goal of establishing 3) a definition, typology and guidelines for "going viral"**

## THEORETICAL FRAMEWORK

- Viral behavioral intentions (VBI; Alhabash & McAlister, 2015)
- U&G (Katz, 1959)
- Social amplification (Ali et al., 2019)
- SPIN (Mills, 2012): Spreadability, Propagativity, Integration, Nexus

## METHOD

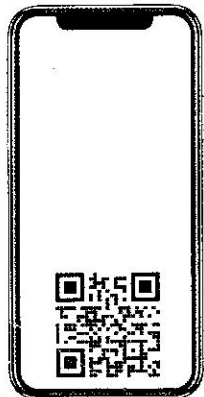
- **Phase 1:** Meta-analysis
  - 41+ studies on "virality"
  - a) definition; b) key factors; c) operationalization
- **Phase 2:** Mixed content analysis
  - Recent viral content ( $n = 100+$ )
  - YouTube, Instagram, Twitter, Tik Tok (+ Facebook)
  - Views, time, engagement (comments, shares, dis/likes)

## FINDINGS

### Meta-analysis

- **Definition**
  - "Content that are accessed and propagated in a short period of time across media platforms and fosters user engagement"
- **Virality factors**
  - Psychological response
  - Sociological response
  - Shareability (propagability)
  - Memorability
  - Perceived value
  - Inter-platform integration
  - Adaptability
  - [Potential] Reach

160,000 views in 1 hour



### Analysis of viral content

- 1) Type**
  - Videos, images, text (or combo)
  - Advertisement, daily life, entertainment, challenges
- 2) Top factors**
  - Psychological response
  - Value
  - Memorability
  - Shareability
  - Reach - existing network
- 3) Trends**
  - Viral peak: 2-48 hours; < 3 hrs
  - Views/likes ratio: 2.7%
  - Likes/dislikes ratio (YT): 5.2%
  - Views/shares ratio: 0.6%
  - Shares/comments ratio: 35%
- 4) Next steps**
  - Typology
  - Data visualization

## DISCUSSION/CONCLUSION

### Typology, Guidelines, Visualization

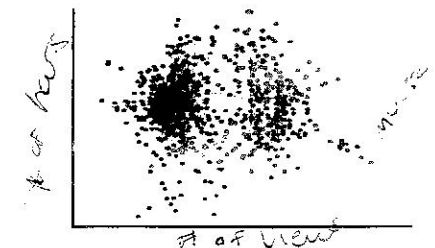
#### 1) Typology

Channel	Type	Genres	Factors	Practice
YouTube	Video	Adv. Ent	P/S, V	Views, L/D
Insta	All	Life, Challenges	P/S, R	Time, L/C
Twitter	Text	Life, Ent	M, Sh, R	Shares
Tik Tok	Video	Challenges, Ent	P, Sh	Time, Integration

#### 2) Guidelines: Factoring in the factors

- Funny (entertaining) still wins
- Provide value, especially on YouTube
- Utilize triggering events
- CTA + sociological response
- Fame is the game

#### 3) Visualization



#### 4) Implications for practice/education

- Need to measure by hours, not days
- Integration of channels (+ messages)
- Understand & apply factors
- Type, platform, genre differences
- "Going viral" assignment

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