

Reaction Videos on Music Videos: A New Phenomenon in the Music Industry Research-in-Progress

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1. Introduction

Online music videos' (MV's) popularity has reached a milestone as the number of clicks for Psy's "Gangnam Style" video is shooting through the roof at over 1.9 billion view counts on YouTube. Moreover, people are making reaction videos on MVs and uploading them on social video platforms, such as YouTube and Vimeo. The present study explores this phenomenon in terms of user generated contents (UGC's). More specifically, the impacts of MV reaction video's characteristics (review depth, attachment, and emotions on MV) on viewers' reactions are investigated. In addition, the moderating role of different MV genres is examined. The structural equation modeling technique is used to analyze the online parsed data of MV reaction video on YouTube. By highlighting the influence of electronic word-of-mouth (eWoM) on the music diffusion process, this study may provide guidance to music managers to achieve successful launches of their new songs.

2. Theoretical background

According to contagion theories, people within communication networks are exposed to the information created by one another, begetting assimilated effects on their attitudinal and behavioral formations [1, 2]. In the age of "showing-off" via the Internet, creators of MV reaction videos (MVRVs) have instituted a new "twist" into viewing MVs. They somatically and verbally display pure yet outrageous reactions, such as screaming and squealing, to their favorite K-pop (South Korean pop music) MVs and in the course, produce serendipitously a "drama-within-drama" to generate lots of fun and silliness for other viewers. The viewers of MVRVs, at first, would be intrigued by people making such videos. Their reactions would vary contingent upon their cognition and motivation to conform to the informational, bonding, and emotional dimensions of MVRVs. In addition, a self-identification phase may engender viewers to build certain bias toward MVRVs.

3. Research model and hypotheses development

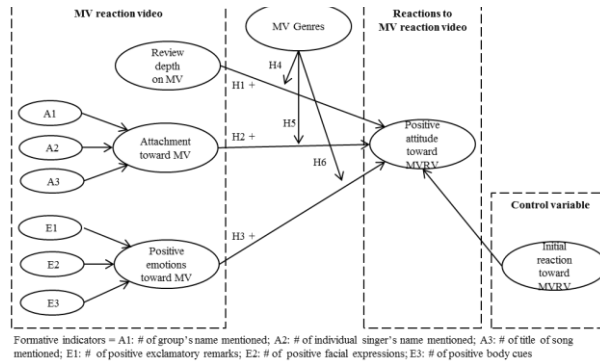


Figure 1. Research model

The creators of MVRVs, often passionate and avid fans of K-pop, are eager to provide a comprehensive diagnosis on the MV, thus voicing plentiful of personal opinions during the recording session. In fact, long reviews with a large quantity of information are more persuasive and convincing to others [3, 4]. The greater attachment the creators perceive toward the MV, the deeper and enduring bondage they feel, evidenced by their mentioning of group's name, singer's name, and song's title [e.g., 5]. Likewise, they demonstrate positive emotions by enunciating exclamatory remarks; contouring faces; and gesturing body parts, all in positive fashion. Both attachment and emotions could be contagious as they may have favorable influences on reviewers' attitude [6]. Lastly, the reviewers' personal taste on different MV genres could impact their receptiveness for MVRVs' attributes [e.g., 7]. Grounded on this discussion, the following hypotheses are posited:

H1: Review depth on MV will be positively related to attitude toward MVRV.

H2: Attachment toward MV will be positively related to attitude toward MVRV.

H3: Positive emotions toward MV will be positively related to attitude toward MVRV.

H4: MV's genre will have a moderating effect on the relationship between review depth on MV and attitude toward MVRV.

H5: MV's genre will have a moderating effect on the relationship between attachment toward MV and attitude toward MVRV.

H6: *MV's genre will have a moderating effect on the relationship between positive emotions toward MV and attitude toward MVRV.*

4. Research methodology

The research methodology is in the process of development, with details to be finalized. The unit of analysis is an individual MVRV, and the data on three popular K-pop groups will be collected from YouTube. For each MVRV, the values of review depth on MV, attitude toward MVRV, and initial reaction toward MVRV will be derived from the numerical data extracted from YouTube. Formative indicators for two latent constructs (attachment toward MV and positive emotions toward MV) will be assessed using a content analysis[8]. In verifying moderating effects, the multiple-group analysis will be applied[9] Since our research model includes variables with formative indicators, SmartPLS 2.0 will be an appropriate choice to validate hypotheses developed in the study. Table 1 in Appendix delineates all the constructs and their operational definitions.

5. Conclusion (potential contributions)

Via UGC platforms, the dissemination of personal thoughts and feelings may be amplified by the production of real-time reaction embedded video-in-video contents. The prospective results of this groundbreaking empirical study on MVRVs could be a prelude to the expansion of the realm of contagious effects. For the marketers of cultural contents, the potential findings may open a gateway to better promote participatory culture of consumers.

6. Appendix

[Table 1] Constructs and operational definitions

Constructs		Operational definitions	References
Latent constructs	Formative indicators		
Review depth on MV		The extent to which reviewers express their opinions before, during, and after watching the MV	[e.g., 3]
Attachment toward MV	Number of group's name mentioned	The number of times reviewers mentioning the singing group's name in the MVRV	Self-developed
	Number of individual singer's name mentioned	The number of times reviewers mentioning each singer's name in the MVRV	Self-developed
	Number of title of song mentioned	The number of times reviewers mentioning the title of song in the MVRV	Self-developed
Positive emotions toward MV	Number of positive exclamatory remarks	The number of time reviewers uttering positive exclamatory words or sentences in the RV	[10]
	Number of positive facial expressions	The number of times reviewers making positive facial contours in the MVRV	[8]
	Number of positive body cues	The number of times reviewers making positive body movements in the MVRV	[11]
MV Genres		3 categories of MV construction style: performance, performance-narrative hybrid, narrative	[12, 13]
Positive attitude toward MVRV		The percent of the reviewers of MVRV expressing positive attitude by voting for the 'Like' option (# of 'Like' votes / # of total votes)	[e.g., 3]
Initial reaction toward MVRV		The number of potential reviewers watching the MVRV (# of clicks)	[e.g., 3]

7. References

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