

Analysis of Negative Emotion Transferring in Chinese Social Media

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Abstract: The social media conflict between different social media users becomes a critical issue in Chinese social media platform. International scholars are making numbers of research on the social media quarrel and arguing, but the research result from foreign countries might not be effectively explain the social media quarrel in China. Thus, this research is based on the previous findings from foreign researchers to construct a research framework for a quantitative analysis of Chinese social media users' arguing behavior. A linear regression analysis has been applied to analysis the relationship between the arguing behavior and specific social media using behavior. The research found that increase of discussion of political issues and social events causes the rise of transmission of negative attitudes. The research found that decreasing the discussion of the political contents and social event issues can effectively decrease the social media quarrel in Chinese social media platform.

1 INTRODUCTION

1.1 Research Background

Chinese citizens need TikTok, Weibo, WeChat and other types of social media platforms to communicate with their relatives and friends. The social media also becomes a key channel which replaces the traditional media to receive information from others. In social media platforms, discussion groups are formed based on different sub-culture. The rise of the sub-culture groups leads to the commitment to different values and beliefs in this movement. Netizens are formed into digital right-wing and left-wing groups who emphasize the correctness of a particular type of political ideology and the government structure which constructed based on certain political ideology (Poell et al., 2014). With the continuous expanding of the function of social media, social media influencers are starting to promote unique value or belief from the sub-culture groups which lead to a further quarrel in Chinese social media platforms.

The recent research explained the rise of the quarrel frequency in social media from different perspectives. Myrick et al. (2016) recognizes the quarrel and insulting in the social media as a process to express the personal emotion. The internet users are trying to express their negative attitude at social media in order to find the social support. However,

the use of the digital media in this era leads people to be more emotional on the social events and specific political issue, which cause the rise of the expression of the negative attitude in social media. The expression of negative attitude finally causes a quarrel. The text should fit exactly into the type area (150 × 240 mm). For A4 size paper the margin settings are as shown in Table 1 and are set out in the template file B1PROCA4.dot. The letter size margins shown in Table 1.

1.2 Research Objectives

Through the implementation of the quantitative research method, it will analysis on the speed of spreading the positive attitude and negative attitude in the social media using period. In addition, with the involvement of the quantitative research analysis the survey data, the relationship between the comment posting behavior and the frequency of social media usage will also be identified. The research will analysis the transmission of the negative emotion in the social media which causes the rise of oppositions between netizens, then identify the correlation between the rise of the opposition between netizens and frequency of the social media usage.

2 LITERATURE REVIEW

2.1 Connective Action at Social Media

Through the analysis the social media social movement actions, it founds those emotional contents is easier to spread in the social media, specially when the emotional contents aligns with an individual's affective state on social media, (Benett & Segerberg, 2013). Spreading a negative attitude toward particular incident, such as sharing or commenting on particular incident with negative review is faster, since the negative attitude on particular ideology, social event or policy can easily to make an individual to have a strong offensive feeling which motivate them to make a quick response to protect their personal interests. In addition, once the social media is formed into a negative emotional culture, the connective actions of sharing negative perspective of actions will be more likely to happen, since individuals will have a lower level of resistance of negative information, compared with the positive information. The information with negative attitude will be unlikely to be questioned or critical analyzed by social media users (Shahin & Ng, 2022). The research found Chinese social media formed a negative emotional atmosphere, because part of the social media influencers is sharing negative contents related with different types of social events and government policies (Yin et al., 2022).

2.2 The Emotional Expression in Social Media

The social opposition is a regular issue on social media which usually causes a strong emotional expression for each side of social media users. By recognizing the social media as a public sphere, social media users are promoting different types of information which maintains a strong conflict in values and beliefs, which finally causes the expression of both negative and positive emotion. By accepting the information which involved a specific value or idea, it will be possible to form a strong opposition from social media users to others with different values and beliefs. The opposite sides in the social media can easily rise against each other based on the different values and beliefs in a social incident. The opposite side in the social media always exists despite the nature of the event or the goal of a social movement from social media (Gainous et al., 2018).

The social media comments and communication usually maintains no specific relationship with the real mood from the real life. There is only a weak relationship for social media users to connect the real

life emotion with the posts made in social media (Beasley & Mason, 2015). In the research on the emotional expression of the social media, it mainly reflects that individuals are not likely to present the negative attitude or emotion in the social media post, the research found that people may involve positive emotion at social media platform. However, for specific topics, especially when the topic is highly related to the celebrities, social issues and the government policy, the negative emotional expression is higher (De Choudhury et al., 2012).

Wollebæk et al. (2019) mentioned, the increase of the frequency of social media usage can lead to the increase of the frequency of the emotional responding in online communication. The high level of frequency of social media usage can lead users to have strong interest on making emotional response. Also, Song (2016) mentioned, Chinese social media users are not expressing the same emotion equally, the negative emotion is commonly expressed in the social media using period, which lead to the increase of the arguments in between different individuals.

2.3 The Arguing in Social Media

Visser & Mirabile (2004) emphasizes, in the social networking process or the personal interaction, the person who maintains a strong negative attitude to particular policy and information will be likely to participate in the arguing and debating, compared with the individuals who maintains positive emotions, especially when the topic is related with particular social events or the issuance of policies. The research from Cionea et al. (2017) mentioned, the arguing behavior usually happened in the social media platform, especially when social media users' emotion is impacted by the social media contents. As Bail et al. (2018) mentioned, with the accessing of the short message from the social media, the social media users will be likely to form the political attitudes, which lead them to arguing on the policies or social issues which conflict with their political interest. Thus, the research on the social events and political discussion found that those two topics might be the major topic which lead to the spread of positive and negative attitudes.

3 RESEARCH METHODOLOGY

3.1 Research Approach

This research will involve a quantitative approach. The involvement of the quantitative research will be

more effective to identify the change of attitudes from individuals on particular social issue. The development of the general trends from the quantitative research is the strategy to identify the correlation between different objects with a lower level of biases. Thus, the identification of the general trends of the social media attitude and the social media user opposition should rely on the development of the quantitative research.

3.2 Survey Design and Data Sampling

The snowball method will be applied in the sampling process. The current research topic is suitable for snowball sampling method. In general, the research topic is mainly related to the rising of the social opposition in the social events, thus the survey samples will be individuals who participated in the social event discussion in the social media commenting or the chat room from social media. As Parker et al. (2019) mentioned, the snowball method is one of the important method which select the individuals who are sharing the similar social experience or having similar behavior. Thus, the snowball sampling method will be implemented in order to analysis the current research topic.

3.3 Data Collection

The data collection will be practiced through the distribution of survey. In this research, it will distribute the survey to selected samples. The sample of this survey is recognized as individuals who are in the age between 18 to 46, Chinese citizens in this range of age are the active social media users, which are likely to have a frequent access to the social media for information receiving and online communication. The survey will collect 384 surveys from the selected samples in order to testify to the change of attitudes in the social media communication.

3.4 Data Analysis

The linear regression will be recognized as the major data analysis tool to analysis the established hypothesis. The P-value will be the major statistic metric to evaluate the data. The P-value which is lower than 0.001 will be recognized as the variables which are highly related to each other. In addition, in this research, the coefficient will also be used to decide the level of transmission of the negative and positive attitude in the social media communication process.

4 RESULTS

4.1 Descriptive Data

In this survey, there are 385 surveys are collected through the online channel, 56.1% of the survey participants are Chinese male social media users and 43.91% of the survey participants are Chinese female social media users. In this survey, the social media users are mainly in the age range between 18 to 25 years old. The social media users who are under 18 years old is 0.78%. In addition, the individuals who are in the age above 40 is 5.45%. Furthermore, in the survey, the majority of participants are national owned firm (20.26%), large size private firm (14.03%) and cross country firms (13.51%). There are also citizens who worked at Chinese government sector as civil servant, volunteers from non-profit organizations, and Chinese public organizations. In general, the data mainly collected the social media users from different types of working positions in the current period. The negative attitudes are likely to maintain a strong impact on the discussion of social issues and political events, which lead to the rise of argument in between individuals.

4.2 Linear Regression Analysis

Table 1. Regression analysis.

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	0.26	0.08	3.12	0.002
Information sharing behavior	0.07	0.03	1.93	0.054
Sharing negative information	0.29	0.05	5.88	0.000
Sharing positive information	0.19	0.05	3.60	0.000
The frequency of social media usage	0.35	0.06	5.72	0.000

First, the information sharing behavior in the research is recognized as an independent variable. This independent variable maintains a low level of correlation with the rising of the arguing in the social media discussion of the social events. The P-value of the information sharing behavior is 0.054 which is significantly higher than 0.001. In this circumstance, the information sharing behavior which conducted by social media users contains no relationship with the arguing in the social media platform for social issues.

According to the current research results in the table 1, the research found that the receiving of the negative information and positive information were maintaining a strong relationship with the rise of the arguments in the social media on the social event discussion. The receiving of negative information and receiving of position information are positively correlated with the dependent variable of rising of argument in the commenting area and chatting room. In general, despite of the nature of the information, whether the positive or negative attitude is involved in the discussion, it will be possible to lead to the rise of the arguments. However, by viewing the coefficient of receiving information with negative attitude and the receiving information with positive attitude, it maintains a different level of impact to the rising argument in the discussion of the social event. The coefficient of the independent variable for receiving negative information maintains a coefficient of 0.2909, but the receiving positive information only maintains a coefficient of 0.1874. In this circumstance, it reflects that the information which is transformed by the social media which is positive information is less likely to cause the argument compared with the information which involve the negative attitude. Thus, the H1 and H2 can be approved through the current linear regression analysis.

In addition, the research found that the frequency of the social media usage also maintains a strong impact on the rise of the argument in the social media. In this part of the research, it found that individuals with a strong focus on arguing with the others. Greater participation in online controversies is associated with a higher frequency of social media use, because the p-value is significantly lower than 0.001. Thus, the H3 can be approved due to the high level of significance in this part of data analysis.

5 DISCUSSION

The research found that citizens may receive the information with a negative attitude in the social

media platform compared to the possibility to receive the information with positive attitude in the current period. From this perspective, it reflects that Chinese social media platform maintains no significant differences with the foreign social media platform in the current period. The social media platform is purely driving by the emotion, and especially the negative emotion from the social media users motivates social media users to participate in the argument (Bnnett & Segerberg, 2013).

In addition, this research reflects that participation of the social media arguing will also maintain a strong relationship with the increase of frequency of using social media in the current period. The high level of using frequency for social media users to use the social media will lead the Chinese netizens to be more active to participate in the argument, even though the previous research already proves that social media users will not conceal the real emotion from the personal life into the social media comment post and social media discussion (Beasley & Mason, 2015). But the increase of using the social media will still cause the increase of the possibility of manipulation from the social media to the social media users. The designed information which are expressing the negative attitude will still lead the social media users to participate in the arguing and other activities which lead to the opposition between different social groups.

6 CONCLUSION

In conclusion, the research analyzes the discussion of the social issues and social events in the social media. The research found, the social issues is the key topics which can lead a fast transmission of the negative attitudes in between social media users. Even though the social media users sharing behavior will not lead to a further increase of the conflicts between the social media users, the designed negative attitude expression message in the social media will still motivate social media users to participate in the argument. In this circumstance, the rise of arguments from the political events and social issues will need to be decreased in the first place, otherwise, it will less likely for social media users to avoid the arguing.

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