

# Viral advertising in facebook and twitter among ust students



**ASSIGN  
BUSTER**

Introduction The significance of having to deal with the sense of purpose in everything that had been done is highly seen on this era. There is no other way in summarizing how the world is viewed with the ideals and perspectives as of what it has been dictated to, by the norms and regulations to what an individual has to be or must at least contain. The fact that media has solidified the foundations of billions of people of how they must move is then either a predicament for such insane follow-the-crowd theme or then the other way around.

If and then that is the conclusion of our generation, along side with it, is the rise of business marketing, which advances to social hegemony, that of which may have been because of the need or want of fortune and success. It then defines that; marketers take advantages of such, or to a much lighter sense -an opportunist. To how it is then connected is through the role of advertising. It is the common denominator to the two subjects as to what was mentioned earlier, respectfully with the former, the world of media, and the latter, the marketing aspect.

Its greatest pet as of today would be the social media, In other arms ? social networking sites. To further understand what the study is about, we must at least identify the values that advertisers used to create such viral ads. May it be of the themes or genres, possibly intertwined with the audiences it was passed on, in which, former studies suggested that sex, humor and violence are the best at enticing mass audiences of youth ranging from 18-30, who has extroverted personalities or possibly engaged in outgoing activities.

While to reach the other side of the masses. An idea of stirring up an emotion, either by scaring or shocking is another way of capturing the said viewers as for the passed-on viral ad, Fortunately this idea is considerably a known fact as of as a grounding situation here in Philippines. The gradual change of people from being connected to every known issue is basically an obvious character of the Filipinos, though not entirely for the sake of gossip and stalking but because of mere curiosity since public disclosure through the social media is widely known.

But then to what extent does this phenomenon has reached to? The research will then disclose the variables of how effective are these so-called viral ads inside to such social networking sites, pacifically Faceable and Twitter among the college students of university of Santos Thomas. This then further implies of how the other researchers have strategists this said study but of course, that is on their specific area or location alone. US studies have lately seen (201 1 update) how it has treaded the advancing media concerning to what level of issues it has reached.

The sense of finding what is entertaining and what is leisurely, or probably the sense of belongingness, or colonization are one of the Doctors In Jogging ten social meal world, wanly is teen an opportunity to De unconnected to viral ads. L Since also then, if the said issues in viral ads as of in the States are of genres that are related to sex, violence and comedy, what does a catholic university have in for? WSDL advertising be not as viral as what “ viral” ads should be? As of what the abstract of most founded research, it has concluded that this notion of which how to start a viral ad is by meaner also a mere good approach. That is one basic foundation in handling an <https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

audience -never stop in your approach, or never stop in persuading. As of what it is to be salesman, (though our idea here is he advertisers' perspective) well, the two seem not that different. The tactic may differ but as for its strategy, both are parallel. Another conflicting idea is that the cultural aspect as it is the US, and as for this research, is that, the idea is located here in the Philippines. To then clarify and be clear of what is then the gap in the knowledge, it is by simply: What is the audience here? Who are we talking to?

Who are we conveying the message? Though westernizes and colonial mentality is widely been seen on each side of the country, but then, there is still a variable unknown that takes a further preference of how an ad can be viral inside a catholic university, without the use of the said genres mentioned earlier. This research's aim is then to contribute inside the Santos Thomas community of how to incorporate their values to future generations, and also to verily enlarge the territory of their influences regarding the duties as a Thomas, may it be to the community itself or as of the external world they revolve in.

The use of viral ads may then be an instrument to such, that it wouldn't be just because for the sake of having to forward a deed but also to have a better community. The publication may then be not only for sole products or events that are in use of money but also for the impartation of spiritual values that may later, as mentioned, be used for the next generations to come. The significance of such study applies to mostly the creation of a viral-ad. Identifying specifically whom the creator is conveying a message to and catering the kind of ad to their behavior and personality.

<https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

Having this study done can provoke the enhancement and adjustment of viral-ads so that a wider audience can be attained. With the gap of knowledge filled, more effective ads can be created for long-lasting effect on the Thomas community. Questions that will mainly be used are as follows: Are Dominants aware of viral advertising? Are they able to identify viral-ads? In the spectrum of Faceable and Twitter, do they contribute to the sharing of such viral-ads? What are the kinds of ads do they share? And do these viral-ads affect them in their lives, and if so, in what ways?

If, after the acquired knowledge of the gap, the group can identify and answer the questions in the above, then a creative viral-ad can be made and be widespread amongst a great number of students in the Thomas community. This hypothesis entails research and a creation of a viral-ad, then the test, whether or not the ad is effective, is by mean of how far the ad has spread or the number of the so-called, " Likes, Shares, Favorites, and Rewets" it has gained. For the research part of the study, interviews through the use of surveys would be used.

The questions would be derived mainly from the questions stated above, for us to Intently won ten alliance Is Ana now teen react to viral-ads. I en surveys would D done manually and/or with the use of online surveys to gain a more general scope of the gap in knowledge. Since this is a matter of who the audience is, after gathering the needed data, a categorizing of the kind of audience would be made, namely by what college, what year, and what gender/preference. With this knowledge and data, the next step would be the testing of it by creating a viral-ad.

The ad would then be spread amongst firstly within the group's networks, and then would spread. Lastly, the group would need to identify if the viral-ad was indeed effective amongst Dominants by use of the said social networking sites. The study would be guided and will be seen with the perspective of the advertising model of scholars R. Leving and G. Steiner, Hierarchy of Effects. As the theory suggests, there are six steps of persuasion of an advertisement going to purchasing of the product: Awareness, Knowledge, Liking, Preference, Conviction and then Purchase.

Though in this study, the final stage of Purchase would not have that of an impact for the research focuses on advertising and not on the selling functions. The significance of the theory in the research is that the steps, the first five to be exact, of the Hierarchy of Effects theory is believed to be achieved first before having viral advertising set-up. To give an example, before having an advertisement going viral in cyberspace, audiences should first be aware of the product/information which what the first step explains, Awareness.

This scenario could be seen as like seeing an ad for the first time on Faceable/Twitter. Then followed by the Knowledge step where the audience begins to know more about the product/information that is being advertised. Follow by the Liking step where the audience possibly saw something in the ad that catches his/her attention. Next step would be the Preference where the audience starts to decline to the rival brand/product (if there be) and be a tad bit closer to becoming a consumer than being an audience.

Conviction would be the fifth, and for the viral advertising research, the last for this would be the last step before purchasing a product. This step is where the advertiser intensifies the audience's desire to purchase the product or take/believe the information given by the advertisement. In direct marketing this could be in the form of a test drive for a car or a free taste experience for food. In online advertisement though, Conviction tepee can possibly be done through video demos or video reviews and other first-hand user testimonies of the product/information.

After these steps have been go through it is then the viral advertising comes in, one audience after going through the first five steps would probably ' hit' the " Like, Share, Favorite, and Rewet" button on his social networking site, then goes the advertisement viral. This research assumes that, the effect of social networking sites to modern-day young Filipino, University of Santos Thomas students in particular, have been far more than it was intended (socializing) and online advertising is one good proof.

Also, that in this day and age, viral advertising on social-networking sites and media has a promising future that if developed could be turned into a new industry for the field of marketing and advertising. Even though with the generality of the topic concerning social-networking sites, researchers do not have the full capacity to boldly and openly discuss all findings upon results, filtering would always be done for the sanctity of the Pontifical multiversity Ana students Tanat would undergo ten study. But aspect tents, ten research team promises to deliver honest results and finding in the most professional and

Thomas way. Research's scope would be the University of Santos Thomas and its students that are actively participate on social-networking sites such as Faceable and Twitter. Methods to be used would be survey, both in hard copy and online form. Approximately 200 respondents will answer the questions that were given earlier in this chapter relating to the viral advertising topic. Though the study is only limited to the University of Santos Thomas, it is believed that results/findings could also be applicable to a much wider scale of general Filipino entities active in social-networking medium.

Definition of Terms Social hegemony - social domination; of the electronic/media age in this context. Social media - 2-way meaner of interaction among people through the virtual/cyber world. Social Networking sites - web-based services that allow people to interact and connect with mutual people virtually. Faceable/Twitter - two of the most popular social networking sites; has features such as upload photos and videos and interact with people online. Viral advertising - marketing technique that uses the social media to spread brand/ product awareness. Like" - Faceable function that allows user to express sympathy to a post made by there user " Share" - Faceable function that allows user to repost one's post. Great meaner of viral ad in Faceable " Favorite" - Twitter function; has the same use as Passbook's " Like" " Rewet" - Twitter function; allows rewetting or reposting one's tweet/post. Great meaner of viral ad in Twitter. Entire - combination of words " Internet" and " Citizen"; meaner an individual involved in an online community or network.



Thomas - a student of University of Santos Thomas; has the good moral and character taught by the university. The study primarily wishes to deliver facts that would possibly further help the advertising industry through the use of the modern age technologies that undeniably have a wide reach. As announced to possible consumers. As the research starts, it is hoped that the related literature and theories would serve as a guiding light towards the enlightenment pertaining to Viral Advertising in Facebook and Twitter among University of Santos Thomas students.

Again, the research team aims to benefit the coming generations with this study; to be able to bring quality and values instilled in viral advertisement throughout the whole Thomas entities and also, as hoped, to the whole Filipino entities. Chapter 2: Review of the Related Literature The ever-evolving information age has surely been taking place throughout the world. The use of social networking sites as tools for advertising is one good example of how change and innovation in technology happens.

With the widespread use of social networking sites by people around the globe, all the studies mentioned are believed to be applicable to the viral advertising set-up through social networking sites in the Philippines and its effect to the students of the University of Santos Thomas in focus. It is hoped that the result of the study to be done will be affirmed by the other studies done by the scholars that guide this research on viral advertising in social networking sites among JUST students.

Since social networking sites have been a growing trend in this age, businessmen and agencies tend then to take advantage of the situation,

<https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

ensuing to a vast and larger scope for their ad, or in other terms -a viral ad. In the US, it was studied thoroughly, using the Tailor's six-segment strategy and some other theoretical framework, that approaches to the intended audiences or future possible clients can be more direct and more of a cinch with the use of social media, possibly too, with he factors including genres dictated and in line with the human personality.

In various studies about Viral Advertising, it is very heavily based on the spreading of the people of social networking site users if that viral ad would be successful. The study by Shush-Chuan Chug, " Viral Advertising in Social Media - Participation in Faceable Groups and Responses among College-Aged Users" others are attracted through a common attitude or a common psychological interest in such (Chug, 2011). In the study, it tries to find out if being part of a Faceable group influences the flow of ads. But this sort of funnel does not influence heavily because of viral ads being more psychologically based.

In a few other studies, common themes are used to attract more attention from others and for the ad to spread, which is sex, violence, and norm (Go BIBB) (Cackler As or Gallon, en uses layers six-segment message strategy as a framework which contains the transmission view that has three components: ration, acute need, and routine, and for the ritual view with the other three: ego, social, and model. Using this framework and the themes mentioned above, rather effective viral ads could be created. As for the study of Cackler and Bolls, the use of an emotional tone could be implemented to capture more viewers on a viral ad.

A simple logic would be the less the ad utilizes the emotion of the viewer, the less attracted the viewers are, the weaker the ad is. In a marketers perspective, viral ads must be sensitive to the forever changing human mind (Mango, Faults, & David, 2009). Through ads, marketers have to make sure that the spreading of that product does not destroy its name through hearsay of customers. A way to rather control the problem is through proper viral advertising. Since most people are on the internet, marketers would do good to utilize it. In the study of Chorea in, " Who interacts on the Web? The intersection of User's Personality and Social Media Use" it shows how emotionally attached people are to the usage of social media (Chorea, Henley, & Gill De Gauzing, 2010). This is why viral ads are very emotionally and psychologically based. Chapter 3: Theoretical Framework As advertising grows further into crawl with the social media's feet, let us then discuss some native points with how is this advertising inside the networking age be of an authoritative use. First off is the " Tailor's Six-segment Message Theory", on which represented by a wheel divided into 2 parts and further subdivided into 6 segments.

The left-hand side of the wheel represents the Transmission View of Communication, while the right side of the wheel is the Ritual View of Communication. The wheel has a vertical axis on which items mentioned are lined up from least to greatest to that of a consumer's perspective (from bottom to top). And also, as you move from the 12 o'clock to the 6 o'clock position, the strength of the emotional attachment decreases, while on the other hand, as you move counter likewise from the 12 o'clock position to the 6 O' clock position the strength of the rational attachment is then decreased.

The segments discussed on the clockwise direction are as follows. First is the segment 1, in which, it is named Ego, summarized as "I am Me" segment. This nothing but highest emotional attachment just depicts nothing luxurious and all other stuff which consumers tend to think that of their own image. Possible of such notion are cars and branded objects or services in other cases. Consumers tend to say, "This is who I am. The second segment is the Social segment on which can be simplified into that we can say the likings and preferences of a group on which the consumer is involved to -to possibly get attention, win approval, admiration, love and respect for others, or then again a fact of prevention can be also a motion. This is used to state something to others that "He or she is this." The third is the Sensory segment. It is scarred as ten moments AT pleasure segment Tanat AT wanly consumers tent to Duty such products to Just then give life a little treat, this could include candies, soft drinks, chewing gum, etc.

We then can now move to the other side of the axis, from the least rational importance and move up to the 6th segment. The fourth segment is the Routine segment, on which it is seen but of daily doses of needs. Consumers tend to buy such because of habitual ways of necessity. Brands do not matter since it does not differ in quite a bit. The fifth segment is what we call the Acute Need segment. It is can be summarized as of something consumers needed also but with brand familiarity since the value of effectiveness is needed. And last but not the least is sixth segment called as Ration segment.

This is where the traditional hierarchy of effects comes in, where nonusers desire lots of information about the product features, services, warranties, <https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

price, etc. Ensuring the product is quite the action taken here, on which alternatives and studying information is its core. Examples are houses and cars, etc. This six-segment strategy theory can then determine on which level of viral-news can an ad be, or as of how it then implies to which the effectiveness of being viral it had achieve through out the Thomas community.

The wheel does not limit the circle to one segment but joining two or more segments can then be done, like sensory/acute ND sensory/ration, ration/social/ego, etc. After Taylor's " Six-segment Message Theory", another theory to support the current study is the 1961 theory of Robert Leving and Gary Steiner: " Hierarchy of Effects Model". This theory of the two scholars tackles what and how audiences/ viewers undergo when viewing at an advertisement. According to the theory there are six steps or stages a viewer goes through into becoming an actual buyer/ consumer. As explained in the earlier part of the study.

The six steps of persuasion are as follows: Awareness, the customer becomes aware of the product through advertising. Knowledge, the audience is now gaining information about the product advertised. Next step would be the Liking step where the viewer is now starting to get to like the product and is now being convinced from being a viewer to a potential buyer/consumer. Forth step would be Preference where the audience starts to decline to the rival brand/product (if there be). Conviction would be the fifth step and this would be about creating the customer's desire to purchase the product.

An advertiser could intensify a consumer's desire by giving first-hand experience of the reduce Just like a test drive to a car or a free taste to food/beverages. The final step would be the Purchase, the most desired and the target of all things done. According to the theory of Leving and Steiner, the six steps could still be sub-grouped into three stages. Namely: Cognitive (thinking), Affective (feeling) and Connotative (behavior). Cognitive, the stage where the consumer becomes aware of the product and gathers more product knowledge.

Affective, the consumer likes the product brand and has conviction in it and lastly the Connotative where the consumer finally buys the product. The model was called hierarchy for in every step advertiser may lose number of consumers as they move to different steps and stages. The model suggest utmost efforts to get consumers from conviction to the complete and final stage of purchase. Since marketing and advertising is very closely tied up, concepts of the AID approach can very well be used in this study. AID stands for Attention (Attract), Interest, Desire, Ana Acton.

I knees rater to ten steps can ad, analyze, copy, product, or anything else takes the viewer or consumer through. In other words, these are the ones that need to be considered when creating a great advertisement. Attention or attract pertains to grabbing the people's attention with the use of strong words, or a head-turning picture that would make people stop to look at it and read the rest of the ad. An example would go somewhere along the lines of this. Imagine two pictures of the same attractive woman. One of the pictures has her wearing conservative clothing and the other with her in a bikini.

<https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

The most attention grabbing picture would most probably be the picture of the woman in a bikini. Substance can always be the same, but it is how it's presented that grabs the attention of people. It's one thing to grab one's attention, but it's another to keep that attention. This is where interest comes in. This is where the engaging of the target audience comes into play. Their needs need to be focused upon by feeding them the important parts of the ad in brief, yet interesting words or bullets that are relevant to them. This will keep their attention span on the ad.

For example, the target audience of the said example would be adult men, a good way to keep them interested is by having sexual related words with the picture. Not only would they're attention be caught, but it could make them excited and interested because of the word play. What goes hand in hand with interest is desire. This where the appealing of the audiences personal needs and wants is needed by way of making them understand how what is being offered would be helpful to them. Going along the lines of that, would do men looking at pictures such as that desire?

If the picture from the example above was the cover an adult magazine, a way to appeal to them is by having a sub- headline that says, " The Sex Story of Your Fantasy Girl". Lastly is action, which is the action audiences should take after going through the ad. To continue the example, the action that should be given would now be clear, it's for the audience to turn to the page of the sex story. This approach can very well be used in the creation of the test advertisement, and this would help the present writers to create their own effective and great ad.

Chapter 4: Methodology Over the years since social media has open doors for several opportunities to deliver news and any related advertisement or information, the University of Santos Thomas has used also such trend not just to compensate the global setting but of course to maximize the needless effort of wide-spreading ideas and updates. Social networking sites such as Faceable was the first to enter the public sphere in which not only it provides dissemination of communication topics but of mere ads that is then to add spice and fun to other things such university weeks and other organizational events.

One particular study done in the US has used the idea in their research by establishing what was mentioned in the past chapters, was to used different styles and genres to attract and be more of an entertainment, in short a catchy caption. This then leads us to research designs of descriptive and qualitative to further understand our research. Since the variables may then include such genres that of may have been mentioned in six-segment strategy wheel, from ration to ego. The dependents such as what are the components of the ad may be such as, Tort want Is It Tort:' International-constellation?

Event Invitation? Organizational pronto School requirements? This then basically where the wheel rolls into, in which the probability of a viral ad inside can be catered. Basically, some points mentioned on the past research said, as of what the current research discussed, where explicitly sexual or at least humorous in nature. But as of ours, inside a university with such high code of conduct and morality, it is forbidden for such, thus the key



of a viral ad limits to humor alone which may be synonymous to anything fun and at least interesting to the student body.

Unlike the other research designs, quantities of dependencies are mentioned thus resulting to various calculations and methodology but to this research, a conduction of surveys and observational keenness is the basis. The pilot study may then be observed through the amount of likes and rewets of which the ad may be of a seen as the one that is viral. But, is it? The idea itself is notably not as believable as it seems, since the likes, shares and rewets where it usually coincide with the likes of " doing- a-favor". Where then does this it applies?

Ad pages, video ads and print ads (online) where can also be passed on by mutually asking one person to another is a significant idea of which may be considered to the former idea. The University of Santos Thomas may be a community, but inside each building has their own unique culture, as seen by surveys done, it was a bit implied that within each college, they incorporates their subjects and beliefs where they actually have he thought of using the social media for their own benefit, not unless it's a university thing.

From the setting itself, organization-related information also has much more a closer ranger to being viral since its norms are may be guided by Thomas conduct, but since it was headed by students, it is more student-oriented and student- friendly, which may be closer to their interest, which further implies the observable idea of that proves the theory. But further discussion will then be lifted in a while. Ottomans Web and TOMCAT were one of the

<https://assignbuster.com/viral-advertising-in-facebook-and-twitter-among-ust-students/>

known and established organizations that may have gained the possible keys of having a viral ad, may it be in twitter or Facebook.

Both regularly update the Thomas community of upcoming events. Assessing their ads, it were more likely to be known and seen and be passed on if and then it is a university based culture, for example, since the beginning of season 74 of APP, the hashtag "#foldouts" has been a trend for months, and that hashtag has been also used inside of Facebook though the program code has no command over the website, it was then considered as a viral ad. Another example of viral ads is online print ads of the Thomas community cheering for the Tigers game.

A number of shares and likes can be gained on such ads since again it's a Thomas spirit/culture. But what does this virally advertise? Of course, the student camaraderie, or presumably, as-one-university spirit, etc. Take note, the current research does not only cover the markets attained but as well outside of business-oriented ads. To actually see how the viral advertisements go viral around the Thomas community, like what of those of the given example on the student camaraderie of the JUST students.

The research is designed to collect useful data through the use of the method of survey. The scope of the survey is having 100 respondents that are limited to randomly picked University of Santos Thomas students (data to represent can't be every college is not targeted if possible) They will answer ten questions of that relate to the research on how viral advertising is among the Thomas Entities. Surveys are to be conducted

inside the various parts of the campus and places around the university where probable Thomas Entities are.

The 100 surveys are to be filled on a hardy copy form and respondents would be guided by the research team in the case of queries by the respondents pertaining to the survey. Also, a follow up online survey would also be done alongside the black and white survey; the online survey would be identical to the actual one. The online survey would be done to have bigger and greater response from the true Thomas Entities themselves. It is expected that majority of the population would respond with the affirmation of them having an experience of a viral advertisement.

Letters of permission to the University to conduct such experiment/research is believed to be unnecessary, for the survey is just limited and small in quantity. Also, it is foreseen ND assured that the research would not do any harm to respondents for the participation is only limited with answering the survey. So are waivers to the respondents will not also be necessary, but instead will be orally guided and instructed beforehand by the research team. The data that is to be collected through survey by the team is set to be done with an estimated time of 2 minutes per participant in maximum.

Questions that would be given are designed to be concise and straightforward to give convenience to the precious respondents. The research team will promise to take great care of the Thomas Entities that will answer the survey. It is believed and hoped that this survey and the data that it will provide will give light to the study undertaking. After gaining the data from surveying the students, the researchers would then create their own

viral advertisement, by using the AID approach, to spread amongst the Thomas Entities.

To decipher which style or way that gains the most kind of viewers, the ad would be given one week to be spread by itself without us trying to get others to like it by way of a " favor". A simple " share" or " tweet" would suffice. Come a week, the next week would be the time for having others to view it by way of favor" or even " friendship". From the two styles, what can be seen is how effective the ad itself is, and then how its viewers can be increased, ultimately, see the difference between the two styles of getting an ad viral.