

The Influence of Social Media Big Data on the Online Drama Series Communication

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Abstract. The paper focuses on the online drama in the cultural industry. From Adorno and Benjamin's theory of the social function of mass culture, the online drama can be a reflection of the social phenomenon. Taking the example of the online drama "The Knockout" as an example, through social media big data analyze, the communication influence brought by the online drama combined with social media. Using the big data of Douyin and Weibo, we explore the influence of the online drama "The Knockout" in the network communication, social value, cultural identity and social discussion. Through research, there is a positive correlation between the social media on the propagation of the online drama.

Keywords: Online Drama Series, Culture Industry, The Knockout, Streaming, Douyin, Weibo

1 Introduction

As a widely disseminated medium, online drama series often generates extensive discussions and impacts in the society, sharing common ground with the social reality. As a highly publicized online drama, "The Knockout" has explored various issues and themes in society through its brilliant plot and profound character portrayal, thus creating an important impact on society.

The research method of this paper is to find out the reasons for the popularity of "The Knockout" through the big data of social media such as Douyin and Weibo, and to explore the reflection of the popularity of online dramas on social phenomena, especially social function theory of mass culture from the viewpoint of cultural industry by the Frankfurt School.

The idea of "cultural industry" was put forward by the Frankfurt School in Germany. Scholar Theodor W. Adorno began to comprehensively explore mass culture. Adorno began a comprehensive study of mass culture, and Adorno and Walter Benjamin debated the social functions of massification, technologization, and commodification of culture.^[1]

Adorno discusses the inner logic of the cultural industrial system and the various dynamics at work. Adorno argues that in the cultural industrial system, everyone is both a producer and a consumer, not only producing and consuming what is produced materially, but also repeating the cycle conceptually.^[2]

Oxford University scholar Ralph Schroeder's "Big Data and Communication Researchfree", focuses on the analysis of Twitter, Wikipedia, and Facebook, and also includes an analysis of the use of search engines and smartphones, which can be placed in the "Digital Media" section of the journal. About Impact of New Media on Customer Relationships, University of Manchester scholar Thorsten Hennig-Thurau and Northwestern University scholar Edward C. Malthouseon focuses on new media such as Facebook, YouTube, and Twitter, enable listeners to play a more active role in the marketplace, reaching almost anyone, anywhere, anytime.

2 Audiovisual Users and Short Video Social Media

Short-video social media platforms have become an important media tool influencing modern people's perceptions. According to the "2023 China Internet Audiovisual Development Research Report", in fig.1, there are currently 1,040 million Internet audiovisual users, with a usage rate of 97.4% of the population, and as of December 2022, the size of internet audiovisual user base had further expanded, and driven by short-video and live streaming applications, the overall size of the Internet audiovisual user base has maintained a steady growth trend. The overall user base of online audiovisual services will continue to grow despite the use of short videos and live streaming.

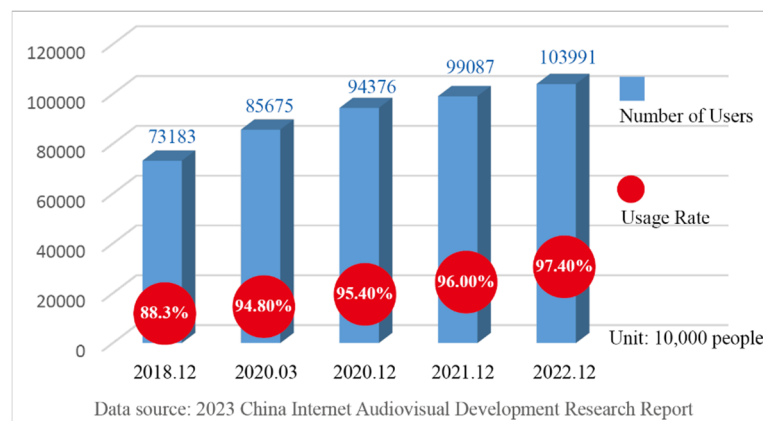


Fig. 1. Online audiophile usage scale.

In fig.2, short video users reach 1.012 billion, penetrating all types of grid users, and users will continue to grow in 2022. compared with 2021, the usage rate of short videos has increased across all user groups, and short videos have further penetrated all types of netizens.

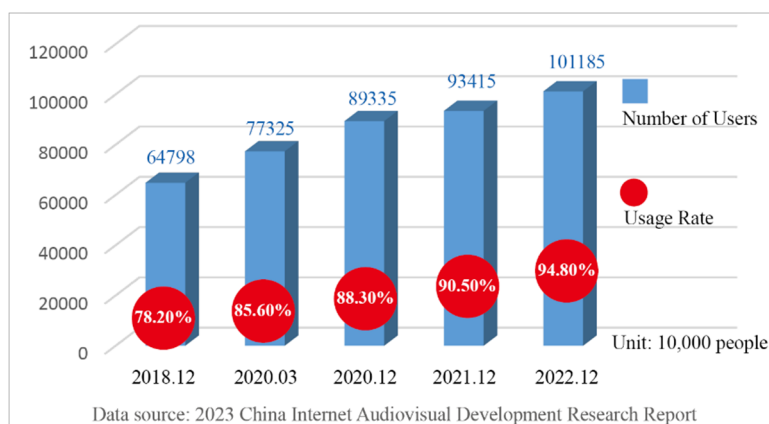


Fig. 2. Short video user scale.

Short videos also reached 168 minutes of daily use per capita, making them the longest used item of online behavior. Posting on is a favorite activity among young people. Due to the increase in the creation of short videos, short videos have also become the mainstay of marketing behavior. Things like this year's hit online drama "The Knockout" have had excellent distribution on short video platforms, so the use of new media has become the most important part of the movie box office.^[3]

3 The Knockout and Community Influence

The Knockout is a 39-episode online drama broadcast on the Aichi platform, featuring a social reality series that spans 20 years. The Knockout won the "Weibo Drama Series of the Year" award and the "Exemplary Quality Drama" award in social media. The Knockout has aired for 149 days, with an airplay index of 740, a broadcast index of 95.2, a media heat rating of 88.8, a user heat rating of 81.7, a critical acclaim rating of 85.8, and a viewership rating of 88.4.^[4]

As of August 12, 2023, The Knockout has a Douban rating of 8.5 points, with an all-time high rating of 9.1 points and 854,314 Douban ratings; the Weiboging topic #The Knockout has accumulated 7.24 billion reads and 17,657,000 discussions; and the total number of posts in the bar has reached 710,000 posts.

3.1 The Knockout Operate Data Analytics in Douyin

The number of fans of "The Knockout" is 172.6w, the total number of works is 223, the total number of likes is 3660.07w. The total number of likes is 3665.1w, the ratio of likes to fans is 2122.93%.

According to Fig.3, Fans of "The Knockout" are mostly male, accounting for 55.35%. Since social dramas always focus on male as the main viewing group, the male audience is higher than female.

In terms of fan age, the 31-40 age group accounted for the most 39.14% of the fans, which is different from the general distribution of mostly 24-30 years old. The main reason is that the

villain of the drama, Gao Qiqiang, is portrayed as a middle-aged male, and such a characterization is in line with the public's mentality of mooching for strength, which is more likely to resonate with people of the same age group.

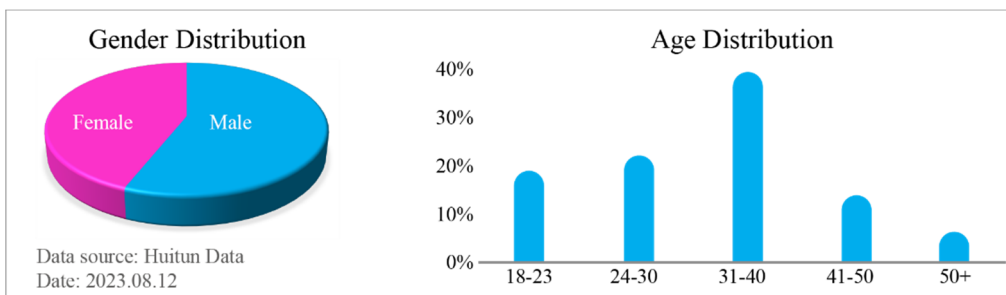


Fig. 3. The Knockout Data in Douyin.

3.2 Comparison of The Knockout and Crime Crackdown

The same type of drama as "Crime Crackdown", "The Knockout" was released on different platforms and received the same good reviews. However, on the whole, "The Knockout" was ahead of "Crime Crackdown" in most of the values because of the difference in the time of release, the increase of internet users and their adhesion is not the same, therefore, "The Knockout" has a better data.

As Table 1, in addition, from the content point of view, the Douban rating of "The Knockout" is 8.5 marks, which is better than the 7.1 marks of "Crime Crackdown", so it can be seen that the content of "The Knockout" is more appreciated by more viewers.

Table 1. The knockout and crime crackdown data comparison.(Statistical date: 2023.08.12)

Drama	The Knockout	Crime Crackdown
Release Date	2023-01-14	August 9, 2021
Platform	Lovecraft	Tencent Video
All-time Hottest	83.91 (2023-02-01)	85.2 (2021-08-17)
Pop-up Commentary	520,000 entries	1.42 million entries
Douban	Douban rating 8.5 points Highest ever rating 9.1 points Number of Douban raters 820,000	Douban rating 7.1 points Highest ever rating 7.3 points Number of Douban raters 370,000

As Table 2, from the comparison of Weibo operation data, the official Weibo of The Knockout reaches 293,000 fans, which is more than the official Weibo of Crime Crackdown's 103,000, we can understand the benefit of social media to the ratings.

Table 2. The knockout and crime crackdown Weibo data comparison.(Statistical date: 2023.08.12)

Drama	The Knockout official Weibo	Crime Crackdown official Weibo
Fans	293,000	103,000
Number of Weibo	480	632

Cumulative number of video plays	115 million	15.664 million
Highest number of single likes	59k	1.1 million
Number of readers of the play's title	7.24 billion	4.42 billion

In Table 3, looking at the drama The Knockout's Douyin, with 1,784,000 fans, a total of 36.6 million likes, and 226 entries all more than Crime Crackdown, it is possible to see The Knockout's successful operation on Douyin, and its drive to become the most popular online drama in early 2023.

Table 3. The knockout and crime crackdown Douyin data comparison.(Statistical date: 2023.08.12)

Drama	The Knockout	Crime Crackdown
Fans	1.784 million	782,000
Total Likes	36.6 million	2058.7k
Highest number of likes for a single entry	2.984 million	1.165 million
Number of entries	226	171
Number of readers of the play's title	63.29 billion	8.12 billion

As user-generated content (UGC) is popular on social media, viewers will produce their own creative content related to serial dramas, such as imitating characters and reenacting plots, which increases viewers' participation and also has the orientation of contextual substitution.^[5] The popular topics on Douyin can lead users to participate in the discussion, and the crew can utilize these topics to create discussion points related to serial dramas and increase the exposure of serial dramas.

4 Conclusions

In the era of social media, online drama can gain positive influence by utilizing social media publicity, like the online drama "The Knockout" established an official account on mainstream platforms such as Weibo, WeChat and Douyin before the start of broadcasting. It can make interacting with the audience and let audience full of anticipation.

As a mainstream social media platform, Douyin can influence the audience's attention to successive dramas through creative publicity, interactive activities, topic guidance, etc., which in turn may have a positive impact on the ratings of successive dramas.

On the other hand, Weibo influences viewers' emotional identification and engagement through publicity and promotion, celebrity interaction, plot guidance and character marketing, thus positively affecting the ratings of serial dramas.

The drama series "The Knockout" has positively influenced the society through its compelling plot, rich characters and profound themes. It not only shapes the values and behaviors of the viewers, but also triggers discussions and thoughts on social topics.

As part of the cultural industry, online drama can evoke the "collective memory" of the society, and by utilizing the big data of the new media, it can show stronger communication in the social media.

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