

The Influencing Factors of "Xiao Dian" on Users under the Background of Social Media Platform

Chenji Wang^{1,a,*}

¹*School of Arts&Cultures, Newcastle University, Newcastle upon Tyne, United Kingdom, NE1 7RU
a. c2002256@newcastle.ac.uk*

**corresponding author*

Abstract: With the development of social media, social media platforms become a great carrier of transmission of information. Especially, as a hot creative category spread by social media, funny works have an important impact on people's lives and physical and mental health. And, in this regard, punchlines play an important role. Actually, different people have different "Xiao Dian", which are mainly affected by age, character, experience, education degree. and also cover the feeling when people listen or watch the funny works. Therefore, this article aims to analyze the influence factors of "Xiao Dian" and how different level of "Xiao Dian" influences people's physics and mental health and taking funny works as an example. In addition, with the advent of an increasing number of funny works, there are numerous homogenized contents, which also can influence peoples' "Xiao Dian", also could impact peoples' physics and mental health.

Keywords: "Xiao Dian", social media, humor, punchline

1. Introduction

Since social media's introduction, it has attracted millions of users, and each social media platform has a large number of daily active users, such as Facebook, Twitter, and YouTube. These platforms gradually integrate into people's lives. Funny works as one of the hot types are widely spread on social media platforms, and are further considered to affect people's "Xiao Dian" nowadays.

"Xiao Dian" is a hot Chinese vocabulary, that can be found on DanMu (a special comments section in China that is often displayed on the whole social media equipment's screen, but it can be adjusted to show where people want to display) and the comments section of a variety of social media platforms, including Facebook, YouTube, TikTok, Bilibili (one of Chinese main media platform). The meaning of "Xiao Dian" is similarly related to the "punchline", and its function is closely related to the humor. So, while "Xiao Dian" has a complicated vocabulary, it is more described as an ease level at which people get a verbal, audio or text laughing point from these funny works.

However, recently, more and more people on the internet have complained that they will lose the "Xiao Dian", which means that they might get a less positive sign than before. After reviewing the literature related to the perception of "Xiao Dian", we believe that this situation is caused by multiple factors, especially in the context of the popularity of user-generated content on social media platforms [1].

In this sense, under the development background of social media, this paper aims to identify various fundamental factors that influence people's "Xiao Dian" in recent days. Moreover, the importance of "Xiao Dian" for physical and mental health will be discussed as well.

2. Theoretical Background

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks [2]. Even though there are a variety of social media service, but also exists some common features. According to Obar and Steve's research, social media services rely on Web 2.0 Internet-based applications, and user-generated content plays an important role in social media services. Additionally, these services deep connection between individual and/or groups profiles, which is beneficial to the development of social media services, etc [3].

With the advancement of social media, there are an increasing number of funny works appearing on social media platforms. As we already established before, funny works plays an important role in people's life and has a huge impact on people's "Xiao Dian".

2.1. The Theory of "Xiao Dian"

Apparently, "Xiao Dian" is not a new word. Instead, it is a word that almost only Chinese people know, but the similar and even equally meaning word "punchline" for other countries' peoples is very familiar. Thus, in order to better understand the meaning of "Xiao Dian", people need to first pay attention to the "finishing touch." The punchline aims to make the audience laugh, and the statement is that "the punchline is the pivot on which the joke text turns as it signals the shift between the [semantic] scripts necessary to interpret [re-interpret] the joke text" [4]. Damanik and Mulyadi also highlight that "a successful punchline is irrational, unreasonable, improper, and wrong" [5]. In fact, the origin of this word is unknown. The actual term "punch line" is first documented in the 1920s; the Merriam-Webster dictionary pegs the first use in 1921 [6].

2.2. The Function of "Xiao Dian"

Despite the fact that the definitions of "Xiao Dian" and humor differ slightly, it is necessary to mention humor in terms of its function. According to Aykan & Nalçacı, humor represented the complicated cognitive process, and there are numerous ways of humor [7]. Also, the most complex humor is TOM humor, which requires people to understand social or emotional contents [7]. The most simple humor modal is expression with double meaning [8], and Plato also noticed the interesting of pun is realized the inharmonious it covered. On the other hand, other researchers pointed out that humor was defined by the Oxford English Dictionary as "that quality of action, speech, or writing which excites amusement; oddity, jocularly, facetiousness, comicality, fun" [9]. Moreover, according to Martin and Edwards's research, "humor has been identified as one of 24 character strengths considered ubiquitously important for human flourishing", even though it is a later supplement to this classification system [10].

2.3. The Relationship of Xiao Dian", Humor and Punchline

As Ramachandran's ideas, a successful funny works needs to include a sudden twist to the story with an unexpected punchline" [11]. Either way, "Xiao Dian" is a theory word that come from China, and the meaning is more equal to the punchline. Concerning the relationship between the punchline and humor, Fearman's research stated about the two-stage model of humour processing that the punchline is an important interactive factor to take people into the second stage to get

humor [12]. If people do not get the punchline, then they could feel a sense of puzzlement. People will receive a sense of positive emotion after experiencing humor, which is beneficial for their psychological health as well.

Overall, the punchline is a turning point, which is a situation transition, but “Xiao Dian” is a process that people understand and use to solve the funny information when they get humor before. Therefore, whether it is “Xiao Dian” or humor, their functions are eventually bringing a positive sign for people’s physical and mental health. So, in certain situations, people often get the positive sign from funny works, which means that the quality of funny works plays an important role in people’s life.

3. Influencing Factors

The factors that influence the “Xiao Dian” are complex. But there are two directions to the influencing factors of “Xiao Dian”. On the one hand are internal factors, including the personal character, education degree, age. On the other hand are external factors, such as, the quality of funny works.

3.1. Internal Factor

Damanik and Multadi claim/suggest that laughter comes from an awareness that something is inconsistent with the logic used in perceiving an event. Laughing is an active movement, which means that people get a correct positive sign or emotion when they appreciate funny works [5]. Also, it represents people reaching “Xiao Dian”, so they are laughing, but it is a comprehensive process, covering people’s education degree, experience, age, character, and the quality of funny works. Though the influence factors necessitate a complex analysis process, this does not mean that it cannot analyze some of single funny works. For instance, “I asked my doctor. Can I still grow taller?”, “My doctor said, just be a little patient”. In this joke text, “doctor” original meaning is “patient”, meaning that this person is not impatient and needs to wait for a long time to complete that goal, but this is a polysemous word. Another meaning is explained as a little person who gets sick.

Similarly, in another example, “Why are doctors so calm?” “Because they have a lot of patients.” In this text, “patient” refers to people who have the time and patient to deal with these issues, not means that sick people. But, in this joke text, patient is defined as sick people. Thus, these different meanings and the way of special expression compose that joke text. There are plenty of these types of adaptations of joke texts online, but people will be confused about that if they do not have any English foundation. As a result of the analysis, “Xiao Dian” is closely related to the education degree or knowledge, especially in these cases.

Regardless of knowledge or education level, an increasing number of people have stated that their “Xiao Dian” level has increased with age and experience. But as everyone knows, age can impact a variety of things, and “Xiao Dian” is not a unique case. Particularly, Greengross mentioned that while aging could impede the ability to produce humor, understanding humor is less affected by age, also in a way, some jokes are felt to be funnier [13]. Moreover, less related research focuses on the daily uses of humor among the elderly and how appreciation and production of specific types of humor change with age. Therefore, this article will not analyze the age and experience further. Besides that, the character also is a really significant influence factor. Some people will be able to experience more positive emotions and may have a low “Xiao Dian”, which is good for people’s health. Also, people will lose their interest to appreciate the funny works when they suffered some bad things, even if they have a low “Xiao Dian”.

3.2. External Factor

In addition, with the development of social media, there also exist many external influence factors of “Xiao Dian”, for example, the quality of funny works is one of the main external influence factors. Another external factor is the recommended system of social media platforms, which affects people’s “Xiao Dian” in general.

Recently, an increasing number of homogeneous funny works, including funny short videos, etc., making people feel tired and bored. Especially, in order to get more fans and attract more people’s attention, some creators of funny works made and imitated a lot of adaptations to adapt to the market or audience, which gradually led to people losing interest in funny works, and “Xiao Dian” was down. Actually, some of the software recommend systems also need to be responsible for that phenomenon, particularly Tik Tok.

For example, in China, there are so many videos with content about men in drag and through different “Xiao Dian”, such as funny tones and movements, make people laugh on Tik Tok. Since the ID of Duoyu and Maomaojie videos became popular, there have been numerous copycats and similar videos. Also, this ID has about 30 million followers and half a billion likes. People will initially laugh and give positive feedback about this type of video, but with the numerous advent of similar content on Tik Tok, people become tired and difficult to laugh. Even now, when people search for related words like “men in drag”, they can find many related recommended search terms.

On the other hand, there is no boundary for the Internet, but that does not mean that the funny works we see or listen to are not limited to a certain range. In China, the customized and personalized mimicry environment launched by a series of social media platforms led by Tik Tok is not actually responsible for users, but limits and bundles them [14]. Tik Tok is almost the largest short video platform with daily active users in China. Tik Tok has more than 600 million daily active users, including the Tik Tok Volcano version. In this situation, in order to grab more and more users, this platform uses a special recommendation system. At the start, it really attracted a number of users and creators. But as a consequence, it gradually loses many users who have high education level. The data from Fastdata Pole 2019 has shown that the year-on-year growth rate of short video users with a bachelor’s degree or above is negative, with -15.2% for the doctoral degree and -11.4% for the master’s degree [14][15]. So, under the impact of these similar funny works, it is not difficult to understand that people’s “Xiao Dian” could be affected.

In sum, the influence factors of “Xiao Dian” are multiple. If the research only focus on a single influence factor, it is quite difficult to summarize that people’s “Xiao Dian” will lose. Whereas, in a way, it is beyond doubt that people’s “Xiao Dian” will decrease and impact people’s physics and mental health, if creators of funny works still create similar works.

4. The Impact of the “Xiao Dian” on the People

In addition to the concern about the disappearance of laughter, which is related to both internal and external factors, this concern also leads to a change in the positive impact of “Xiao Dian” on people. In particular, the continuous emergence of funny works with the same contents, which were originally intended to relieve people’s pressure and negative emotion, may now become another new pressure with the disappearance of “Xiao Dian”. Thus, it is necessary to study the impact of the “Xiao Dian” on the people.

As the ancient Chinese used to say, “often happy, often laughing, the way to live longer (Chinese proverb)”, also, as the Swedish proverb says “a good laugh makes you healthy”. These are widely spreading sentences that are beneficial to people’s health. These sentences of experience show that more positive emotions contribute to people’s health. Due to scientific, these wise languages will be obliged by some people. But over the past two decades, Erdoğan & Çakıroğlu and Tugade all

supplied much evidence for those sentences [16][17]. It is a great positive sign when people laugh. This behaviour is active and related to “Xiao Dian”.

People with a low “Xiao Dian” were more likely to be perceived as having more positive emotions. As mentioned before, positive emotion has a close relationship with people’s physical and mental health, and people who have more positive emotions have higher satisfaction than others. High satisfaction brings healthier behaviour mode and a low potential risk for these people to develop cardiovascular disease, diabetes, and other diseases [18]. However, people can get positive emotions from watching, listening to, or reading funny works when those works’ quality can be guaranteed, and that is good for people’s health. For instance, self-reported effects of laughter on immune system function are guided by subjective experiences of positive emotions, and these benefits may not only provide short-term health benefits, but more importantly, last a lifetime, which is particularly good for older people [19]. Related to this, positive emotion in elderly people can protect them against frailty (e.g., fewer strokes) [20]. At the same time, positive emotion can assist people in releasing mental press when people emerge in an adverse situation. In fact, as we all know, people who have more positive emotions can bear more burdens, no matter in life or other fields, and also have a better socially interactive nature, which means a great sign for people who are working or studying.

Actually, funny works provide positive emotion and the good effect on the rest of people’s life is self-evident. Nowadays, more and more research has shown that positive emotion has so many advantages [17], and people who can grab the “Xiao Dian” quickly can get more positive emotion. As for the “Xiao Dian”, it is incorrect to express that people get more negative emotions with a low “Xiao Dian”, but according to this article, it is a normal phenomenon, and other possibilities are also existing.

5. Conclusion

Overall, the influence factors of “Xiao Dian” are multiple, thus the reason why people can get “Xiao Dian” when enjoying funny works are also complicated. We can not give a summary to show that people’s “Xiao Dian” could lost or decreased. But in addition to the internal factors, with recommended plenty of low quality of similar funny works by recommend system of social media, there is no denying that it is quite difficult for people to predict the “Xiao Dian” or punchline, which can further impact people’s physical and mental health. Therefore, it is unquestionable that “Xiao Dian” plays an important role in people’s daily life.

In order to improve these bad phenomena, creators of funny works need to focus on how to polish their works’ contents and take them better than before. Also, no matter the social media platforms or countries, they all need to complete supervision regulations, which can promote the development of the funny works field. On the other hand, improving the media professional knowledge quality of ordinary people is also a significant point, as people can create high-quality funny works no matter whether they want to be creators or just ordinary users in the future.

This article only analyzes a few directions about “Xiao Dian”, and lacks enough powerful evidence to prove “Xiao Dian” must affect people’s physical and mental health. The writer hopes this study provides further steps toward future research in the fields of propaganda of funny works. At the same time, hoping an increasing number of researchers could pay more attention to people’s health when they study the propaganda of funny works and call for the reformation and correction of the quality standard of funny works. In addition, whether the “Xiao Dian” is related to human brain nerves needs further research in the medical field.

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