VIRAL CONTENTS

In today’s world social networks are the place, where anyone can share his thoughts through posting it easily. No one can simply guarantee that content of the post will take the web by storm. Long-time citizens of the web can often guess correctly from a first-reading or viewing that a piece is going to explode. But why some of the contents go viral but some can’t. Here we discuss that what are the factors that will account into making a post viral.

The emotions play a role in this scenario. We feel that contents that inspires sadness is less likely to be shared. Where content that like anger, awe, anxiety is more likely to be shared. Anger wins the award as the most viral emotion studied. Emotion-filled posts tend to be shared more, according to the survey. Creating content with an emotional tone can be harder than it sounds, especially in professional writing.

Contents that has more surprising, interesting, practical utility, national issues are obviously more likely to be shared than boring and useless contents.

Contents that has the most being expected information like when the results of an examination will be published and how the pass percentage will be will get more share among students.

Contents that involves the information about a celebrity, and a most famous personality, national leaders, sportsperson and updates regarding an big events like olympics, football or cricket world cup, will get more shares and goes viral.

Contents like surveys on a highly sensible matters like who will win the upcoming election, will the war begin in siria are likely to be shared among persons who are interested in world issues.

Most importantly the person who is making the content, and what is his online status, and how many followers he got are all plays the role of making the content viral. We can also suggests that female authors had a great chance of going viral, but the reason underlying is unclear.For example, if a celebrity posts some content which need not be an important issue for the world but it is more likely to be shared by his fans.

Most obviously contents that are broadly viral is almost always funny. Here humor plays the role. Every person wants to be in a happy mood. Contents that makes the readers happy are the most likely to be shared among people.

Contents that are having breaking news, warnings(like concerns about physical wellness, spreading viruses) are more likely to be shared.