

Viral in Social Media: the Viralor and the Viralee

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Abstract--Purpose. *The purpose of this paper is to look into different approaches to study on information sharing platforms in social media. Social media has become imperative and pervasive social interaction between people all over the world and perhaps the most popular communication channels for all-aged Internet users.*

Design/methodology/approach *Academic literatures indicate social media users receive and sharing enormous information using Internet-based application technologies such as computer, hand phone, email etc. are closely tied to online social networks. Most of the viral shared around the world arouse peoples' conceit toward Viralee for some purposes. Viral are poised to become the chain of information, embedded communication features of the world around us.*

Findings *Analysis from empirical evidence proves that unrestraint of information processes for social media users signify the impact of information sharing paradigm. The Viralor, is creator or primal source of information chain who create the viral whilst Viralee is a form of human being, or object, or institution, or phenomena, to be viral. Viral are divided into two categories; positive viral and negative viral.*

Originality/value *This paper contributes to the theory on the implications of occurrence Internet users on social media to the contingency of information chain networks. The paper draws intention to the implication of information sharing behavior on social media.*

Keywords--- *Social media, Viral, Viralor, Viralee, Nazimo effect*

Paper type Conceptual paper

I. Introduction

Nowadays, in the world of technology era, there are massive information receives by people around the world with no limitation on sharing the information through a wide range of channels. The application of social media has broaden the intention and use by the users classifying into more specific categories and determined by communication channels (Chu, 2011) as such social network sites (Facebook, Blogs, LinkedIn), microblogging (Instagram, Twitter, Flickr), content communities (YouTube, Vimeo, Vines), and instant messages (Short Messaging Service, Whatsapp) (Correa et al., 2010; Ellison et al., 2007).

Nearly everyone are the users of at least one of the social media portals. Social media refers to an extensive range of Internet-based and technological services that allow users to participate in online exchanges, contribute user-created content, or join online communities. The kinds of Internet services commonly associated with social media sometimes referred to as "Web 2.0". Number of technology services mostly conjecture integrated area in the Web 2.0 concept, and it has been an eruption of information, new ideas and applications. The contents of Web 2.0 are

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prospectively becoming more imperative than others, and some are certainly more likely to be more relevant to education than others (Andersen, 2007; Tess, 2013).

Social media is defined as group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (Chu, 2011; Kaplan and Haenlein, 2010). The popularity of social media has dramatically increasing over the last few years. At the same time attracts the attention of scholars on the impacts of social media on Internet users' behavior on the information sharing affecting the overall of information chain and its network. Social media is a medium for connecting people. To the extent that apart of communicating with network, it was hypothesized that users are likely using social media more frequent to not only to receive information, but as attention seeking and social broadcast of oneself. Apart of information seeking using search engines like Google and Yahoo, social network site (SNS) is a service providing source of information from a multifarious of sources on a various of topics (Morris, Teevan and Panovich, 2010).

Social network sites (SNS) has evolving around the world for specific interest and making it an important communication and information sharing tool for everyone specifically Internet users. Jayan (2015) in his study had exemplify the uses of social networking sites in many areas as such in higher education, government, organizations and institution. SNS are also essential to researcher in scholarly community to interact with peer colleague's discussion on interest, strive for questions and answer, and share papers (José, 2015). Social networking provides interactive involvement with people to people as a platform to communicate and shares information.

One of the popular and most well-known social networking sites (SNS) is Facebook. Facebook is a place where users deliberately communicate for any purposes by create their personal profile, inaugurate communicate online, and voice individual opinions (Jayan,2015). Facebook was found in 2004 has been the most popular social network for connecting people (Newness et al., 2012) and has more than 750 million active users and ranked number two most visited website after Google (La et al., 2014; Ryan and Xenos, 2011). According to Newness (2012), three characteristic of social network sites (SNS) are; personalized profile created by user, user to other users' connections, and connection network is controlled by user and able to view other users.

How peoples interact with social media has become essential in spreading information using social network sites (SNSs). Internet users of SNS commonly showcase contents like music, video, photo or text for personal record or intention to sharing with public for general information sharing. Wong et al. (2015) advocate that mobile social networking sites (mSNS), the combination of SNS and mobile technologies allow users to simply share photos, videos, and add comments over their social links through mobile devices. The robust of social media has led users to an exposure of wide range of information and induce as information sources as trusted and reliable.

There has been expeditiously arise research scope of social media analysis (SMA) and act as tool for user-driven access to uncertain information available on Internet particularly on web (Muskan and Mukesh, 2016). Three types of SMA in recent growth which are linked with events are event enrichment, event detection and event categorization (Liu, Wang & Huet, 2016). Thus, it is important to social & media users to scrutinize information from the insight of conceptual dimensions of social media intelligence in various perspective to have the information received be well-evaluated.

II. Viral

Viral is becoming solicitous to everyone daily life. According to Jonah and Katherine (2012) 59% of Internet user state that they frequently share online content with other users. Viral is best defined as information to be spread from one source to other sources through Internet networking either via online or offline. Viral is divided into two categories; positive viral and negative viral. Both positive viral and negative viral depending on information parameters, topic modelling, event detection, crowd-sourcing, spam detection, rumor propagation, forecasting, community detection, link prediction, sentiment analysis, opinion mining, topic popularity, topic ranking, summarization, user profiling, brands affinity, reputation detection, multi-lingual analysis, and multimodal analysis are the among major areas of concern (Muskan and Mukesh, 2016) yet, the effect of the viral is determine either/or on eccentricity of the information shared. David and Alexandre (2017) reveal that 64 percent Internet users from developed countries experience negative influence associated to their privacy due to the high advancement of information and technology. Privacy and data sensitivity that being shares online or offline without acknowledged by the owner will cause significant causatum to the information sharing paradigm.

Morrison (2015) and Hambueger (2005) assert that Internet is powered by human interaction, thus, user's personalities have to be clearly understood to evaluate Internet usage and the information shared using the Internet. The common uses of Internet media type to indicate the type of data that a file contains including E-Mail, web browsers and search engines. The influx of Internet arises the participation of viral intensification and usage pattern across multitude of different networking sites. West (2011) and Burgess (2008) dispute that the creation of viral video by Internet users causes a clip to upsurge popularity among the users.

On the other hand, social media is an invaluable tool for business in effecting marketing, human resource and networking. Eckler and Rodgers (2010) define viral marketing as a traditional word-of-mouth (WOM) marketing converted to the online environment such as online videos, email, online forums, online text messaging, interactive microsities and online games, blogs, podcasts, and others, whereas Miller et al. (2011) and Subramahi et al., (2003) describe viral marketing as buzz marketing also known as word-of-mouth (WOM) marketing strategy involving tactical processes for marketer to do marketing. Subramani and Rajagopalan (2003) highlight two factors determining the element of influence episodes in viral marketing; (1) role of the influencer in which endeavour to influence is whether persuasive or passive, and (2) level of network externalities in which the recommendation of the usage of product or service that added interest gains from communities

Viral or information sharing formed an absolute information chain reaction if only there is an existence of mutual coefficient that comprise of member in information chain, the creator (Viralor) and information event (Viralee). The member of information chain is categorized into three, the Varalee, the Viralor and the viral recipients.

The Viralor

The Viralor, is the creator or primal source of information chain who create the viral. Viralor is perceived as primordial articulation of information with the intention of dispersing information to one another. The person who receives viral spread by the viralor is called viral recipient. The viral recipient will remain as a recipient, until he/she shares the viral to other users (the other viral recipients), he/she then emerge as another form of viralor. The viral recipient are categorize into two, first-tier viral recipient and second-tier viral recipient. The first-tier viral recipient if often known as the original information from the Viralor with no modification or added-on in the information

received. The second-tier viral recipient in many instances received unoriginal information with kind of information that been exaggerated to propagate the viral.

All users at the outset have the selfsame contingency of forming tie, but contingency of initiate the ties depends on prior occurrence. Tie is referred to viral, the source of information dispersion propensity of forming one. People are concerned about how others perceived on them which relate personality traits that predispose people to socialize. Commonly, viral in social media are overspread with a large number of wide-ranging topics all the time.

The Viralee

Viralee are considering form of human being, or object, or institution, or phenomena, to be viral.

The Viralee, best known as information's event can be derived in form of textual, picture, images, video, voice recording, multimedia message, graphical objects, and animated graphics.

What information to be viral? Social media provides users the utmost convenient way to read present-day news, e-discussion on matter, exchange opinions, sharing ideas and etc. The topic of information sharing via Internet refers to an event (which word refer to Viralee) semantic to area of interest within the set of trending information worldwide. Event such as natural disaster, road or air traffic, disease, outbreaks, celebrities, politics, economics, etc. are among the trending topics of information sharing on social media including topic popularity, trending topic and topic detection and tracking are related to event detection. Event is a physical entity whereas topic is considered as both logical and physical entity (Muskan and Mukesh, 2016).

Aforementioned, Internet as mass media are diversified media technologies that are intended to reach worldwide audience. The key question as intelligence social media users are to investigate the source of viral prior to subsume in information chain. Subsequently, sharing information mostly beneficial to wide-reaching people assert their right to freedom to receive and impart information and ideas. As oppose, a wrongful information significantly affect the viralees' pomposity deprived of considering the importance of the relationship between the sharing process and the cause and effect of doing so.

III. Nazimo Effect

Definition:

“The act of spreading or dispersing, with tendency of sharing information that create reiterate act of information chain reaction. It occasionally associated to information revelation with indulge information retaliation.”

Nowadays a neoteric trend of one's behavior to share information they acquire through any medium of communications with or without prior fact-finding to validate information received. The significant effect of the viral especially to Viralar was explained in Morrison (2015) study using Goffman's (1959) dramaturgical approach to explicate a person's true personality to show to other uses the metaphor of a theatrical performance, in which the information shared will reflect one's personality based on the contents of the information.

Researchers has found that users have high disposition on Nazimo Effect, when they have low self-esteem which preference to spend more time online, potentially link to offline social tie avoidance (Sala et a., 2014; Mehdizadeh, 2010; Ellison et al., 2007). The more user spent time online, the more information they received as such viral on social media and most probably they are among of member in information chain. When one event went viral, the dispersion of viral, whether appropriate or inappropriate information is theoretically complex when determining individual emotional intelligence. According to Newness (2012), emotional intelligence is a construct composed of

several elements of unique social abilities. The ten distinct elements of emotional intelligence are: emotion within the self, emotion of others, regulation of emotion within self, regulation of emotion in others, flexible planning, creative planning, mood redirection, and motivating emotion (Newness, 2012; Salovy et al., 1990).

Why Nazimo Effect existed? Notable, people are the major contributor of information chain. The information seeking contributing to a person looking for information for infinite purposes frequently on everyday life information. When the searched information is viable, Internet users (the virador) initiate by sharing the information (the viralee) to their network (viral recipient). This was supported by literatures suggested that human sources dominate everyday life information seeking patterns and are a trustable and preferable source in various everyday life information seeking contexts (Zhang, 2012).

Contrary to prediction, producing and disseminating the information in a wide variety of fields has been one of the main reasons for calling the contemporary era as the age of the information and therefore, knowledge has become as one of the most significant elements of human progress and civilization (Soleymani, Garivani and Zare-Farashbandi, 2016).

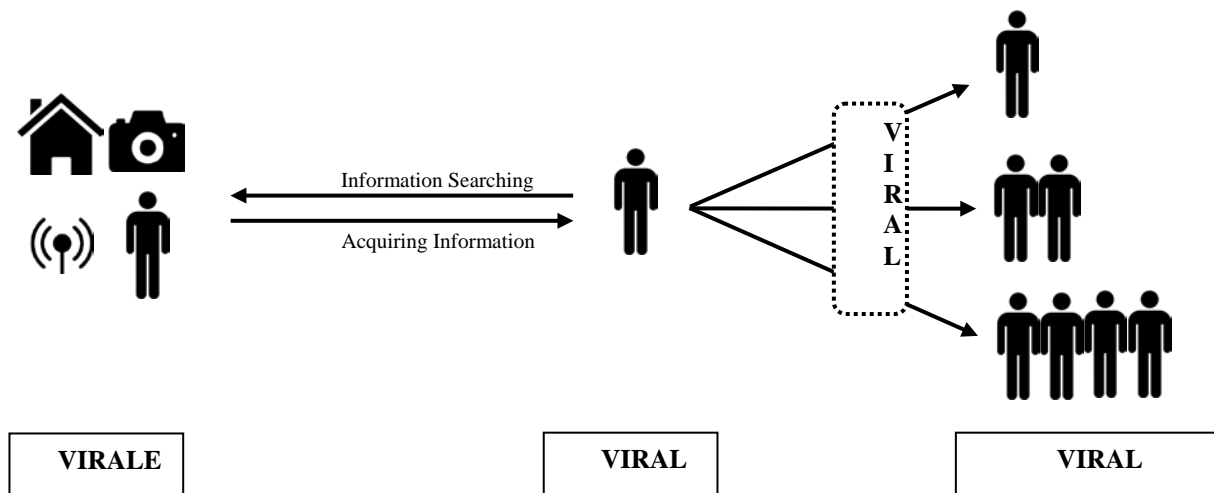


Figure 1. Nazim Information Model

Nazim Information Model (Figure 1) indicates a communal information sharing process initiated by the Virador searching for information with or without any intention to disperse into viral after acquiring the information arising out of the Viralee. In any circumstances, the Viralee will habitually receive the cause of effect either in positive or negative manner. Viral recipients are the users of any Internet modes of communication as such Facebook, Instagram, Whatsapp etc. as platforms significantly expand the knowledge informative disclosure. The viral recipient who conceived viral and tend to share the information by disperse the viral is eventually be another virador. This process is denoted as Nazimo Effect, the dispersion of information that form a chain of information with the action of the virador to the viral recipients that create continuum of viral networks.

Information and Knowledge Sharing

Information can be easily access and it depends on how people use the availability of the information. Traditionally, library is the main source of information and people have to spend tons of effort to find books, journals, articles, periodicals to obtain needed information before the birth of World Wide Web (WWW). With the robustness of Internet usage, people can acquire information in their fingertips and influence people on making a decision (Nazim and Raja, 2017; Nazim et al., 2015). People searching online for information via Internet typically for product, services, or brand driven them enormity desire towards purchasing behavior. Studies proved that social media user's relies on diverse types of social media websites apt to entrust information they received and among that, roughly fifthly percent made a final purchase decision (Miller and Lammas, 2011).

Empirical researches show that most of social media users ascertain information they require from open resources accessible on the Web (Kim et al., 2013). Trustworthiness of information is dubious depending on the sources which this so-called viral take place varies. In this day and age, people are prevalence broadcasting either their real-life scenario, question or even share problem to social networks to find information online or to seek feedback. Morris et al. (2010) defined social search as a process of finding information online with the assistance of social resources. Social search has been widely used to inquire about any information available. This is supported by Well and Rainie (2008), they discovered that to acquire answer, people used an assortment of Internet search and social resources.

With millions of users worldwide on Internet use mainly social media, scholars raise the question of what kind of information available online or offline that go viral is from trusted and credible sources. Moreover, users tend to rely on social media network as reliance sources of information with keenly formed information chain named Nazimo Effect when the information received shares to others network. Most of the time, users tend to entrust any form of information they receive on social media.

Information on Internet perceive one's opinions allowing others to express an openness criticism to different point of view typically on social issues. Thus, many researchers attempt to explore the empirical impact of information chain specifically throughout social media or social network (Newness et al, 2012; Sheldon et al., 2011; Baran, 2010). The right to freedom of expression has been discussed in Joyce (2015) noted the 1948 Universal Declaration of Human Rights (UDHR) in Articles 19 which guarantees that everyone has the right to freedom of opinion and expression: this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontier. Even though it is elusive, as all of humanity has equal access to knowledge and ideas, dissipation of inappropriate information such as offence statements or negative comments or other pessimistic event are in ongoing debates.

Users' on social media ought to be educate on the information shared that reflect one's personality determine by the most famous taxonomy of personality traits, the Big Five personality traits. The five factors are extraversion, conscientiousness, neuroticism or emotional stability, agreeableness and openness to experience (Figure 2).

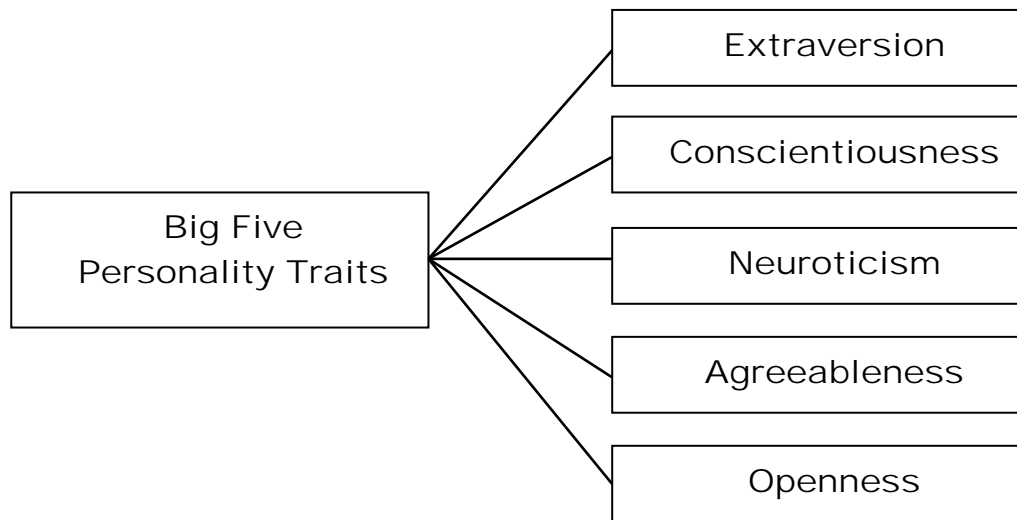


Figure 2. Big Five Personality Traits Model

Big Five personality traits have been widely used for personality and literatures had supported that this approach was employed to measure behavior on social media (Newness et al., 2012). According to Shelke and Badiye (2013), most of the users become Internet addiction caused by constant exposure on frequent use of social media hinder them from socialize and engaging physical activities. On the contrary, users' personalities become socially and physically dormant.

Information: Factual or Fictional

According to Gross & Acquisti (2005), progressive diversification and sophistication of usage in different kind of social network sites (SNS) has increase rapidly and these social networking sites in nine categories that include business, friends, photos, common interests etc. On one hand, social networking sites have becoming a modern tool for business networking, advertising instrument and social sharing. Thus, on the other hand, SNS's endow with unrestrained platform for spreading information no matter the information are factual information or fictional information due to a person's freedom of expression. Internet users has progressively place social media as entrustment entity sources of information and opinions (Chu, 2011).

While social network sites (SNS) share basic purpose and objective of online social interaction and communication, when Viralor spread apocryphal information about personally identified or identifiable information with intimate correspondent to Viralee, and it confirmed that the information is fictional, the Viralee have to publicize to response to some extent, to refute by somewhat other users' believed information was ingenuous.

The most common misuse of social media may irritate users or public by person who create fake blog or usually known as "flog" with intention to spread facts or rumors inadvertently drive ethical breach. Despite that, with or without knowing the credibility of source, users with habitude make-believe any kind of information drift to disperse of what they acquired. In this case, trust is utterly avoidance. Information can be easily forwarded almost instantaneous via social media with a single click. This is supported by Kim et al. (2014) study, dispersion of misinformation whether it is rumors or inappropriate information are unwillingly contributed by undiscerning social media users to a large number of users worldwide. Moreover, the use of the Internet increases the risk of isolation,

alienation, and withdrawal from society typically due to the misbehavior of viralor by disseminating inappropriate information forming a Nazimo Effect in the chain of information.

IV. Conclusion

A thorough evaluation of the information in social media shed to introduce the member of information chain, creator of information (the viralor) and information event (the viralee). It also revealed that personal and sensitive information is freely, easily and publicly available to access in social media. Based on the information users acquired and shared, they are exposing themselves to one's personalities disclose the real color of their identity traits. An analysis of findings implies that Facebook tends to satisfy the information seeking, relationship building, and knowledge dissemination needs of the users of the DSpace open access repository (Jayan, 2015). This paper provided a depiction on the current trends in social media as information sharing sources from one point to another point through Internet platform. Information seeking are becoming exciting routinely activities in which people tend to make variation of the knowledge position purposefully connected on multiple dimensions, but only on the dimensions they choose to.

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