

Analysis of Empathy Expression Preferences in YouTube Informative Entertainment Sports Content on Viewer Behavioral Intentions

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Abstract

This study empirically analyzed the impact of viewer preferences for expressions of empathy (number of comments, likes, and views) on information satisfaction, subscription intent, and sharing intent in YouTube's informational entertainment sports content. A total of 410 surveys were utilized for the analysis, employing SPSS 25.0 for factor analysis, reliability analysis, correlation analysis, and regression analysis. The results showed that while the preference for the number of comments positively influenced information satisfaction and subscription intent, the preferences for the number of likes and views did not have a significant impact. Specifically, the preference for the number of likes affected the intent to share, but the preference for the number of views did not significantly impact viewer satisfaction or behavioral intentions. This indicates that the preference for comments encourages direct user interaction and reflects deep interest and satisfaction with the content, whereas the preference for likes serves as a simple user evaluation and tends to encourage sharing. Additionally, the preference for views, while indicating content popularity, did not significantly contribute to individual user engagement or satisfaction. These findings will be useful as reference material for YouTube content creators and marketers.

Keyword : Empathy, Estar TV, Viewer Preferences, Informative Entertainment Sports Content

1. Introduction

The advancement of digital technology and internet speeds, the widespread adoption of smartphones, and the emergence of social platforms like YouTube have facilitated the use of social networking services (SNS) as a means of acquiring information and have driven an increase in video content consumption. These changes have created an environment where anyone can be both a content producer and a consumer, allowing users to access a variety of content conveniently at any time, without temporal or spatial restrictions [1]. YouTube has surpassed traditional media to become a platform that

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Received(May 25, 2024), Review Result(1st: June 14, 2024, 2nd: July 24, 2024), Accepted(August 9, 2024), Published(August 31, 2024)



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quickly and conveniently meets viewers' needs. It has evolved beyond a mere communication tool into a new model for creating and sharing information and building relationships, drawing significant public interest. According to OpenSurvey's 'Social Media and Search Portal Report 2023', the platforms used in the last week were Naver (91.3%), YouTube (85.2%), KakaoTalk (80.6%), Google (66.1%), and Instagram (56.7%) in that order. YouTube had the highest daily access frequency, at over five times per day, and the longest time spent per session, at 63 minutes. Notably, YouTube is used for information searches, while Instagram and TikTok are utilized as reactive platforms [2]. On YouTube, viewers express their appreciation for content they enjoy by 'liking', commenting, and subscribing. These reactions significantly influence other viewers' choices of videos. Expressions of empathy, such as 'likes', 'comments', and 'views', serve as key indicators of content popularity on YouTube. Particularly, videos with many 'likes' are prioritized by the YouTube algorithm, playing a crucial role in being recommended to more viewers [3]. This study aims to empirically analyze how viewer expressions of empathy, such as the 'number of comments', 'number of likes', and 'number of views', affect their information satisfaction, subscription intent, and sharing intent, focusing on 'eStar TV', one of the most popular information-providing entertainment sports secondary processing channels on YouTube, given the growing social and market importance of sports-related content. The results of this research will provide essential foundational data for understanding the impact of viewers' expressions of empathy on their behavioral intentions in information-providing entertainment sports content.

2. Theoretical Background

2.1 eStar TV

eStar TV is a comprehensive South Korean soccer entertainment channel founded by Lee Ju-hun on April 16, 2016. As of April 2024, it boasts approximately 765,000 subscribers, 10,895 videos, an average monthly viewership of 35 million, and a total viewership of 1.6 billion. This makes it one of the most popular YouTube channels in South Korea. eStar TV primarily delivers weekly analyses and previews of various international soccer matches, focusing on European football. It also covers the K-League and Asian football, provides interviews with Korean soccer players, and offers highlights through secured broadcasting rights. Additionally, the channel features commentary, soccer-related quiz shows, faux documentaries, mukbang, and other soccer-related entertainment content [3].

2.2 Content Empathy Expressions

On YouTube, viewers express their empathy through comments, likes, and views. These expressions of empathy influence other users, encouraging them to engage in similar behaviors [4]. This form of empathy involves a high level of interaction with the content and includes cognitive aspects based on viewers' direct and indirect experiences, the values and emotions associated with the information, and behavioral elements [5]. According to the SIPS model, on online platforms, the sequence of 'empathy' → 'verification' → 'participation' → 'sharing and dissemination' occurs, and information deemed worthy of empathy tends to be widely spread [3]. Thus, empathy plays a crucial role in the dissemination of information and in the decision-making process of viewers, serving as a key means for expressing personal views through likes, recommendations, comments, and subscriptions.

2.3 Viewer Attitudes and Research Questions

2.3.1 Information Satisfaction and Research Questions

Satisfaction refers to the psychological state experienced when an individual's expectations or desires are fulfilled. Content satisfaction draws from Katz's (1959) 'Uses and Gratifications' theory, which suggests that media users engage with media based on specific motivations and derive satisfaction as a result. Research has shown that content satisfaction encompasses the psychological contentment and positive responses of viewers, with the level of satisfaction varying based on individual emotions and viewing intentions [6]. This study aims to explore the impact of viewers' preferences for empathetic expressions on their satisfaction with YouTube's informational entertainment sports content, leading to the following research question.

Research Question 1: What impact do preferences for empathetic expressions in YouTube's informational entertainment sports content have on viewers' information satisfaction?

2.3.2 Subscription Intent and Research Questions

Subscription intent refers to a user's desire to continue engaging with a specific service, channel, or product in the future. This intent is strengthened when the content aligns with the user's needs and interests [7]. On YouTube, subscribing means that a viewer adds a particular YouTuber's channel to their account with the intent of consistently watching future uploads. This action is closely linked to the channel's growth and the creator's revenue [8]. To explore the impact of viewers' preferences for

expressions of empathy on their intent to subscribe, the following research question was formulated.

Research Question 2: What impact do preferences for empathetic expressions in YouTube's informational entertainment sports content have on viewers' subscription intent?

2.3.3 Sharing Intent and Research Questions

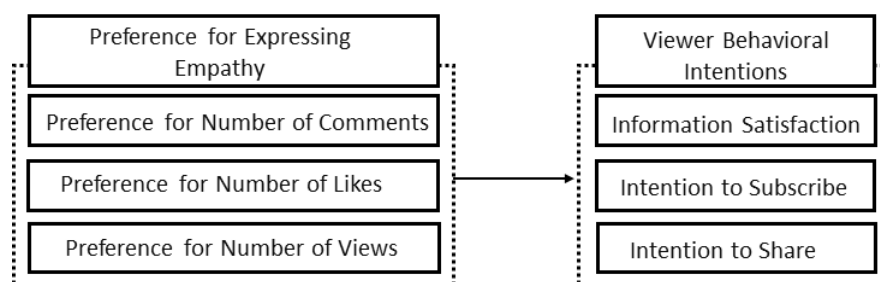
Sharing intent refers to the intention to disseminate acquired information or exchange opinions with others [9]. In social media environments like YouTube, users can broadcast their judgments to other viewers, influencing the creation of positive or negative atmospheres [10]. This sharing intent stems from the modern desire to communicate with others online in a context where physical contact is minimized. When YouTube users exchange information and build consensus, fulfilling their motives, this naturally forms a positive attitude towards the content, which can subsequently enhance their content satisfaction [11]. To investigate the impact of viewers' preferences for expressions of empathy on their intent to share content, the following research question was posed.

Research Question 3: What impact do preferences for empathetic expressions in YouTube's informational entertainment sports content have on viewers' intent to share?

3. Research Design

3.1 Research Model

This study analyzes the impact of viewers' preferences for expressions of empathy (number of comments, likes, and views) on YouTube's informational entertainment sports content. It specifically looks at how these preferences influence viewer behavioral intentions, including information satisfaction, subscription intent, and sharing intent. The research model is depicted in [Fig. 1].



[Fig. 1] Research Model

3.2 Research Subjects and Methodology

The survey was conducted online from October 10th to 13th, 2023, spanning a four-day period. Out of the total 410 collected surveys, 402 were used for analysis after discarding 8 surveys due to errors. The survey utilized a 5-point Likert scale for variables, excluding general characteristics of participants. It focused on preferences for expressions of empathy in content, information satisfaction, subscription intent, and sharing intent. For analysis, the statistical software SPSS 27.0 was employed, conducting factor analysis, reliability analysis, correlation analysis of variables, and multiple regression analysis.

3.3 Operational Definitions and Measurement Items

3.3.1 Operational Definition and Survey Items for Preferences for Content Empathy Expressions

In this study, the preference for content empathy expressions is defined as ‘viewers’ overall preference for the number of comments, likes, and views expressed on content from eStar TV. The survey items were adapted from those used in studies by J. H. Cho, D. H. Hong, J. W. Jeon [4], and D. Handi, H. Y. Kim [12]. The details of the survey items are presented in [Table 1].

[Table 1] Survey Questions for Preferences for Content Empathy Expressions

Variables	Survey Questions
Preference for Number of Comments	1. I prefer content with a high number of comments.
	2. I choose content with a high number of comments.
	3. I prioritize watching content with a high number of comments.
Preference for Number of Likes	1. I prefer content with a high number of likes.
	2. I choose content with a high number of likes.
	3. I prioritize watching content with a high number of likes.
Preference for Number of Views	1. I prefer content with a high number of views.
	2. I choose content with a high number of views.
	3. I prioritize watching content with a high number of views.

3.3.2 Operational Definitions and Survey Items for Dependent Variables

Information Satisfaction: This study defines information satisfaction as the ‘overall enjoyment and perceived value of the information provided by eStar TV’. The survey items used to measure this were adapted from the studies by D. H. Kim and B. J. Park [13], and Y. Y. Yum and J. M. Kim [14].

Intention to Subscribe: In this study, the intention to subscribe is described as ‘the viewer's perceived value, usefulness, and intention to recommend eStar TV’. The corresponding survey items were sourced

from the research conducted by S. Y. Jang, J. S. Hwang, S. J. Do [15], and K. R. Lee [16].

Intention to Share: The intention to share is characterized as the ‘experience of sharing eStar TV content, and thoughts and intentions about sharing’. Survey items for this measure were adapted from the studies by S. J. Han [17], and G. Kim and D. T. Kim [18].

Detailed survey items for these dependent variables can be found in [Table 2].

[Table 2] Dependent Variable Survey Questions

Variables	Survey Questions
Information Satisfaction	1. I am satisfied with the information provided.
	2. The information provided is enjoyable.
	3. The information provided is valuable.
Subscription Intent	1. The subscription is valuable to me.
	2. The subscription is useful to me.
	3. I intend to recommend the subscription to others.
Sharing Intent	1. I have experience sharing the content.
	2. I am considering sharing the content.
	3. I intend to share the content.

4. Research Results

4.1 Demographic Characteristics of the Sample

The demographic characteristics of the respondents who participated in this study are detailed as follows: all participants were male, totaling 402 individuals (100.0%). The age distribution was concentrated in the ranges of 20-24 years with 144 individuals (35.8%) and 25-29 years with 143 individuals (35.6%). Viewing habits showed that 158 individuals (39.3%) watched eStar TV 4-5 days per week. The daily viewing time for most respondents was between 30 minutes to less than one hour, with 220 individuals (54.7%) falling into this category. The duration of watching eStar TV for a significant portion of the sample was 3-5 years, accounting for 144 individuals (35.8%). The detailed distribution of these demographics is presented in [Table 3].

[Table 3] General Characteristics of the Sample

Classification		N	%
Gender	Male	402	100.0
Age	20-24 years	144	35.8
	25-29 years	143	35.6

	30-34 years	102	25.4
	35-40 years	13	3.2
Frequency of watching eStar TV per week	Watch daily	151	37.6
	Watch 6 days a week	11	2.7
	Watch 4-5 days a week	158	39.3
	Watch 3 days or less per week	82	20.4
Daily watching time on eStar TV	Less than 30 minutes	38	9.5
	30 minutes - 1 hour	220	54.7
	1 hour - 2 hours	144	35.8
Duration of watching eStar TV	Less than 1 year	14	3.5
	1-2 years	65	16.2
	2-3 years	77	19.2
	3-5 years	144	35.8
	More than 5 years	102	25.4
Total		402	100.0

4.2 Validity and Reliability Analysis of Variables

This study conducted exploratory factor analysis and reliability analysis to assess the validity and reliability of the survey instruments measuring preferences for content empathy expressions (number of comments, likes, and views) and viewer behavioral intentions (satisfaction with information, intention to subscribe, intention to share). The criteria for inclusion were eigenvalues greater than 1.00 and factor loadings above 0.600; surveys not meeting these criteria were excluded from further analysis. The results, detailed in [Table 4], demonstrated high reliability across all factors, with reliability coefficients exceeding 0.800. Additionally, the Kaiser-Meyer-Olkin (KMO) test result was 0.861 ($p=0.000$), confirming significant validity. The explanatory power of the variables was ranked as follows: preference for likes (18.106%), preference for views (16.410%), intention to share (14.591%), intention to subscribe (12.906%), satisfaction with information (12.249%), and preference for the number of comments (11.371%).

[Table 4] Factor Analysis and Reliability Analysis of the Dependent Variable

Factor	#	Factor Loadings	Eigenvalues	Explained Variance	Commonality	Cronbach's Alpha
Preference for Number of Likes	3	0.864	3.259	18.106	0.918	.966
	2	0.852			0.955	
	1	0.842			0.915	

Preference for Number of Views	2	0.918	2.954	16.412	0.939	.961
	1	0.901			0.960	
	2	0.861			0.883	
Sharing Intent	2	0.860	2.626	14.591	0.897	.876
	1	0.834			0.755	
	3	0.828			0.868	
Subscription Intent	2	0.861	2.323	12.906	0.853	.863
	1	0.853			0.889	
	3	0.667			0.694	
Information Satisfaction	2	0.826	2.205	12.249	0.755	.806
	1	0.802			0.751	
	3	0.738			0.725	
Preference for Number of Comments	1	0.841	2.048	11.379	0.898	.921
	2	0.774			0.919	
	3	0.641			0.841	

KMO=.861, Bartlett test $\chi^2=7295.568$ (df=153 p<.000)

4.3 Correlation Analysis

The analysis of the correlations among the variables revealed that there is a significant correlation between all variables at the significance level, as shown in [Table 5] (p=0.000).

[Table 5] Correlation Analysis

	1	2	3	4	5	6
Preference for Number of Likes	1					
Preference for Number of Views	0.767**	1				
Sharing Intent	0.547**	0.658**	1			
Information Satisfaction	0.162**	0.202**	0.145**	1		
Information Satisfaction	0.165**	0.134**	0.123*	0.638**	1	
Preference for Number of Comments	0.220**	0.173**	0.122*	0.501**	0.552**	1

**p<.000

4.4 Research Question Verification

4.4.1 Verification Results for Research Question 1

The analysis explored the impact of preference for empathy expressions in YouTube's informational entertainment sports content on information satisfaction. As detailed in [Table 6], the preference for the

number of comments ($B=0.098$, $p=0.006$) significantly impacted information satisfaction. In contrast, the preference for the number of likes ($B=0.005$, $p=0.891$) and views ($B=-0.001$, $p=0.979$) did not show a significant effect. The model was statistically sound as indicated by the significance test for model fit ($F=6.723$, $p=0.001$).

[Table 6] Analysis Results for Research Question 1

Dependent Variable	Independent Variable	B	Standard Error	β	t	p
Information Satisfaction	Constant	4.228	0.087		48.587	0.000
	Preference for Number of Comments	0.098	0.036	0.211	2.763	0.006
	Preference for Number of Likes	0.005	0.036	0.012	0.137	0.891
	Preference for Number of Views	-0.001	0.029	-0.002	-0.026	0.979

$R=0.220$ $R^2=0.048$, $\Delta R^2=0.041$, $F=6.723$, $p=0.000$, Durbin-Watson= 2.131

4.4.2 Verification Results for Research Question 2

The analysis for Research Question 2 assessed the influence of empathy expression preferences on subscription intention. According to [Table 7], only the preference for the number of comments ($B=0.078$, $p=0.049$) was found to significantly influence subscription intention. Preferences for the number of likes ($B=-0.006$, $p=0.888$) and views ($B=0.026$, $p=0.442$) did not significantly impact subscription intention. The model was statistically sound as indicated by the significance test for model fit ($F=3.931$, $p=0.001$).

[Table 7] Analysis Results for Research Question 2

Dependent Variable	Independent Variable	B	Standard Error	β	t	p
Subscription Intent	Constant	4.165	0.101		41.285	0.000
	Preference for Number of Comments	0.078	0.041	0.147	1.895	0.049
	Preference for Number of Likes	-0.006	0.042	-0.012	-0.141	0.888
	Preference for Number of Views	0.026	0.034	0.051	0.769	0.442

$R=0.170$ $R^2=0.029$, $\Delta R^2=0.021$, $F=3.931$, $p=0.009$, Durbin-Watson= 2.018

4.4.3 Verification Results for Research Question 3

The analysis concerning the impact of empathy expression preferences on sharing intention is

presented in [Table 8]. Here, the preference for the number of likes ($B=0.109$, $p=0.038$) significantly influenced sharing intention. However, the preferences for the number of comments ($B=0.010$, $p=0.842$) and views ($B=0.013$, $p=0.766$) did not show significant effects. The model was statistically sound as indicated by the significance test for model fit ($F=5.700$, $p=0.001$).

[Table 8] Analysis Results for Research Question 3

Dependent Variable	Independent Variable	B	Standard Error	β	t	p
Sharing Intent	Constant	3.905	0.126		31.083	0.000
	Preference for Number of Comments	0.010	0.051	0.015	0.199	0.842
	Preference for Number of Likes	0.109	0.052	0.178	2.080	0.038
	Preference for Number of Views	0.013	0.042	0.020	0.298	0.766

$R=0.203$ $R^2=0.041$, $\Delta R^2=0.034$, $F=5.700$, $p=0.001$, Durbin-Watson= 1.844

5. Conclusion

This study analyzed the impact of preferences for empathy expressions (number of comments, likes, and views) in YouTube informational entertainment sports content on viewer behavioral intentions (information satisfaction, subscription intent, and sharing intent). The analysis revealed that, firstly, among the empathy expression factors of YouTube informational entertainment sports content, the preference for the ‘number of comments’ influenced satisfaction with information, but preferences for ‘number of likes’ and ‘number of views’ did not have a significant impact. Secondly, the preference for the ‘number of comments’ also influenced the intention to subscribe, but preferences for ‘number of likes’ and ‘number of views’ did not. Thirdly, among the empathy factors, the preference for ‘number of likes’ influenced the intention to share, but the preferences for ‘number of comments’ and ‘number of views’ did not. Based on the analysis results, the implications of this study are as follows: Firstly, in social media, comments are elements where direct interactions and communication among users occur. Active participation by viewers, such as commenting, demands considerable mental effort as it involves providing direct feedback to content [19]. This is seen as an example of deep engagement, suggesting that such actions can reflect a deep interest and satisfaction with the content. This becomes a crucial factor in deciding to subscribe through communication with content creators or interaction within the community. Therefore, content with a high preference for ‘number of comments’ is likely to be

associated with viewer satisfaction and a higher probability of considering subscription. Secondly, 'likes' preference is considered a shallow level of engagement, where users positively evaluate content through a simple method that does not require deep involvement or much time [20]. Content with a high number of likes generally indicates broad acceptance, and such content tends to be easily shared by users. Thus, 'likes' can be closely associated with the user's intention to share content with others. Thirdly, preference for 'number of views' indicates how much attention content has received, but this only means that many people have clicked on the content, not necessarily reflecting the individual user's satisfaction or engagement with it. Therefore, preference for 'number of views' is not considered to have a direct significant impact on information satisfaction, intent to subscribe, or intent to share. The findings of this study provide important insights into the differing impacts of empathy expressions in YouTube informational entertainment sports content on viewer behavioral intentions, which can assist content creators and marketers in developing more effective strategies in the future. This revised version ensures proper punctuation, corrects grammatical errors, and enhances readability by clarifying the sequence and impact of the findings.

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