



What makes news viral? A study on Al Jazeera, BBC and CNN

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August 21, 2021

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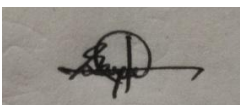
Dear Sir,

I have conducted a project entitled **“What makes news viral? A study on Al Jazeera, BBC and CNN”** as a course requirement for my BSS program in Journalism , Media and Communication.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this project has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Sincerely,



.....

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CERTIFICATE OF APPROVAL



I am pleased to certify that the project entitled “**What makes news viral? A study on Al Jazeera, BBC and CNN**” is prepared by Md Abu Sayed Sarker bearing ID No. 161-24-550 of the Department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision she worked very effectively. She completed the work during the Semester-Summer 2021.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md Abu Sayed Sarker. I wish her all success in life.

@ftab

.....

Mr Aftab Hossain

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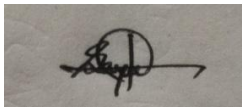
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Declaration

I hereby declare that this the project entitled “**What makes news viral? A study on Al Jazeera, BBC and CNN**” has been carried out by me in fulfillment of the requirement for the BSS degree in Journalism and Mass Communication under the Faculty of Humanities and Social Science, Daffodil International University. I have composed this paper based on the researchers' findings from various literature to the best of my knowledge and the result of my own investigations. This has not been submitted in part or full to any other institutions for any other degrees.



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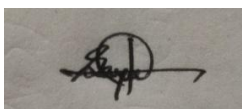
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.....

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Abstract

Viral is a buzzword. Viral news describe any news or content that becomes widely shared through social networks and online in a much faster and wider manner than other news stories. It is difficult to comprehend why some songs, movies, video clips, or news pieces gain global popularity quickly while others of comparable quality, content, and presentation do not. According to some experts, viral content is simply another form of word-of-mouth marketing. (Phelps et al., 2004). This study explores the news value elements behind the viral news. We can identify viral news based on its views, but we have no idea why it goes viral, and the news value elements are still undetermined. There are numerous research of this type, but the number of studies on viral news on YouTube is minuscule. Despite the fact that a research using "news" was conducted, it only worked on four YouTube channels in the United Kingdom and the United States. In that study, 50 news stories were chosen based on the most popular videos from the Guardian, the New York Times, the Washington Post, and the Wall Street Journal's YouTube channels. (Al-Rawi, 2019).

On the other hand, Al Jazeera, BBC, and CNN are the three most popular YouTube news channels have been selected according to this report. These are quite popular not only in the United States and the United Kingdom, but all throughout the world. As a result, study has provided insight into viral news value elements across Asia, Europe, and the United States. The aim of this study is to fill a gap in the literature on viral news especially on YouTube.

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Chapter One- Introduction

1.1 Objective of the study

In recent years, the term "viral" has gained popularity. Viral news refers to information or content that spreads quickly and extensively through social media and the internet. This study looked into the elements that contribute to news becoming viral on the social media. Since the majority of studies manage the correlations between editors' news choices and peruses' news inclinations, there are a few studies that have evaluated viral news via internet media. This study seeks to address this void by looking into the news value elements that influence news virality on YouTube. Previous communication studies largely focused on news sharing habits on news organizations' websites as well as editors' news selection criteria, therefore the objective of this study is to fill a gap in the literature on viral news, especially on You Tube.

Consider with the global perspective "To go viral" implies "to spread widely and rapidly," according to the Oxford Dictionary (www.oed.com). Indeed, virality is regarded as one of the Internet era's mysteries, as it is difficult to understand why some music, movies, video clips, or news stories attain quick and widespread popularity while others of similar quality, content, and presentation do not. Some experts believe viral content is just another form of word-of-mouth marketing.(Phelps et al., 2004). This analogy seems reminiscent of the way rumors and gossips virally spread in certain times and contexts. This phenomena is known as "word-of-Mouse" by other researchers.(Phelps et al., 2004).According to Ford and Green various types of content can go viral if it has a "perceived social value." Viral material might include the "use of shared fantasies, humor, parodies and references, unfinished content, mystery, topical controversy, and rumors" by relying on John Fiske's theory of "producerly" in the sense that viewers absorb cultural meanings.(Fiske, 2013)

As previously studied, marketing scholars were among the first to investigate viral material with a distinct focus on emotions. Porter and Golan (2006) examined 501 advertisements and evaluated six advertising appeals in their study on viral advertising. Sex, nudity, and violence are all associated to virality, according to the authors. .Dobele looked into viral campaigns through the prism of six basic emotions: surprise, joy, sadness, anger, fear, and disgust, and discovered that strong emotions are associated with virality. The authors emphasized the importance of surprise in attracting attention, but they also noted gender disparities in what constituted virality, stating that "disgust- and fear-based advertisements [are] more likely to be shared by male recipients."(Dobele et al., 2007).

Feroz Khan and Vong discovered that celebrity status or offline fame has a significant effect in the virality of YouTube videos.(Khan & Vong, 2014). Westoby and Page investigated the aspects of distinctiveness, celebrity endorsement, enjoyment, and branding in 102 viral videos, and discovered that involvement and enjoyment are the most important factors in viral video success.(Southgate et al., 2015) Arousal and valence are two emotional responses that can make videos go viral, according to Nelson-Field, Riebe, and Newstead (positive vs. negative content). The authors discovered that arousal levels are considerably more crucial than valence in determining whether or not to share videos.(Nelson-Field et al., 2013)

1.2 Problem statement

When it comes to the problem statement, there are a few aspects to consider. In prior study many scholars have focused on virality. Various videos or images that have gone popular on social media sites such as Facebook, Twitter, or YouTube have been included. However, specifically the "news" that went viral on YouTube was not thoroughly studied. Such as According to (Harris,2010), the New York Times recorded users tweeting its items 17 times each minute, or once every four seconds. Then Bakshy looked at 1.6 million Twitter users and 74 million diffusion events in 2009 to see who the most popular influencers were. The authors discovered that the most powerful influencers are those who have previously achieved some level of renown or notoriety, which can be converted into celebrity-related news. According to the authors, "content that is judged more engaging, as well as content that provokes more favorable sensations, tends to generate greater cascades on average."(Bakshy et al., 2011). Larsson looked at news from four different Norwegian news companies' Facebook sites. Based on earlier research, he divided 800 news stories into nine categories: "Accidents, Crime/Conflict/War, Economy, Entertainment, Health, Human Interest, Other, Politics, Sports, and Technology." The news in this study, on the other hand, was chosen at random from a bigger pool of information. As a result, virality isn't an emphasis. According to the author, news organizations frequently publish stories about politics, human interest, entertainment, and accidents/crimes/conflict. Facebook users, on the other hand, were more likely to share and like human-interest stories as well as make political comments. (Larsson,2016)

There are many such studies but specifically the number of studies on viral news on YouTube is negligible. Though a study was done with "news," however it only worked on four YouTube channels in the United Kingdom and the United States. In that study 50 news stories has been selected by examining the most viewed videos on the Guardian, the New York Times, Washington Post and Wall Street Journal's YouTube channels.(Al-Rawi, 2019) As a result, there was no way of knowing that the news would become viral on Asian and European channels. , But this study has chosen the three most well-known news channels on YouTube are Al Jazeera, BBC, and CNN. These are not only popular in the United States and the United Kingdom, but

also around the world. So this study gave an idea about the viral news in Asia, Europe and America.

We can find out the viral news based on its views but we don't know why the news became viral and the news value elements are still undetermined. This study have worked to find out the news value behind the viral news. This study have selected YouTube as media .Because ,YouTube is available in 80 languages and has been localized in more than 100 countries, with 79 percent of Internet users having a YouTube account.(*10 Youtube Statistics That You Need to Know in 2021*, n.d.) According to the most recent YouTube statistics, YouTube has 2.3 billion global users as of 2021.(*65+ Statistics*), n.d.) YouTube is more than just a substitute for traditional broadcast news. If you're one of the innumerable cord-cutters who no longer have cable—or even if you have, but don't have time to watch a lot of broadcast television—you might miss how the morning or evening news program kept you up to date on the news and issues of the day. YouTube, on the other hand, is here to help us fill in the blanks. We'll be able to discover anything that will keep us up to date, whether it's standard network news, 24/7 news coverage, or a more current perspective on the world. Even if we don't have cable television, we can enjoy the 24/7 news network experience no matter where we are through YouTube. Any of these can be accessed on our smartphone or tablet via the device's browser or YouTube apps.(*6 Great YouTube Channels for the Latest News - Techlicious*, n.d.). Any news can be viewed by anyone.

This study investigates the viewers' interest in what types of news they prefer to watch and why? This investigation endeavors to discover the real explanations for the viral news via web-based media explicitly on YouTube of the three most well-known YouTube news channel these are Al Jazeera, BBC, and CNN. During the period of March 1 to April 31, this study collected 868 news stories from these three channels. The objective of this study is to look at viral news of this 30 days and figure out what causes it to spread, with a particular focus on newsworthiness. To determine the outcome, 50 news stories were chosen from each channel.

This study seeks to answer the following research questions:

Q.1. What are the news value elements that make news viral on YouTube?

Q.2. Is there any similarities or differences among Al Jazeera, BBC and CNN?

Chapter Two- Literature Review

A literature review, in essence, identifies, analyses, and synthesizes significant literature in a certain field of study. It elucidates how knowledge has progressed in the field, highlighting what has already been done, what is widely recognized, what is new, and what the current state of thought is on the subject. A literature review also reveals a research gap (i.e. undiscovered or under-researched areas) and articulates how a particular research effort fills this need in research-based writings. (*Introduction to Literature Reviews - Research & Learning Online*, n.d.). A summary is a re-organization or reshuffling of the source's significant material in a way that tells how we plan to explore a research topic, whereas a synthesis is a re-organization or reshuffling of that information that informs how we plan to examine a research problem.

Since the majority of research compare editors' news picks to readers' news preferences, there are just a few that have looked at viral news on social media. This study seeks to address this void by looking into the elements that influence news virality on YouTube. We surveyed scholarly publications, books, and other sources related to the topic of our research for this study. Previous research has been listed, detailed, summarized, objectively reviewed, and clarified in this paper.

2.1 News

News is data or information that wasn't known previously or recent developments broadcast over the radio, TV, on the web or on paper .It's about something that has happened recently. News is data that wasn't known previously or recent developments broadcast over the radio, TV, on the web or on paper media. . An example of news is Indian village prays to 'goddess corona' to rid them of the virus. An example of news is Myanmar's Aung San Suu Kyi goes on trial.(*News Meaning | Best 10 Definitions of News*, n.d.) The English word "news" created in the fourteenth century as a unique utilization of the plural type of "new". In Middle English, the same word was newes, similar to the French nouvelles and the German Neues. It indicates new things i.e., new things. "In the event that a canine stings a man – it isn't a news, yet. On the off chance that a man nibbles a canine – it is news". The first is regular (A canine chomps a man); it occurs in each spot; it had occurred previously; it is going on in every one of the nations. In this condition, the term news implies data that is about something new, recent developments or that would be of current interest to general society.(*PJ: Concept of News*, n.d.) There are three principle kinds of news media: print media, broadcast media, and the Internet. There are different types of news like Hard news, soft news, fake news, viral news. On the other hand, news has been divided into many genres by its characteristics. There are many genres as like Public health, crime, violence, business, sports, political, entertainment etc. This study attempts to find the genuine clarifications for the viral news through the three most notable YouTube news channel these are Al Jazeera, BBC, and CNN.

2.2 Al Jazeera:

Al Jazeera Arabic (AJA) set up in 1996, repositioned Qatar as a significant center point of information in the Arab Gulf area, the Middle East and the Islamic world. Also, since the attack

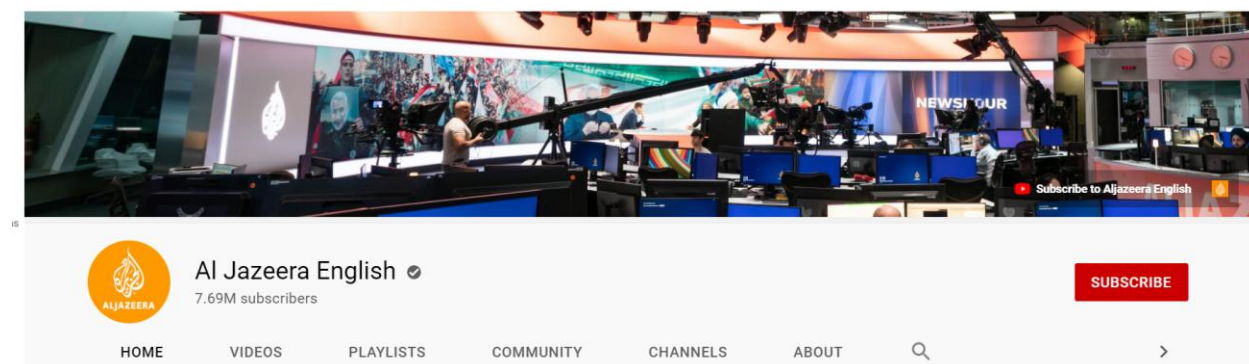
of Afghanistan by the United States in 2001 and broadcasting Osama receptacle Laden's assertions, Al Jazeera turned into a significant part in world news and was dubbed as the CNN of the Arab world. AJE was the singular English-language network outlet with tenacious live video of displays in the Egyptian capital. In 2006, Al Jazeera English (AJE) was launched. Regardless, it wasn't until the January 2011 revolt in the Center Easterner world that Al Jazeera English began attracting veritable interest in the US. With its consideration of uprisings in Tunisia, Libya and Egypt, it transformed into the head wellspring of information for Western specialists, media affiliations and groups. Thus, critical Western news sources were obliged by need to replay Al Jazeera consideration of events in Egypt.(Sadig, 2019). This insists the generally held impression that the appearance of the AJA (in 1996) and AJE (in 2006) offered a new, and extremely amazing authoritative test to the Western predominance of global news and data streams unequaled by some other organization dispatched since.(Sadig & Petcu, 2019)

Toward the beginning of 2020, the Al Jazeera English Youtube Channel was doing what it specializes in - distributing and curating video news reports and narratives from Al Jazeera English's Television stations and computerized divisions. In any case, the pandemic likewise ran a couple with an extraordinarily consistent pattern of media reporting that kept its little group working nonstop to bring the most recent Coronavirus news to AJE English's almost 7 million YouTube supporters. What's more, as usual, it kept consistent with Al Jazeera's ethos of featuring the human stories that have for quite some time been the brand name of its honor-winning news-casting. The nations with the most viewers to its English substance are the US (18.3%), India (12.9%), and the UK (6.2%). Contrasted and the last year, quantity of viewers in India has expanded the most, from 11% to 12.9%.

Somewhere in the range of 2014 and 2018, the quantity of supporters developed gradually, from 0.09 million to 1.10 million. Today that figure remains at 6.94 million and between the 2019 and 2020, the degree of watch time created from 50.8 million to 75.9 million. Moreover, the amount of viewpoints extended from 447.4 million to 600.6 million - and for relentless allies, the amount of points of view created from 1.6 million to 2.1 million.(*Al Jazeera English YouTube Channel - The Shorty Awards*, n.d.)The Al Jazeera English you tube channel started its journey since Nov23,2006 and now it has 7.69 million subscribers. ((468) *Al Jazeera English - YouTube*, n.d.)

Channel

link:<https://www.youtube.com/channel/UCNye-wNBqNL5ZzHSJj3l8Bg>



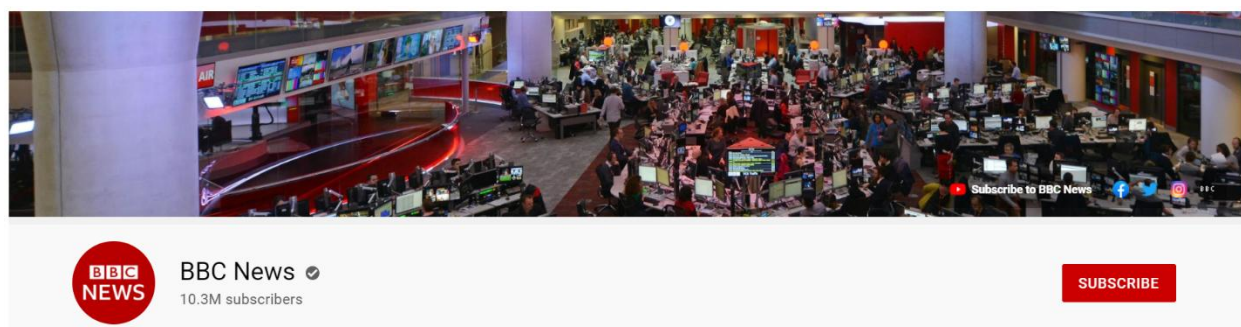
The channel recordings are isolated into playlists, and an auto-refreshed playlist with the most recent breaking news recordings (213,738 perspectives and then some), a playlist with the most recent news and current undertakings video bundles, a multi-playlists segment of six advanced local arrangement - Start Here, Al Jazeera Close Up, Fork the Framework, All Hail the Calculation, Media Speculated, and Newsfeed - a playlist with the channel's most-watched recordings ever positioned arranged by prevalence, a multi-playlists area highlighting long-structure narratives mirroring a scope of individuals, spots, and viewpoints and that challenge predominant perspectives through solid human stories. It utilize the people group tab Highlight to all the more likely associate with our crowd by posting substance of the accompanying classes(*Al Jazeera English YouTube Channel - The Shorty Awards*, n.d.)

2.3. BBC

BBC News is the British Broadcasting Corporation (BBC) operational business section responsible for the social occasion and broadcasting of information and current topics.. On November 14, 1922, the British Broadcasting Company broadcasted its first radio bulletin from radio station 2LO. Newspaper proprietors successfully convinced the government to prohibit the BBC from broadcasting news before 7:00 p.m., and to force it to rely on wire service material instead of reporting independently. The BBC progressively won the right to edit the copy and, in 1934, established its own national broadcasting service.(*BBC News - Wikipedia*, n.d.) John Reith was named general manager, and after reporting the 1926 General Strike, the business was dissolved and the British Broadcasting Corporation was founded with a royal charter. In 1932, it moved to Transmitting House in London, the same year that the Empire Service, the forerunner of the World Service, began broadcasting. The BBC Television Service began on November2,1936, but was discontinued when World War II broke out in 1939. In 1960, Television Centre in Shepherd's Bush, west London, opened, and two years later, it hosted the trailblazing satire That Was The Week That Was. BBC Two was inaugurated in 1964 after considerable planning, although broadcasts were hampered on the first night due to a power outage. The BBC began broadcasting Open University programs in the 1970s, and the Post Office's authority over broadcasting hours came to an end. Teletext was introduced in 1974, followed by early Ceefax transmissions (deaf subtitling) five years later. The BBC added new channels, including World Service radio and BBC World television, as well as satellite channel UK Gold, which allowed it to better utilise its vast archives. The BBC invested in new online services in the late 1990s, such as BBC News Online, and introduced new channels in preparation for the arrival of digital television.(*BBC NEWS | Entertainment | A Short History of the BBC*, n.d.).

Nowadays BBC is giving news, documentaries, and features spontaneously through its YouTube channel. All of this and more can be found on the BBC YouTube channel, which features

specifically selected clips from the world's most reputable news organization. It has started since Apr 8, 2006 and now it has 10.2 M subscribers now.((468) *BBC News - YouTube*, n.d.)



2.4. CNN

When it debuted in 1980, Cable News Network (CNN) was the world's first 24-hour cable television news program. CNN has expanded its global reach from its Atlanta headquarters, becoming a major force in national and international journalism. Ted Turner, a Georgia businessman, launched CNN. CNN's plans were first made public in May 1979. Turner believed CNN would be the greatest triumph in the history of journalism. Schonfeld would be the first president and CEO of the network. When veteran journalist Daniel Schorr volunteered to become the new channel's most visible correspondent, he gave his authority to the initiative, having previously worked for CBS News during Edward R. Murrow's "golden period." Turner set a lofty aim for CNN to begin broadcasting on June 1, 1980.(*CNN / New Georgia Encyclopedia*, n.d.)

In 1980, CNN was not well-regarded as a news organization. It was called "Chicken Noodle Network" because it routinely lost money. Robert Turner, the Network's creator, ignored the criticism and concentrated on expanding CNN's news bureaus across the world and acquiring competitors. Turner purchased CNN's main competitor, Satellite News Network (owned by ABC), in 1983. CNN was frequently able to break stories before its network competitors because they provided around-the-clock news coverage. War draws the most viewers, so it's no surprise that CNN grew in popularity during the First Gulf War and the end of the Cold War in the early 1990s. According to some accounts, CNN's audience quadrupled during this time period as more and more individuals decided it was smart to follow the news outside of the once-daily cycle that most people were used to.(*Today in History: Benedict Arnold Is Court-Martialed (1779)*, n.d.) With its on-the-spot coverage of the Challenger space shuttle catastrophe in 1986, the network won the competition. With its live "in-country" telecasts of the Persian Gulf War five years later, CNN once again outperformed the other networks.CNN's team of correspondents, which included Bernard Shaw, Peter Arnett, and John Holliman, covered the battle from both sides of the fight. Daniel Schorr, Wolf Blitzer, Catherine Crier, Mary Alice Williams, Christiane

Amanpour, and Paula Zahn are among the other renowned CNN reporters and commentators. The “voice of CNN” is given by renowned actor James Earl Jones, whose recorded voice says, “This is CNN” on a regular basis. (CNN / *History, Programs, & Facts* / *Britannica*, n.d.)

The YouTube channel of CNN was founded on October 2, 2005, and its debut video, a tape of David Petraeus telling Michael Ware that there had been major victories in Iraq, but they are 'fragile,' was uploaded on April 10, 2008. Then, on November 15, 2006, they created a new channel called CNN Business, and on January 21, 2010, they released their first film, which was about an outdoor retailer business called Recreational Equipment, which was ranked #14 on Fortune's Best Companies to Work For list. On December 10, 2020, the channel was relocated. (CNN / *Wikitubia* / *Fandom*, n.d.). It has 12.6 M subscribers now. ((468) *CNN - YouTube*, n.d.)



2.5 .Social media:

The phrase "social media" refers to a variety of web-based and mobile services that allow users to engage in online discussions, contribute user-generated content, and join online communities. Blogs, wikis, social bookmarking, social network sites, virtual world content, and media sharing sites are examples of online services usually linked with social media. As broadband Internet grew increasingly widespread in the late 1990s, websites allowing users to create and upload material began to proliferate. 15 In 1997, the first social networking site (SixDegrees.com) was launched. A considerable number of social networking sites have been developed since 2002. Some, like as Friendster, experienced a brief boom in popularity before dissipating. Others created niche communities, such as MySpace, which catered to teenager music fans. (Ayhan et al., 2005)

Nowadays Web-based software or applications allow users to interact with social media from a computer, tablet, or smartphone. Social media started as a method to connect with friends and family, but it was quickly adopted by businesses searching for a new way to communicate with customers. The potential of social media to connect and exchange information with everyone on the planet, or a large number of people at once, is its power. Users of social media are, on average, younger, according to the Pew Research Center. Around 90% of people between the ages of 18 and 29 used social media in some way.. Furthermore, with an annual income of above

\$75,000, these customers are more educated and wealthy. There are around 3.8 billion social media users on the planet. Facebook, YouTube, Twitter, and Instagram are among the most popular social media platforms.. By 2023, the number of people using social media in the United States is predicted to reach 257 million..(*Social Media Definition*, n.d.)

As of 2021, there are over 3.96 billion users utilizing social media worldwide, with the average user having 8.6 profiles on various networking platforms. Social media has managed to reach half of the world's 7.7 billion inhabitants since its inception in 1996. In the last decade, social network platforms' overall user population has nearly tripled, from 970 million in 2010 to 3.81 billion in 2020. Since 2015, the average year-over-year growth rate for social media has been 12.5%. However, with a 9.2 percent growth rate in 2019-2020, growth is slowing. Asia (+16.98 percent), Africa (+13.92 percent), South America (+8.00 percent), North America (+6.96 percent), Europe (+4.32 percent), and Australasia (+4.9 percent) are the top five regions for social media growth in 2019-2020. Social media is used by 50.64 percent of the world's 7.77 billion individuals, and 63 percent of eligible audiences aged 13 and up are active users. Although 83.36 percent of internet users utilize social media, a massive 90.71 percent of mobile internet users use networks. Only 1.32 percent of the 3.96 billion social media users access platforms entirely via desktop, with 99 percent accessing websites or applications through a mobile device. Users aged 16 to 64 on any device will spend an average of 2 hours 24 minutes per day on social media in 2020. The total of 144 minutes is up 1.4 percent over the previous year's 142 minutes, and up 38 percent in the last five years. According to the World Health Organization, the average global life expectancy is 73 years. If the average person continued to use social media at the current rate, they would spend 5.7 years / 2,080 days on platforms during their lifetime.(*How Many People Use Social Media in 2021? (65+ Statistics)*, n.d.) The way we all connect with one another online has altered as a result of social media. It's given us the power to learn about what's going on in the world in real time, to connect with one another and keep in contact with long-distance pals, and to have instant access to an infinite quantity of information. In many ways, social media has made the globe seem more approachable by allowing people to discover common ground with others online.(*Social Media Definition*, n.d.) YouTube was the most often mentioned online platform in our study, and there is indication that its popularity is expanding. 81 percent of Americans say they've used the video-sharing site at least once, up from 73% in 2019.(*Social Media Use in 2021 | Pew Research Center*, n.d.) Social media is everywhere and impacts all walks of life . Social media plays a significant role in news sharing .Nowadays most of the people get their news from social media.

2.6. YouTube

YouTube is one of the most well-known and widely used video-sharing sites on the Internet. Every month, YouTube receives over 4 billion hours of video views, with an estimated 500 hours of video content being posted every minute. YouTube has evolved from a platform for

amateur films to one that distributes original content since its inception in 2005. YouTube was developed with the intention of allowing anyone to upload any video content they wanted. Users were expected to be able to upload, distribute, and watch content without limitation on the site. It has subsequently grown to become one of the world's most popular video distribution platforms. Many content creators nowadays make a reasonable profit by selling ad space before or during the creation of videos that they then submit to the site. (*YouTube's History and Its Impact on the Internet / IE*, n.d.) Steve Chen, Chad Hurley, and Jawed Karim, three former employees of the American e-commerce corporation PayPal, registered it on February 14, 2005. Ordinary folks would like sharing their "home videos," they reasoned. San Bruno, California is where the company's headquarters are located. Soon after it launched on a restricted ("beta") basis in May 2005, the site had 30,000 daily visitors. YouTube was offering over two million video views each day by the time it was formally launched on December 15, 2005. By January 2006, the number of views had risen to more than 25 million. In March 2006, the site's total number of videos had topped 25 million, with over 20,000 new films being added every day. By the summer of 2006, YouTube was serving over 100 million videos every day, with no signs of slowing down. In 2005, Google Inc., an American search engine company, launched Google Video, but it failed to generate much traffic, pushing Google to buy YouTube for \$1.65 billion in stock in November 2006. Rather than integrating the two websites, Google kept YouTube running as it was. To decrease the possibility of copyright infringement lawsuits, Google reached agreements with a number of entertainment businesses that would allow copyrighted video content to appear on YouTube and provide YouTube users the ability to add some copyrighted songs in their films. (*YouTube / History, Founders, & Facts / Britannica*, n.d.) YouTube has 2.3 billion users globally as of 2021, according to the most recent YouTube statistics (Statista, 2021). It is the second most popular social network. Viewers that visit the site at least once a month are counted among the 2.3 billion users. YouTube is not only the most popular social media network, but it is also the most popular search engine. The second most popular search engine, after Google, is YouTube.. In fact, it receives more monthly queries than Microsoft Bing, Yahoo, AOL, and Ask.com put together.

The following is an overview of the YouTube data that we should be aware of in 2021:

1. YouTube has a global user base of 2.3 billion people.
2. A whopping 79 percent of Internet users have a YouTube account.
3. Every day, YouTube viewers watch over a billion hours of video and create billions of views.
4. Mobile devices account for more than 70% of YouTube viewing time.
5. 90% of individuals think YouTube helps them find new businesses or goods.
6. Every minute, 400 hours of video are uploaded to YouTube throughout the world.
7. YouTube, the most popular digital video consumption channel in the United States, is used by 90% of digital video viewers.
8. Every day, one billion hours of video are watched on YouTube.

9. YouTube is used by 62 percent of businesses to post video content.
10. YouTube is available in 80 languages and has been localized in over 100 countries. (*10 Youtube Statistics That You Need to Know in 2021*, n.d.)

2.7. You Tube & News sharing

YouTube is more than just a replacement for traditional television news distribution. Viewers inform their peers about intriguing items they've seen or read, so news spreads through interpersonal communication. YouTube adds an important component to traditional post-viewing activity that earlier forms of television lacked: the ability to share and replay videos among one's circle of family and friends. Individual viewers have become a critical component of the media delivery chain. (Hanson & Haridakis, 2008) We may miss how the morning or evening news broadcast brought us up to date on the news and issues of the day if we're one of the countless cord-cutters who no longer have cable—or even if we don't, but don't have time to watch a lot of broadcast television. YouTube, on the other hand, is here to assist us fill in the gaps in our knowledge. Whatever form of news we're looking for—traditional network news, 24/7 news coverage, or a more modern perspective on the news—we'll be able to find something that will keep us up to date. If you're looking for a 24-hour news network, Al Jazeera English, for example, has a live broadcast of their current coverage on their YouTube page. This international news network provides excellent worldwide news coverage with the high quality you'd expect from television news—but with a stronger focus on foreign news than a domestic news network might. Although we may not think of the BBC as a video medium, its YouTube page contains a wealth of video information that complements their text coverage. Every day, expect to see a few new videos covering a wide range of topics: we'll see some breaking news, but more frequently, videos on fashion, culinary, entertainment, politics, and just about any other subject we can think of. CNN may be what we're seeking for if we want something a little more current. One of these sources should appeal to our news preferences—and demonstrate that we can get the 24/7 news network experience no matter where we are, even if we don't have cable television. Any of these can also be viewed on our smartphone or tablet, either through the device's browser or through YouTube apps (*6 Great YouTube Channels for the Latest News - Techlicious*, n.d.)

2.8. Viral News

By definition, viral is derived from the word "virus," which is a medical term for a tiny infectious agent capable of infecting a wide range of organisms. It's also a term used in the computing world. However, over the internet, a piece of content might spread like a virus if individuals become "infected" after seeing it. Evoked emotions usually cause the infection, which encourages the viewer to share it so that they may relate to others and talk about how they're feeling. We share something online because it has impacted us emotionally in some

manner. We share it because we want other people to feel the same way we do, whether it makes us sad, happy, furious, astonished, disgusted, or anything else. Many videos on YouTube now receive tens of thousands of views immediately after being uploaded, yet many people would argue that this isn't enough to be considered viral. (*The Meaning of Something Going Viral Online*, n.d.)

On the internet, being "viral news" implies that a piece of news, an image, or a video has gone viral in a matter of hours or days after being shared by thousands (often millions) of people on social media. Typically, viral content has a short shelf life, lasting only a few days or months at most. An example of viral material is the #10yearchallenge. Celebrities have recently been releasing photos of themselves from ten years ago, demonstrating how much they have changed in that time. Their supporters quickly followed in their footsteps, and #10yearchallenge images can now be found on practically every Instagram account. (*What Does 'Going Viral' Mean and How Does It Work?*, n.d.) As a result, viral news can be defined as networked news articles that spread online, primarily through social media, considerably more quickly and widely than other news items.

2.10. Newsworthiness

Newsworthiness means a newsworthy event, fact, or person is one that is fascinating enough to be reported in newspapers, on the radio, or on television. It refers to possessing the characteristics of news, such as being timely, important, or fascinating. (*Newsworthy Definition and Meaning | Collins English Dictionary*, n.d.) Newsworthiness provides a "matrix which sets out the variables and allows them to be applied to news stories as a means of prioritizing items" or events (Brighton and Foy 2007, 3). Despite the fact that each outlet is unique, mass media gatekeepers have long depended on a set of consistent criteria to determine whether a story is newsworthy. Their judgments have an impact on whether and how a story is covered, as well as how much time and money are spent pursuing the narrative. Journalists continue to employ two conceptual news values models to assess the newsworthiness of possible stories today. In 1973, Gatlung and Ruge created the initial model, which was followed in 1987 by Shoemaker et al. Gatlung and Ruge have focused 11 elements which makes a story newsworthy. These are relevance, timeliness, simplification, predictability, unexpectedness, continuity, composition, elite people, elite countries and negativity. In 1987, Shoemaker et al. followed up with a similar concept and focused on timeliness, proximity, important or consequence, interest, conflict or controversy, sensationalism, prominence, novelty, oddity or the unusual every news organization has its own procedure for deciding which stories to cover, but there are some fundamental, conventional values that can help establish a story's "newsworthiness." The more of these news qualities a story meets, the more likely it is to be published prominently in mass media channels. (*The Components of "Newsworthiness" // Purdue Writing Lab*, n.d.)

2.11. Theoretical framework

A set of hypotheses or interrelated concepts is the most basic definition of a theoretical framework. It includes concepts and definitions, as well as a reference to existing theory and scholarly literature that will be employed in the research. This section of a thesis or dissertation's material must demonstrate knowledge of concepts and theories pertinent to the research issue. The above definition of theoretical framework is that it includes concepts or theories that are significant to a study. It emphasizes the author's understanding and investigation of the research problem. (*Theoretical Framework: Definition & How to Write It*, n.d.)

The theoretical framework for this study will be built on news value theories because the reasons for viral news are determined by their news value.

One of the reasons why many sociologists regard the news as a social construction is the existence of news values. To put it another way, the news isn't only an objective representation of the most important happenings in the world. 'out there' in society; rather, the news is the result of selective processes by which gatekeepers such as owners, editors, and journalists decide what events are important enough to be covered, and how they should be covered. News Values are general characteristics used by journalists to decide if an occurrence is newsworthy, such as "extraordinaryness," "negativity," and "elite personalities."

According to Spencer-Thomas (2008), news values are fundamental rules or factors that ordain the value of a news piece and the amount of attention it receives in newspapers or broadcast media. News values, according to Brighton and Foy (2007), are "sometimes nebulous, informal, even unconscious characteristics." Journalists, editors, and broadcasters use news values to determine what is noteworthy.

In 1970 the most famous list of news values was created by Galtung and Ruge. They looked at foreign news in a group of Norwegian newspapers in 1965 and discovered a set of News Values that all Norwegian journalists shared. (*News Values – Revise Sociology*, n.d.)

According to Galtung and Ruge (1973) an event is culturally determined rather than a natural occurrence, but they also feel it is tied to 'human culture' and hence should not differ too much internationally. According to their theory, the more these requirements were met, the more probable an event was to be covered by the press. (Although the separate elements are interconnected, they are not mutually exclusive.) As an example, In the Western world, we are enthralled by celebrities and their lives. Five children are murdered in a minibus accident on the same day that David Beckham divorces Posh Spice. Because we, as a culture, have determined that celebrity gossip is more interesting and newsworthy than the other topic, the tabloids will cover Beckham's story on the first page.

From Galtung and Ruge's analysis, here are 12 of the "most significant" news values. These are Frequency, Unambiguity, Threshold, Meaningfulness, Unexpectedness, Consonance, Continuity, Composition, Reference to elite person, Reference to elite nation, Personalization and Negativity.

Journalists employ News-Values to pick certain occurrences as less newsworthy than others, according to Galtung and Ruge, and thus operate as gatekeepers – they actually shut out certain events while allowing others into the news-agenda, thus reducing our window on the world.(*WATCHING THE DETECTIVES: Galtung and Ruge - News Values - Theory!*, n.d.)

Harcup and O'Neill (2001) took some of the previous study's elements and added their own 10 news elements which include:

- 1) The power elite: strong persons, organizations, or institutions are the subjects of these stories.
- 2) Celebrity: stories about persons who are already well-known
- 3) Surprise: stories having a surprise element and/or a contrast
- 4) Bad news: negative undertones, such as conflict or tragedy
- 5) Entertainment: stories about sex, show business, human interest, animals, and developing drama, or stories that provide potential for snappy headlines, interesting images, or humorous treatment
- 6) Good news: stories with happy endings like rescues and cures
- 7) Magnitude: stories deemed serious enough in terms of the quantity of individuals involved or the potential impact
- 8) Agenda: stories that promote or support the news organization's agenda
- 9) Relevance: stories about issues, individuals, and countries that the public finds interesting
- 10) Follow-ups: stories on topics that have already been in the news(*Harcup and O'Neill* |, n.d.)

In comparison to other studies, a relevant set of news elements is chosen to investigate virality or newsworthiness among audiences, including, social significance/magnitude, human interest, good news, bad news ,unexpectedness/odd/surprising,elite people (celebrity), and conflict/violence. (Galtung and Ruge 1965; Harcup and O'Neill 2001; Shoemaker and Cohen 2012; Larsson 2016).

Harcup and O'Neill thory 2001 which developed by Al-Rawi 2017 for social media platform .He added 17 news value elements such as Positive ,negative unexpectedness/odd/surprising, elite people, entertainment, social significance/magnitude, humor, human interest, sexuality, animals, children, practical value or utility, conflict/violence, sadness, anger, anxiety and awe.

Harcup and O'Neill (2016) advocated looking into new factors in news values, such as "Shareability," which they define as "stories that are judged likely to encourage sharing and comments via Facebook, Twitter, and other forms of social media. Jenkins, Ford, and Green go into greater detail about content shareability, emphasizing that it can be achieved if one or more of the five characteristics are met.

- i. It may be accessed whenever and whenever audiences want it.
- ii. To make it easy to share, make it portable (quotable and grabbable).

- iii. Is part of a continuous stream of information, such as when a brand devotes all of its resources to a single media text that is expected to produce exponential traffic.
- iv. Re-usable in a number of ways
- v. Relevant to a wide range of audiences For example, shared nostalgia.

Mills defines "shareability" in this context as "the degree to which the consumer believes the material will have a similar effect (of stimulation or engagement) on others in their social network" (2012, 166–7). (Al-Rawi, 2019)

News values are broad principles or criteria that determine how much weight a news article receives in a media outlet. Harcup and O'Neill presented their theory on social media. Because this research is about social media, I used Harcup and O'Neill's news value theory.

2.12. Conceptual framework

In previous studies, many scholars have given much theory of news value. Galtung and Ruge (1965) conducted one of the oldest and most well-referenced studies on news values, identifying 12 key variables of news value. Then Further, Larsson (2016),(Shoemaker and Cohen 2012, 18), Further, Larsson (2016), Kalsnes and Larsson (2017) have presented their news value theory.

From, these theories I followed Harcup and O'Neill's news value theory as a guide. Because it's based on social media content. Since this study is based on the content of YouTube and YouTube is a social media platform so from the point of view of social media this theory is more related than other theories.

Galtung and Ruge (1965) listed 12 news elements, including frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nations, elite people, persons or human interest stories, and reference to something unpleasant. Harcup and O'Neill (2016) proposed that researchers look at new aspects of news values, such as "Shareability," which they define as "stories that are judged likely to encourage sharing and comments via Facebook, Twitter, and other forms of social media. In this study, they explain why news gets viral on social media. They have shown five reasons behind it such as it's available when and where audiences want it, portable (quotable and grabbable) to make it easier to be shared, easily reusable in a variety of ways, relevant to multiple audiences e.g. shared nostalgia, and part of a steady stream of material e.g. brands invest all their energy in a particular media text that is expected to generate exponential hits.(Al-Rawi, 2019)

This hypothesis has given me a better understanding of the value of news, its shareability, and how and why it goes viral.

2.13. Research gap:

A previous study attempted to fill this gap by looking into the factors that contribute to news becoming viral on YouTube and Twitter. There is also a comparison of the two platforms. For this reason, it has selected four prestigious newspapers based in the United States and the United Kingdom such as The Guardian, New York Times, Washington Post and the Wall Street Journal.

There is a gap between the previous and this study, Firstly that study has given a mixed Idea about YouTube and Twitter. It did not keep focus only on You Tube only. Then it has selected four newspaper which is based in UK and US. On the other hand, this study has selected Al-Jazeera, BBC, and CNN are the three most well-known news channels on YouTube. These are not only famous in the US and UK but also all over the world. Later This focus on YouTube only because YouTube has a global user base of 2.3 billion people. YouTube offers a key feature to conventional post-viewing activities that other forms of television lacked: the opportunity to share and repeat videos with one's friends and family and make them viral. Individual viewers have become an important part of the media distribution system. Every day, one billion hours of video are watched on YouTube. YouTube is available in 80 languages and has been localized in over 100 countries so that people get news through YouTube for these reasons this study worked with YouTube and find out the reasons behind the viral news or news which got the most views likes and comments.

This research gives us a clear picture of what goes viral on YouTube. It does not present a jumbled picture and instead presents an examination of one month's worth of news from these three YouTube channels.

Porter and Golan (2006) examined 501 advertisements and evaluated six advertising appeals in their study on viral advertising. Sex, nudity, and violence are all associated to virality, according to the authors. These study based on advertising. And we have worked with news stories of YouTube . . . Dobele looked into viral campaigns through the prism of six basic emotions: surprise, joy, sadness, anger, fear, and disgust, and discovered that strong emotions are associated with virality. The authors stressed the role of surprise in grabbing attention, but they also pointed out gender differences in virality, saying that "disgust- and fear-based commercials [are] more likely to be shared by male recipients." (Dobele et al., 2007) In that study researcher focused on the role of surprise, and found out the gender differences But they did not find the actual news value elements what makes news viral .

Another study looks at how Universiti Putra Malaysia Communication students perceive viral news from a variety of perspectives. The goals are to figure out how Universiti Putra Malaysia Communication students use social media and the internet, how they perceive viral news, and how they perceive viral news distributed over the internet and social media. Overall, the goals of this study have contributed to a better understanding of how people react to viral news. (51 *Research Summary This Study Observes the Perception of Viral News among* / Course Hero, n.d.)

This research focused on students in a Malaysian university. The goal of this study was to see how people react to breaking news that has gone viral. The reason for the viral news was not discovered in that study.

This study examines the news selection practices followed by news organizations through investigating the news posted on social networking sites and, in particular, the Facebook pages of four foreign Arabic language TV stations: The Iranian Al-Alam TV, Russia Today, Deutsche Welle, and BBC. The study found that social relevance and closeness, as well as the ideological objective of the news agency, were the most relevant factors in the news selection process. The study also empirically evaluates the news selection process in relation to references to countries and political actors connected to newsworthiness such as ideology relevance, social significance, and proximity. The criteria used in news selection are all part of the news values theory in this regard. (Al-Rawi, 2017) Though that study was focused on news value theory they have selected the Facebook pages of four foreign Arabic language TV stations but this study have selected Three YouTube channel from Asia, Europe and America so we have gotten overall cover-up of Asia, Europe and America which have helped us to find out a wonderful result .basically these were the research gap.

Chapter Three- Methodology

3.1. Content Analysis

Content analysis is the classification, tabulation, and evaluation of significant symbols and themes to determine the meaning and likely effect of a body of transmitted material (such as a book or film). Content analysis is any method for drawing inferences from messages by methodically and objectively identifying exceptional traits and a realistic, interpretive approach is taken. It is observational and narrative in nature, with less experimental aspects than is typical of scientific study.

Researchers utilize content analysis as a study tool to detect trends in recorded conversations. The systematic collecting of data from a group of texts, which might be written or spoken, is required for content analysis. It can be interview, social media, magazine content web newspaper, photograph, film books etc .

In simple words there are some goal of content analysis such as

1. Identify and highlight key elements of the content.
2. Some sort of argument should be supported.
3. Investigate the connections and patterns in multimedia and text.
4. Determine an individual institution's or group's communication trends or aims.

5. Explain how people react to communications in terms of their behavior and attitudes.
6. Determine the emotional and psychological state of a group or a single person.
7. Reduce massive amounts of unorganized data.
8. Describe the content's properties. (*Content Analysis/ What Is Content Analysis?/ Types/ Methodology*, n.d.)

There are two types of content analysis following are those types

3.1.1. Conceptual Analysis:

Conceptual analysis is similar with quantitative analysis. It is carried out in order to determine the presence and frequency of concepts within a text. Content analysis has traditionally been thought of as a type of conceptual analysis. A specific notion is chosen for consideration in the conceptual analysis. Within the recorded text, its number of appearance is checked. Both implicit and explicit terms can be used. Before beginning the counting procedure, it is critical to define implied words. To reduce the subjectivity in the explanation of concepts, specialized dictionaries are utilized. The conceptual analysis process begins with the formulation of research questions, followed by the selection of a sample or samples.

After the text has been selected, it is categorized into distinct content categories that can be managed. The key notion in content analysis is coding, which leads to selected reduction. Coding aids in the breakdown of material content into meaningful and valuable information (units). Some aspects of the message can be deciphered and evaluated.

3.1.2. Rational analysis:

The rational analysis is built on the foundation of conceptual analysis. It investigates the connections between the ideas in a text. Prior to beginning rational analysis, it is critical to first decide which concept type(s) will be examined in the study. Many studies have been conducted with as little as one concept category and as many as 500. Many factors can cause the findings to alter, yet just a few categories can lead to incorrect conclusions.

As a result, it's critical that we let our coding techniques be guided by the needs and context of our research. Rational analysis is well-known for its various methodologies, which gives researchers a great deal of versatility. Depending on the nature of the project, researchers can choose from a variety of procedures. After a procedure has been evaluated, it can be compared across populations. This form of content analysis maintains a high level of statistical rigor while preserving the apartment's depth of detail.

Furthermore, content analysis is employed in a diverse range of subjects, including gender and age studies, psychology and mental health, social media studies, marketing and media studies, literature and rhetoric, sociology and political science, ethnography and cultural studies, and many others.

In this study we have followed qualitative content analysis. Firstly we have thought about preparation of data then defined the unit or theme of analysis .After that developed the categories and selected the sample lastly analyzed and got the result.

3.2. Population:

In research language, a population can be defined as a large group of people, institutions, items, and other things that share common features and are of interest to the researcher. The groups' shared qualities set them apart from other individuals, institutions, items, and so on. In this study we worked on social media content such and news. Our first target is to find out the viral news and then the reasons behind the virility. Al-Jazeera, BBC, and CNN are three well-known YouTube channels that we have chosen for this study. Then, as a population, we've chosen their 30-day news. We chose a day between the 2nd and 31st of March and gathered all of their recent news from their YouTube account at that time.

We received a total of 865 news items from those three Youtube channels over the course of 30 days. Al Jazeera has 442 news stories, the BBC has 164, and CNN has 239. We were able to discover the most popular news by looking at the likes, comments, and views of the news.

So 868 news stories from three YouTube channels made up our population.

Finite population refers to when a population can be easily counted.. In this study we have 868 news story which are countable so we can call it finite population.

3.3. Sampling method:

A sample is a subset of the entire population.. Sampling is a method of selecting individuals or a subset of the population in order to derive statistical conclusions and estimate population characteristics. The population refers to the overall group for whom we wish to draw conclusions, whereas the sample refers to the specific set of people from whom we will gather data.(*Sampling Methods / Types and Techniques Explained*, n.d.)

In summary Sampling is the process of employing a subset of a population to represent the entire population in research. Because it uses a smaller number of individuals in the community with representative traits to stand in for the entire population, sampling allows large-scale research to be carried out at a more realistic cost and time frame.

Probability and non-probability sampling are the two main types of sampling methodologies.

Random sampling, often known as probability sampling, is a type of sample selection that uses randomization rather than conscious decision. On-probability sampling procedures are those in

which the researcher selects things or people for the sample based on their study objectives or knowledge. (*Sampling Methods: Types, Techniques & Best Practices // Qualtrics, n.d.*) . We used non-probability sampling in this study. Each YouTube channel is analyzed in relation to the data sample of this study, and the platform allows viewers to select the “Most Popular” news articles from a list of videos released; this is based on the number of views collected from April 1 to April 31. We've chosen the top 50 news stories from each channel depending on their views.

3.4 Final sample selection:

From 868 news stories we have selected top 50 news stories of each channels as sample based on their views. From three channel we have gotten 150 news which became much viewed news in that particular period. Then we have determined the genre of the news and categorized it into different genres for further examination.

The detailed list of the most viewed news examined is found in Table (1,2and 3). Which is the final sample of the study.

Serial number	Dates	Headline	Views	Genre
1	March26,2021	How will the Suez Canal blockage disrupt global trade?	3245041	Practical Value or Utility, Negative
2	March29,2021	Stranded Ever Given back afloat in Suez Canal: Reports	2143374	Positive
3	March25,2021	Suez Canal suspends traffic as tug boats work to free ship	1256826	Practical Value or Utility, Negative
4	March29,2021	Tugs, dredgers continue work to refloat ship blocking Suez Canal	1174918	Negative
5	March7,2021	UK braces for Oprah interview with Prince Harry and wife Meghan	907356	Elite People
6	March27,2021	Egypt: Plan made to use tide to refloat ship blocking Suez Canal	646745	Practical Value or Utility, Negative
7	March27,2021	Bangladesh deploys border guards after deadly anti-Modi protests	514338	Conflict/violence
8	March11,2021	Inside Myanmar's Crackdown - 101 East is on the front lines after the military coup	451331	Conflict/violence
9	March30,2021	Traffic in Suez Canal resumes after stranded ship refloated	361016	Positive
10	March 5,2021	What will break the stalemate in Myanmar?	339339	Negative, Conflict/violence
11	March30,2021	What is behind China and Iran's 'strategic' deal?	332121	Anxiety
12	March30,2021	Thousands flee for Thailand as Myanmar military bombs border area	324759	Conflict/violence, Negative
13	March18,2021	Will Biden's anti-China alliance work?	306135	Conflict/violence ,Anxiety
14	March19,2021	Can China & U.S. mend strained diplomatic ties?	293777	Awe
15	March11,2021	Lebanon: A State in Collapse? People and Power	285559	Conflict/violence, Negative

16	March27,2021	Dr Sasa: Army leaders 'underestimate' the people of Myanmar	280175	Negative, Conflict/violence
17	March30,2021	Can another Suez Canal blockage be avoided?	277134	Positive
18	March19,2021	Tanzania swears in new president after sudden death of Magufuli	275233	Elite People, Sadness
19	March14,2021	How high will Bitcoin go?	268125	Practical Value or Utility,
20	March23,2021	Western sanctions on China over Xinjiang trigger furious response	264733	Conflict/violence
21	March18,2021	Tanzanian President John Magufuli dies at 61	263858	Elite People, Sadness
22	March8,2021	Houthis fire missiles, drones at Saudi oil facilities	256700	Negative, Conflict/violence
23	March 2,2021	Hundreds rally in Bangladesh over writer's death in prison	255330	Conflict/violence, Social Significance/magnitude
24	March28,2021	No timeline given for freeing huge ship blocking Suez Canal	223624	Negative
25	March8,2021	Saudi Arabia retaliates after Houthi attack on energy facilities	214725	Anger Conflict/violence
26	March20,2021	Why is violence against Asian-Americans on the rise?	214563	Conflict/violence, Negative
27	March31,2021	Will Egypt attack Ethiopia	212155	Practical Value or Utility,
28	March25,2021	North Korea carries out suspected ballistic missile launch	185229	Conflict/violence
29	March 3,2021	'Catastrophe' as Brazil hits record-high daily COVID deaths	182406	Negative, Magnitude
30	March20,2021	Myanmar unrest has significant effect on industrial sector	179535	Conflict/violence
31	March12,2021	Bali tourism collapse: Residents rethink island's future	175847	Human Interest
32	March23,2021	Bangladesh probes deadly fire at Rohingya camp, 400 missing	175198	Negative
33	March19,2021	Is Narendra Modi dismantling democracy in India?	174782	Negative
34	March13,2021	Can the 'Quad' effectively counter China's influence?	171049	Conflict/violence , Anxiety
35	March7,2021	Dominican Republic to build wall in bid to keep out Haitians	169540	Conflict/violence, Anxiety
36	March 5,2021	Pope Francis in Iraq: first pontiff to visit as 'Pilgrim of peace'	162730	Elite People
37	March 5,2021	Senegal protests: Demonstrators demand Ousmane Sonko's release	161305	Unexpected
38	March31,2021	Investigation under way into Suez Canal blockage	156306	Positive
39	March27,2021	'Day of shame': Dozens of anti-coup protesters killed in Myanmar	152598	Conflict/violence
40	March7,2021	How significant is Pope Francis's visit to Iraq?	151094	Elite People

41	March27,2021	Myanmar protests: At least 50 shot dead by military in crackdown	150859	Conflict/violence,Social Significance/magnitude
42	March24,2021	Minimalism in Turkey: Journey to a Simple Life Al Jazeera World	149979	Human Interest
43	March 3,2021	Marriage for Sale Al Jazeera World	144770	Human Interest
44	March 4,2021	'RIP SN10': SpaceX rocket goes up in flames after landing	131251	Elite People, Unexpected
45	March14,2021	Syria — is it a war without end?	127874	Negative, Conflict/violence
46	March17,2021	Atlanta shootings: Asian women among eight killed at three US spas	125840	Conflict/violence
47	March21,2021	Protesters across Europe clash with police over COVID curbs	120256	Negative
48	March19,2021	'Grandstanding': US, China trade rebukes in testy talks	120106	Anxiety
49	March18,2021	The Israeli Election – 5 Things to Know	119877	Negative,Social Significance/magnitude
50	March24,2021	South China Sea dispute: Philippines wants Chinese ships to leave reef	114002	Anxiety

Table 1: top 50 viewed news of Al Jazeera selected as final sample

Serial number	Dates	Headline	Views	Genre
1	March24,2021	Suez Canal blocked after huge container ship wedged across it	2912216	Bad News, Social Significance/magnitude, Practical Value
2	March30,2021	Suez Canal reopens after giant stranded ship is freed	2780402	positive,
3	March24,2021	Hundreds missing after devastating fire in world's biggest refugee camp	1427822	Sadness
4	March8,2021	Russian ballerina dances Swan Lake on ice in protest	1215892	Conflict/violence
5	March11,2021	Former Fox News anchor Megyn Kelly defends Piers Morgan over Meghan row	1193098	Elite People, Social Significance/magnitude
6	March20,2021	Icelandic volcano erupts near Reykjavik	938802	Awe
7	March11,2021	Royals 'not a racist family', Prince William says	843586	Elite People
8	March11,2021	Met police officer arrested on suspicion of murder after disappearance of Sarah Everard	819088	Negative
9	March14,2021	US-China conflict 'more likely' than	735693	Conflict/violence

		five years ago, says Singapore PM		
10	March21,2021	Parts of Australia hit by worst flooding in a century	625415	Sadness
11	March17,2021	Rare ancient scroll found in Israel Cave of Horror	551268	Awe
12	March13,2021	Fukushima: The nuclear disaster that shook the world	492736	Anxiety
13	March27,2021	Dozens killed as Myanmar army shoots civilians in 'deadliest day'	448575	Conflict/violence
14	March16,2021	Prince Philip leaves hospital after a month	435468	Elite People
15	March28,2021	More than 100 people including children shot dead in Myanmar	432554	Conflict/violence
16	March20,2021	Europe braces for third wave of Covid as cases surge	411188	Negative
17	March13,2021	London police officer charged with Sarah Everard's murder	403458	Negative
18	March16,2021	UK ministers admit second lockdown came too late to contain second Covid wave	396119	Anxiety
19	March23,2021	Ten people killed in grocery store shooting in Colorado, US	387821	Conflict/violence
20	March14,2021	How Piers Morgan's GMB exit unfolded after Meghan comments	380621	elite people, Anger
21	March12,2021	Why Prince Harry and Meghan's time as royals didn't work out	371487	Elite people
22	March 3 ,2021	Myanmar sees deadly clashes despite calls for calm	370736	Conflict/violence
23	March15,2021	Met Police Chief refuses to resign over "heavy handed" handling of Sarah Everard vigil	344068	Unexpected
24	March7,2021	The Superpower and the Saudis	314399	Elite people
25	March22,2021	Police injured in Bristol as "Kill the Bill" protest turns violent	293761	Negative, Conflict/violence
26	March20,2021	What happened with the AstraZeneca vaccine	282082	Practical Value or Utility, Social Significance/magnitude
27	March27,2021	SpaceX rocket debris lights up US sky	277341	Awe
28	March 3 ,2021	New evidence of China moving Uighur minority workers in order to uproot communities - BBC News	274107	Negative
29	March9,2021	Newspaper editor defends Meghan and Prince Harry tabloid headlines	272361	Elite people
30	March22,2021	Emergency curfew in Miami Beach over spring break Covid risk	272295	Anxiety
31	March10,2021	British public divided over Meghan and Harry interview revelations	264662	Elite people
32	March26,2021	Nike and H&M face China fury over Xinjiang cotton 'concerns	258043	Negative, Conflict/violence
33	March12,2021	Sarah Everard: Could this finally shift the dial on women's safety?	252348	Sadness ,Negative
34	March7,2021	Harry and Meghan Oprah interview 'won't be an easy ride'	244528	Elite people

35	March20,2021	Covid: UK fighting patent-free Covid vaccine proposals	235037	positive, Unexpected
36	March6,2021	Why was the UK hit so hard by Covid-19?	223599	Sadness
37	March15,2021	What happens if I don't get the Covid vaccine?	215178	Good News
38	March 4,2021	Dozens killed in Myanmar protests as security forces fire on crowds	212962	Conflict/violence ,political
39	March31,2021	Myanmar refugees turned away	209378	Human Interest/ Sadness
40	March15,2021	Capturing 'the edge of the world' and other rare phenomena	204080	Surprising, unexpected
41	March31,2021	People flee across Thailand border' after Myanmar air strikes	200283	Conflict/violence, Anxiety, Negative
42	March 3 ,2021	Holyrod Inquiry: Calls for Nicola Sturgeon to quit over Alex Salmond revelations	199858	Negative
43	March12,2021	Family of Sarah Everard say she brought "so much joy" to their lives	192817	Negative, Human Interest
44	March 4,2021	Defiant Myanmar anti-coup protesters return a day after 38 are killed	182016	Conflict/violence
45	March19,2021	Atlanta shootings: 'It's scary just to be an Asian American woman	181331	Conflict/violence, Social Significance/magnitude
46	March20,2021	Anti-Asian violence in the US: 'He slashed me from cheek-to-cheek	179059	Negative, Social Significance/magnitude
47	March26,2021	Could new Covid variants derail the UK's roadmap out of lockdown?	172813	Negative
48	March26,2021	North Korea fires two ballistic missiles into Sea of Japan	172034	Conflict/violence, Negative
49	March15,2021	France, Germany and Italy suspend AstraZeneca vaccine	165624	Negative, Unexpected/surprising , Anxiety
50	March 2 ,2022	Covid19 UK: What impact will the Brazil variant have?	152039	Awe

Table 2 : Top 50 viewed news of BBC have selected as sample

Serial number	Dates	Headline	Views	Genre
1	March17,2021	New video of 'QAnon Shaman' at Capitol riot angers judge	2329426	Violence, Anger
2	March9,2021	Don Lemon responds to Oprah's interview with Meghan and Harry	2166676	Elite People
3	March5,2021	Kushner disappears from Trump's inner circle	1919621	Unexpected
4	March11,2021	New audio of Trump asking election investigator to overturn results	1815441	Conflict/violence Anxiety
5	March24,2021	What we know about Boulder shooting suspect	1767584	Violence, Negative

6	March10,2021	Royal family responds to Harry and Meghan interview	1762508	Elite People, Sadness
7	March27,2021	Reporter reveals what happened at Trump's secret meeting with candidates	1656522	Anxiety, Unexpected
8	March24,2021	Hear ex-Trump lawyer's stunning defense	1640851	Unexpected,
9	March20,2021	1 engine broken, the other wrapped. This is the current state of Trump's 757	1600247	Elite People, Practical Value or Utility
10	March29,2021	Dr. Birx drops bombshell about US Covid-19 deaths	1566812	Unexpected, Anxiety
11	March 4,2021	Trump election fraud investigation heads to grand jury in Georgia	1534713	Anxiety
12	March19,2021	Rand Paul challenges Dr. Fauci (again). Watch his response	1528133	Conflict/violence, Anxiety
13	March17,2021	See what delegate did after Marjorie Taylor Greene's gaffe	1399969	Unexpected
14	March10,2021	Cuomo: Why Meghan's interview struck a nerve with the right	1337548	Elite People
15	March11,2021	Keilar: Lindsey Graham a version of himself no one recognizes	1335660	Magnitude/Social Significance ,Unexpected/
16	March12,2021	Pentagon fires back after Tucker Carlson mocks women in armed forces	1329461	Sexuality, Negative
17	March19,2021	US-China meeting breaks into tense confrontation on camera	1305371	Anxiety
18	March23,2021	Multiple dead in shooting at Colorado supermarket	1224147	Negative
19	March24,2021	Key Trump ally draws renewed scrutiny from prosecutors	1171677	Anxiety, Unexpected
20	March23,2021	10 people killed after gunman opens fire at Boulder, Colorado, grocery store	1160407	Conflict/violence, Negative
21	March19,2021	GOP leader gets upset with CNN reporter's questions	1098354	Conflict/violence, Anxiety
22	March12,2021	How one Republican-leaning county is welcoming Biden's Covid-19 relief	1086985	Unexpected
23	March29,2021	See video of dislodged ship floating on Suez Canal	1038145	Positive
24	March26,2021	This is what happened after Biden revoked Keystone pipeline permit	951571	Awe
25	March11,2021	What are you doing?: Don Lemon rips Republican's woke supremacy comment	939052	Anxiety, Unexpected
26	March25,2021	Shame, shame, shame': Tempers flare in Senate voting hearing	923483	Conflict/violence
27	March11,2021	Meghan complained to ITV about Piers Morgan's comments	900811	Conflict/violence, Elite People
28	March8,2021	Devastating for the royal family': Quest reacts to the Oprah interview	895103	Elite People
29	March30.2021	Prosecutor beefs up team for Trump criminal probe	894591	Conflict/violence, Elite People
30	March20,2021	CNN's Amara Walker gets emotional after Biden speech	887875	Magnitude/Social Significance, sadness
31	March17,2021	Cuomo slams McConnell's 'scorched	826718	Anxiety

		earth' threat		
32	March26,2021	Dominion files \$1.6 billion defamation lawsuit against Fox News	825762	Conflict/violence
33	March26,2021	See Don Lemon's reaction to Georgia's new voting law	825610	Magnitude/Social Significance
34	March5,2021	Cooper reacts to being targeted by QAnon conspiracy theorists	824210	Anxiety
35	March 2,2021	Five elected investigators are turning their attention to Trump	811104	Elite People
36	March 2,2021	Keilar: CPAC like a Fox News TV family reunion	784825	Anger
37	March7,2021	Help is on the way': Biden speaks after Senate passes relief plan	750266	Negative
38	March23,2021	Hear witness describe escaping Boulder, Colorado supermarket shooting	693928	Conflict/violence
39	March14,2021	Stelter: Tucker Carlson is the new Donald Trump	691559	Anger
40	March13,2021	Trump's last defense secretary blames Trump for Capitol riot	691489	Conflict/violence, Negative
41	March7,2021	SE Cupp: We are possibly living in the stupidest of times	649372	Social Significance
42	March30,2021	Mom of police officer injured in riot outraged by Trump's lie	627419	Conflict/violence
43	March20,2021	Trump supporters say why they won't take Covid-19 vaccine	623035	Anxiety, Negative
44	March10,2021	Piers Morgan storms off show over Meghan criticism	610321	Elite People, Anger
45	March6,2021	Trump State Department official charged for attacking police in Capitol riot	609920	Conflict/violence
46	March31,2021	Matt Gaetz denies relationship with 17-year-old and claims extortion attempt	603170	Sexuality
47	March6,2021	Partisan junk food': Keilar sounds off on Tucker Carlson's show	600210	Unexpected,
48	March9,2021	NYC prosecutors' probe into Trump finances expands	598877	Unexpected
49	March 2,2021	US Covid-19 numbers coming down, but not enough	589732	Magnitude/Social Significance
50	March9,2021	Brianna Keilar fires back at RNC chair's false claim	575438	Anger, Conflict/violence

Table 3 : Top 50 viewed news of CNN have selected as sample

As some of the news had multiple news values that's why they were covered in many “news value elements” at the same time. Tables 1,2 and 3 provided a clear picture of the situation. We can see from these tables that many news items have varied news values, hence they were grouped together in two or three news value elements.

Table 2 showed that a news story titled "France, Germany, and Italy suspend AstraZeneca vaccine" was published on March 15, 2021 and was classified into three value elements based on its news value. The news was about after a number of blood clot-related occurrences in Europe, Germany, France, and Italy have paused the deployment of the Oxford-AstraZeneca vaccine. They have joined a number of smaller European countries in suspending vaccines as a precautionary measure while investigations are carried out. According to the World Health Organization, there is no proof that the vaccine is to blame for the instances. It said it was reviewing reports relating to the jab, but it was important vaccinations continued) the viewers' minds are filled with negativity as a result of this news. At the same time, it makes them feel anxious. The news also showed that the Oxford-AstraZeneca vaccination has been halted in Germany, France, and Italy. It was totally unexpected. This news story demonstrated that it had multiple news value at the same time so it got a place in three news value elements together.

Table 1 showed another news was reported on March 18, 2021 was about Tanzanian President John Magufuli died at the age of 61 following a battle with heart disease, according to the authorities. Magufuli, a COVID-19 skeptic, died amid reports that he died of coronavirus-related problems. These allegations have been refuted by the administration. He would most likely be succeeded by Vice President Samia Suluhu Hassan until the next election in 2025...This news was about president. Their president was the subject of this news. He was an elite person. On the other side, his death has caused anguish in the minds of the viewers. As a result, the news has been classified not only in the elite people group, but also in the sad value elements.

Chapter Four - Analysis & findings

4.1 Data analysis:

Data analysis is the act of gathering, converting, cleansing, and modeling data in order to obtain the information needed. The results are shared, with conclusions suggested and decision-making aided. Data visualization is sometimes used to represent data in order to make finding relevant patterns in the data easier. (*Data Analysis - Process - Tutorialspoint*, n.d.)

The following iterative phases make up the Data Analysis Process.

- Data Requirements Specification
- Data Collection
- Data Processing
- Data Cleaning

- Data interpretation
- Data visualization

Gathering all of the information, processing it, studying the data, and using it to uncover patterns and other insights are all part of the data analysis process, or data analysis processes. First and foremost, we must consider the type of data analysis we want to perform and the data we will be studying. It's time to collect data from our sources, guided by the requirements we've specified. Case studies, surveys, interviews, questionnaires, direct observation, and focus groups are examples of sources. Make sure that the information we've gathered is organized so that we can analyze it. In this study we collect our data from YouTube channels. We need to sanitize some of the data we acquire because not all of it will be valuable. Then we'll utilize data analysis software and other tools to assist us in interpreting and comprehending the data and drawing conclusions. Excel, Python, R, Looker, Rapid Miner, Chartio, Metabase, Redash, and Microsoft Power BI are some of the data analysis tools available. We used Microsoft Excel as our software in this study. Each YouTube channel is analyzed in relation to the data sample of this study, and the platform allows viewers to select the "Most Popular" news articles from a list of videos broadcast; this is based on the number of views collected from April 1 to April 31.. Following the receipt of the results, we must interpret them and determine the best line of action based on our findings. "Graphically portray our information in a way that people can read and understand it," is how data visualization is defined. Charts, graphs, maps, bullet points, and a variety of other techniques can be used. By comparing datasets and observing relationships, visualization aids us in gaining useful insights. In this study we have used some tables ,graphs and charts.(*What Is Data Analysis: Process, Methods, and Types Explained*, n.d.).

In this study we have maintained all the data analysis process. We have considered the type of data analysis we wanted to perform, and the data we need to be studied .Then we have collected data .went through the data processing method, Interpreted the data then visualized the data and got the result.

4.2 Findings

We have set a thirty-day time limit after picking three channels. We've received 865 news items throughout that period. Al Jazeera has 442 news stories, BBC has 184, and CNN has 239 news stories. Then, depending on their views, we have chosen the top 50 news stories from each channels, and finally, 150 stories to determine the outcome.

In order to answer the first research question, the findings indicate that the element of “conflict/violence” is the most enticing one that causes news to go viral on YouTube, accounting for 32 % (n = 48). People have been drawn to news stories about odd events or unusual happenings since the dawn of time, and earlier study on news values has highlighted this factor as a critical one in news production. "Negative" was the second most appealing element. The percentage was 24.67% (n = 32). In contrast “positive” news was only 5.34%(n=8). When these two elements are considered separately, people have seen very little positive news than negative. This is a fascinating conclusion because most journalists and editors assume that bad news appeals to readers or viewers more than good news. This is consistent with prior research that demonstrated a similar link between journalists' news selection and readers' consumption behaviors. (Boczkowski, Mitchelstein, and Walter 2011; Shoemaker and Cohen 2012).

Following that, "anxiety and elite people" were two more viral news elements that were featured in the top YouTube news stories. The figure was 14.67% (n=22). Then there was the unexpected/odd/surprising news. The figure was 12% (n=18). Unexpected, odd and surprising news always causes a stir in people. As a result, viewers pay closer attention to these news elements. The result showed that these news elements are in top 5 viral news elements respectively. Then the 5th most appealing elements was “social significance or magnitude”. It was 9.34% (n=14). Then came sadness news element that was 6%(n=9), “Practical value/utility” and “positive” 5.34%(n=8) then anger and awe 4%(n=8). Those are not highly prominent news value behind the virality. This study contains “human interest” and “sexuality” that were less likely to be viral. The figure was 3.34% and 1.34% where n=5 and n=2 respectively. It is an interesting note that we did not find any animal, children, entertainment and humor news in that particular period.

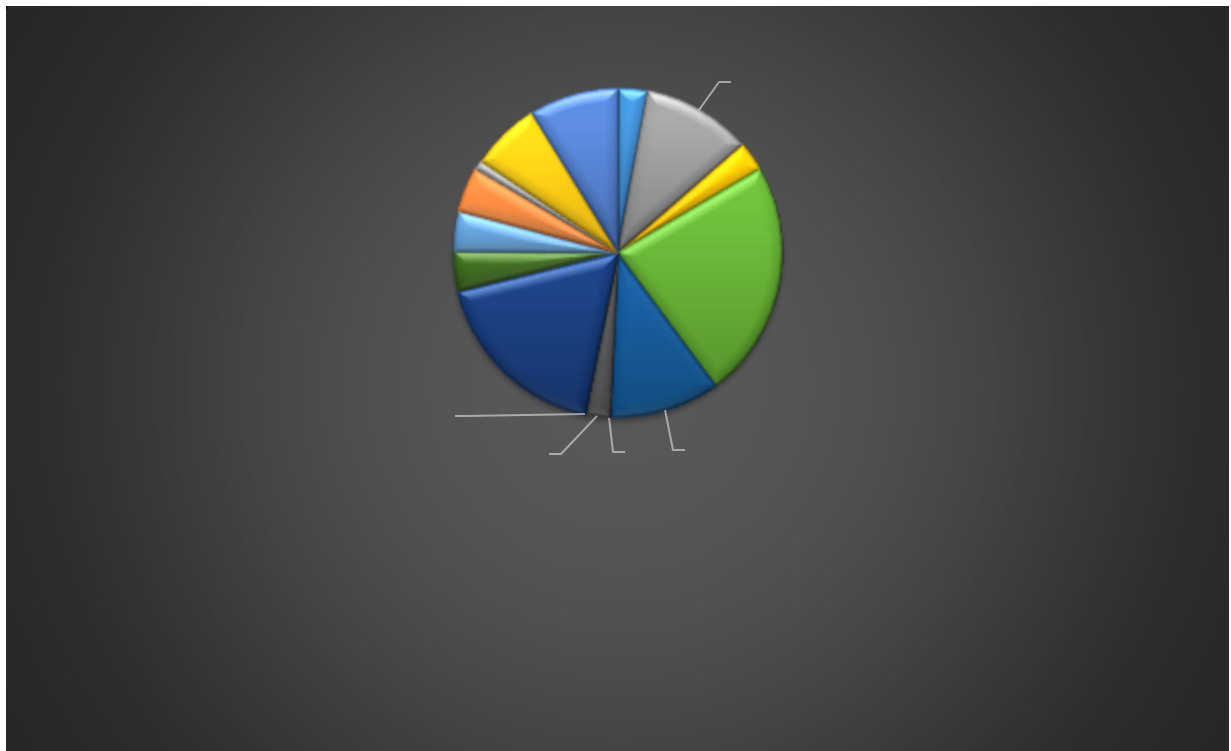
A comprehensive list of the sorted news that was analyzed can be seen in Table 4

Serial no	News value elements	Elements number of Al Jazeera	Elements number of BBC	Elements number of CNN	Total	Percent
1	Anger	1	1	4	6	4
2	Animal	0	0	0	0	0
3	Anxiety	5	5	12	22	14.66667
4	Awe	1	4	1	6	4
5	Children	0	0	0	0	0
6	Conflict/Violence	19	14	15	48	32
7	Elite people	5	9	8	22	14.66667
8	Entertainment	0	0	0	0	0

9	Human interest	3	2	0	5	3.333333
10	Humor	0	0	0	0	0
11	negative	16	15	6	37	24.66667
12	Positive	4	3	1	8	5.333333
13	Practical Value or Utility	5	2	1	8	5.333333
14	Sadness	2	5	2	9	6
15	Sexuality	0	0	2	2	1.333333
16	Social significance/ Magnitude	3	5	6	14	9.333333
17	Unexpected/odd/surprising	2	4	12	18	12

Table 4 : total news element and percent of here news channel .

As some of the news had multiple news values that's why they were covered in many news value elements at the same time .

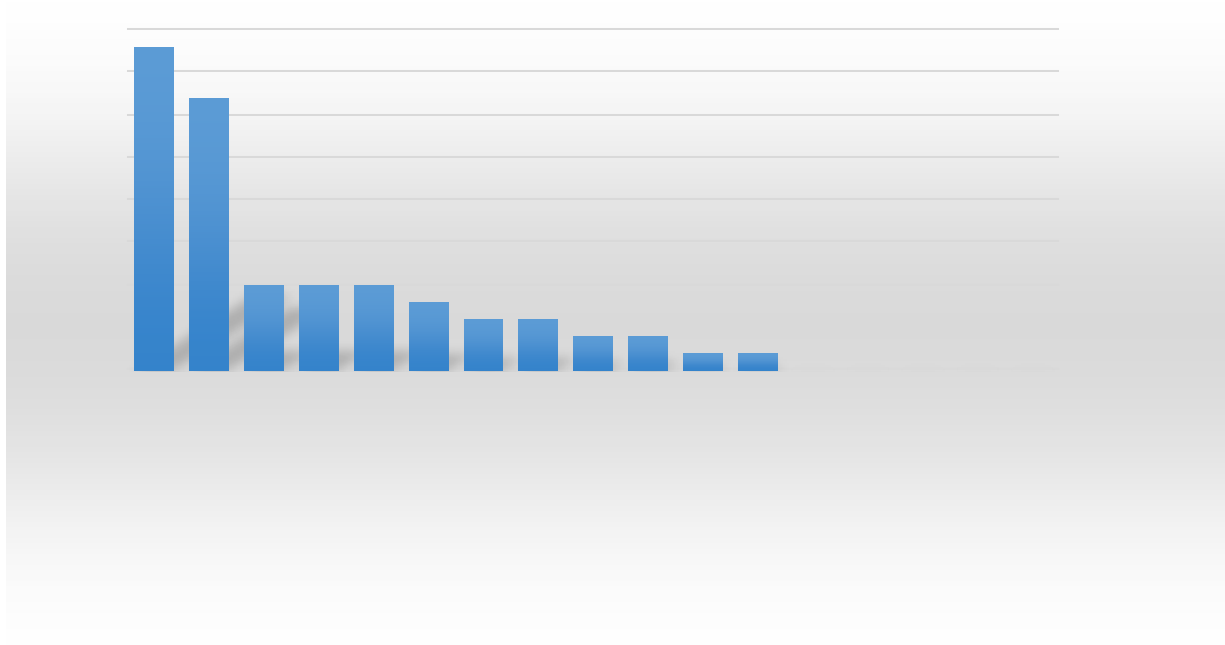


Graph 1: news value elements of Al Jazeera, BBC and CNN

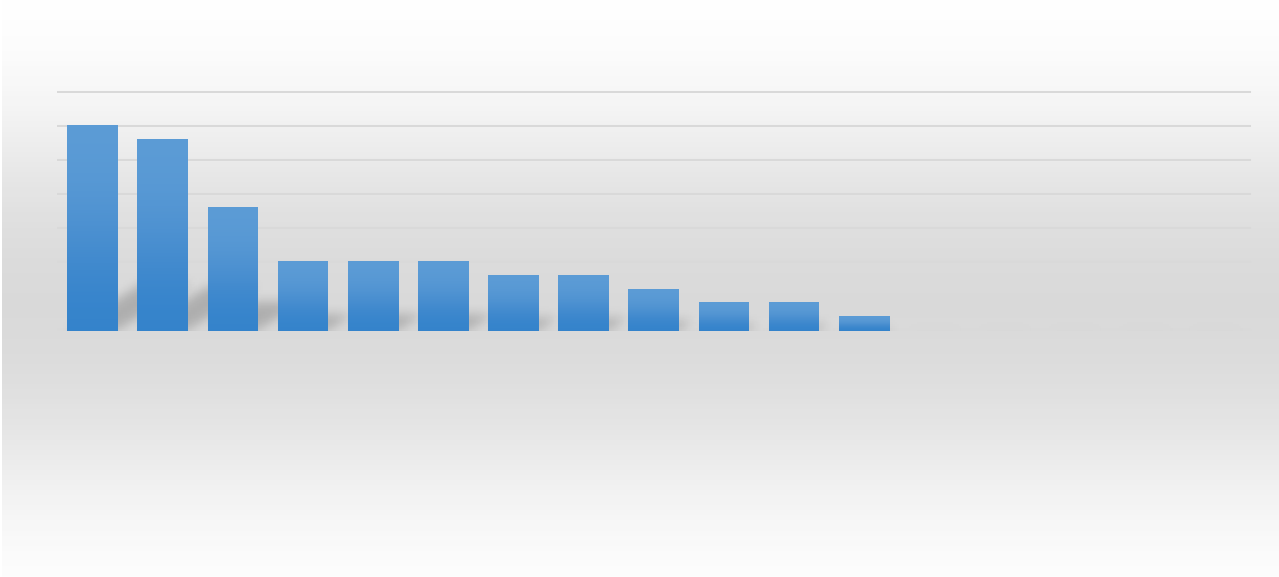
In order to answer first research question the graph 1 indicate the news elements are the most appealing that makes news viral on YouTube. The most enticing news value aspect that makes news viral is “conflict/violence”, whereas the second most appealing news value element is

“Negative” news. “Anxiety and Elite people” have been ranked third as news elements that cause news to spread virally. Then came “unexpected/odd/surprising” as number 4 news value element. The 5th most appealing elements was “social significance or magnitude”. Other are less likely that make news viral.

We discovered certain similarities and differences between these three channels in order to answer the second research question.



Graph 2



Graph :3

Graph 4

According to Al Jazeera, the most compelling news elements that makes news viral is “conflict/violence”, which accounted for 38 %(n=19). CNN was in a similar situation. It had the same compelling news element as the previous one, which was “conflict/violence”. However, the figure was 30% (n=15). On the other hand, it was “negative” 30% (n=15) at the BBC.

There are variances among these three channels in terms of second news elements. "Negative" is mentioned 32% (n=16) on Al Jazeera, "conflict/violence" was 28 % (n=14) on BBC, and "anxiety and unexpected/surprising/odd" is mentioned 24 % (n=12) on CNN.

When it comes to the third news element, we can observe that "anxiety," "elite people," and "practical value or utility" were 10% (n=5) in Al Jazeera, "elite people" was 18% (n=9) in BBC, and "elite people" was 16 percent (n=8) in CNN. Here we can see the similarities among the three channels; the third compelling news value element was the same for all three channels, and it was "elite people."

The next news elements in Al Jazeera was "positive" (8%) (n=4), followed by "human interest" and "social significance/magnitude" (6% (n=3). After that, "sadness" and "unexpected/odd/surprising" accounted for only 4% (n=2) of the news value element. And lastly less important news value element was "anger" and "awe" 2%(n=1). Other news elements of BBC were "anxiety," "sadness," and "social significance" which was 10% (n=5) followed by "awe" and "unexpected/surprising" in 8% (n=4). Then followed the "positive" 6% (n=3). After that, "human interest" and "practical value or utility" are less important elements of news value. The figure was 4% (n=2) In contrast "positive" and "social significance/magnitude" was the less appealing news value element for CNN, that was 12%(n=6) then "anger" was 8%(n=4).) after that "sadness", "sexuality" were 4%(n=2) and lastly the less important news element of CNN were "awe", "positive" and "practical value or utility" that mentioned only 2%(n=1).

After analyzing all of data and in order to answer the second research question we have founded some similarity and differences among Al Jazeera, BBC and CNN. Al Jazeera and CNN had the same most appealing news value element which was "conflict/violence," whereas BBC had "negative" news. The differences among the three channel can be seen when we look at the second news value elements. It was "negative" for Al Jazeera, "conflict/violence" for the BBC, and "anxiety" for CNN. However, when we compared these three channels to the third news value elements, we observed that they were very comparable. It was "elite people" for each news channel. Each channel's viewers have paid the most attention to news stories involving some of the world's most elite people. We can observe from the analysis that people have been exposed to increased conflict and violent news. During that time period, negative news was significantly more popular than positive news

Chapter Five-Conclusion

5.1. Discussion

Social media and viral news have been the subject of numerous studies. Many researchers have attempted to discover what causes virality. Because there is a void in the literature about the

relationship between news value elements and viral news on YouTube, this study focused on that platform. We see a lot of news in YouTube but we don't know why the news becomes viral and the elements which make it go viral are still undetermined. The assumption of this study was to find out the news value elements behind the viral news on YouTube.

Furthermore, because there is a gap in the literature on viral news, the concept of news value theory is a useful subject of study because it illuminates the elements that lead some events to be particularly newsworthy among readers; in other words, events that become viral.

Previous studies on news values has identified a number of conventions that journalists and editors use to make their news selection decisions. Unlike the emotions stated above, newsworthiness is considered a "cognitive construct" or a "mental assessment made by individual people." (Shoemaker & Cohen, 2012). After studying a variety of news value theories, this study have chosen Harcup and O'Neill (2001) to determine the news value elements behind viral news. After collected the sample this study identified 17 basic news value elements then summarized and developed a mixed model to evaluate the cognitive and emotional news value elements that make up viral news. Consider with the second research question. We discovered some parallels and contrasts between Al Jazeera, BBC, and CNN. The most enticing news value element for Al Jazeera and CNN was "conflict/violence," while BBC news was "negative." We noticed that they were extremely similar. For each news element, it was "elite people the news stories featuring some of the world's most powerful people have piqued the interest of each channel's viewers. When we look at the other news value aspects, we can observe the variances between the three channels. Al Jazeera described it as "negative," the BBC described it as "conflict/violence, and "while CNN described it as" anxiety."

In order to answer the first research questions and figure the overall scenario we discovered that in contrast to human interest and positive news, online news users prefer to watch and share overwhelmingly conflict/violent and negative news. Anxiety and Elite people were the most enticing elements, which caused stories to spread virally. Then came the news value element "unexpected/odd/surprising." "Social significance or magnitude" was the next elements. Others, on the other hand, are less likely to go viral.

From the analysis, this study showed that people have been exposed to more conflict and violent news and Negative news was substantially more popular than positive news during that time period.

5.2. Limitation

Finally, there are certain limitations to this study. For example, performing ethnographic research on Al Jazeera, BBC, and CNN YouTube channel news users to determine the distinctions and similarities among them is vital to understand the demographics of social media use. Future research might concentrate on additional social media platforms such as Facebook and Google+, which are utilized by many news organizations to transmit information, as well as

other key elements that have not been studied in this study include assessing the timeliness or recentness of news articles, the relevance of viral material to specific audiences, and the esthetic quality of news, such as video and sound editing or writing style.

The length and size of news stories, as well as whether or not graphics and illustrations accompany viral textual news, are other topics that can be investigated in relation to viral news.

Any video can go viral if it is shared on Facebook. Many people use Facebook to keep up with the news. These news outlets' Facebook pages can be investigated in the future. A study can be carried out to see which of their page's news gets shared the most.

Conclusion

The main purpose of this study was to find out the reasons behind the viral news and the concept of news value theory is a significant research topic because it elucidates the factors or elements that cause some news to be extremely newsworthy among viewers; or the news that go viral. There was a gap in the literature on social media viral news, particularly on YouTube. After evaluating 865 news stories from Al Jazeera, BBC, and CNN's YouTube channels this study discovered that the most appealing news value elements behind the viral news were conflict/violent, and negative news was far more popular than positive news. People were mostly attracted by violent or conflict related news.

Though this study has some limitations but in future it will be high interest to news organizations, journalists, and editors as well as many scholars if they wanted to know about viral news on social media such as in future many regional newspapers or regional websites as well as many apps can be investigated as a Medium. This study will be useful in further research on viral news on social media.

5.4. Reference

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