Analysis of the Roast Expression Mechanism of Online Public Opinion

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Abstract: Due to the epidemic, internet discussion shows have been quickly expanding since 2020. People appear to be more interested in utilizing phrases like punchlines and satire when responding to online public opinion as a result of the popularity of roast talk shows. Therefore, from the perspective of priming effect and ripple effect, this paper attempts to analyze whether watching roast talk shows affects people's expression mechanism and the depth of people's thinking about social public opinion by using questionnaires and interviews. Through cross-analysis, it is found that the more roast talk shows people watched, the more they tend to use punchlines when expressing themselves, and people tend to analyze public opinion more superficially. And this paper find that watching too many roast talk shows will make public opinion more irrational, and produce more online violence and make other impacts.
Keywords: roast talk shows, priming effect, ripple effect, network propagation

1. Introduction

Beginning in 2022, the world economy is worse than the International Monetary Organization had anticipated, and the new variant of Omicron is still spreading. Online chat shows like "Roast" continue to gain viewers as the offline economy struggles due to the epidemic. However, the researcher saw that with the rise in talk show popularity, online public opinion appeared to favour punchlines and satire more, which contributed to increased instances of irrationality and online violence. The question of whether roast talk shows alter how people see problems has intrigued researchers. Does it influence how individuals express themselves?

2. Literature Review

2.1 Literature review of the talk show phenomenon

Numerous academic studies have examined how talk show affects audiences' thought processes. Using the "General Theory of Verbal Humor" theory, scholar Mary · Muthoni · Githatu examines the discursive themes of the Kenyan comedy Churchill Live and discovers that the hosts are able to make light of socially sensitive topics, helping to solve social problems in Kenya. Srikrishna · Vasupradha uses the perspective of critical discourse analysis to study celebrity talk shows and point out that talk shows have become a platform for celebrity branding or rebranding.

Talk show can embody four different types of humor, according to Chinese researcher Zhang Ning, who investigated the humorous language of talk show from the corpus of talk show itself. The feminist researcher Xue Jing examined how talk show contributed to the discussion of gender issues and helped to advance the feminist movement. By using "The Big News Event" as an example, researcher Li Yue came to the conclusion that roast in talk show results in an interactive communication that benefits both the media and the audience, with the audience experiencing benefits like emotional relaxation.

2.2 Literature review on the priming effects

The priming effect, also translated as the guiding effect and the foreshadowing effect in Chinese, first appeared in psychological research on the information processing of memory and was used in applied research in communication around the 1980s. In order to examine the impact of information padding on violence, Berkowitz introduced the priming effect within communication studies in 1984. In their book Important News: Television and American Public Opinion from 1987, Shanto Iyengar and Donald R. Kinder linked the effect of priming to the study of agenda setting, breaking through the bottom line of the perception of media effects in traditional agenda setting theory.

Scholar Liu Hailong continues his research on the priming effect from the perspective of agenda setting, exploring the second level of agenda setting research and its significance in political communication on television and its use in China. Scholars Pan Ji and Zhang Junfang analyzed the mechanism of the occurrence of the priming effect, arguing that the occurrence is the result of external stimuli that cause activation labels to gain salience, and is related to an individual's cognitive base model and schema.

2.3 Literature review on the ripple effect

The ripple effect, also known as the imitation effect, was developed by the American educational psychologist Jacob · Kounit and others in 1988 in an attempt to explain why the ultimate impact of an event exceeds its initial effect, even to the point of "breaking the circle". Leschine used this theory to make a detailed analysis of the risk amplification of oil spills in combination with the framework of a social approach to risk.

In China, most studies begin with a specific example and analyze the ripple effect's characteristics and effects from a small perspective. Deng Ying and others, taking the ripple effect of hazy weather as an example, studied the characteristics of public opinion risk in the era of new online media. Yang Binbin studied the characteristics of the generation characteristics, challenges, and governance mechanisms of online public opinion, using the Yongcheng female driver's best Maserati incident as an example. Yang Binbin discovered that the ripple effect of online public opinion is characterized by multiple information bursting points, wide impact scope, and difficulty in handling. She proposed governance mechanisms for such incidents from multiple perspectives, including consciousness, society, and offline.

However, the above studies do not examine the influence of roast talk shows on online public

opinion from the perspective of the priming effect and the ripple effect. Therefore, this paper will try to answer the following questions from these two theories: Does roast talk shows affect people's expression mechanism? Does roast talk shows influence the depth of people's thinking about social opinions?

3. Research Methodology

This paper uses questionnaires and interviews to try to answer the above questions: Do people's thought processes change as a result of priming talk shows? Will people analyze public opinion through a roast expression mechanism?

This hypothesis corresponds to a group of people who watch roast talk shows and are active on the internet. Simple random sampling, incidental sampling and snowball sampling methods are used, and questionnaires are distributed and surveyed mainly in the Internet. The survey also used the interview method as a supplementary method in order to make it more in-depth, while making the questions answerable, reducing wastefulness and improving the quality of the survey. The interview period lasted from January 2023 to February 2023. Interviews were conducted through telephone and text interviews. The basic profile of the interviewees is shown in Table 1 .

Table 1 -Basic information about the interviewees

Item	Age	Occupation	Level of education	Average daily time spent online	Hours of talk show watched per month
Respondent 1	16	Students	High School	1~4 hours	2~5 hours
Respondent 2	23	Game Planning	University	4 to 8 hours	5 hours or more
Respondent 3	47	Teachers	Secondary School	4 to 8 hours	Under 1 hour
Respondent 4	69	Farmers	Primary school and below	8 hours or more	2~5 hours
Respondent 5	72	Retired military	Junior High School	1~4 hours	Under 1 hour

4. Research results and analysis

4.1 Analysis of information underlying the survey sample

A total of 224 questionnaires were collected, with 197 people having watched a roast talk show and 27 people not having watched a roast talk show, for a total of 197 valid questionnaires.

From a gender perspective, there were 102 males and 95 females, with 51.78% males and 48.22% females. The male and female audiences are basically equal, in line with the sampling criteria. From the age perspective, people under 18 and over 60 years old account for a total of 3.05%, those aged 18 to 38 account for 72.63% and those aged 39 to 59 account for 21.32%. It can

be seen that the majority of the audience of roast talk shows are young and middle-aged people, with young people being the majority. In terms of education level, those with education level below junior high school and those with master's degree and above account for a total of 9.13%, while those with education level in high school and university account for a total of 90.87%, accounting for the vast majority. From the descriptive analysis, the highest percentage of people, 54.9%, watched roast talk shows 2 to 5 times a month, for roughly 2 to 5 hours. Among them, more than 60% said they would use the punchlines from the talk shows in their daily lives, and more than half of them believed that watching roast talk shows had influenced their expression in daily life.

4.2 Correlation analysis between watching roast talk shows and roast expression mechanisms

In the analysis, the frequency of watching roast talk shows in the second part of the questionnaire and the questions in the third part of the questionnaire were used as variables. And the Pearson correlation analysis revealed that "frequency of watching roast talk shows" was correlated with "desire to use punchlines". The $p<0.000^{**}$ correlation was found, i.e. the more often one watched a roast talk show, the more one played with punchlines online and in one's life, and the research hypothesis H1 holds true.

4.3 Analysis of the correlation between roast talk shows and thinking about online public opinion

In the study on the correlation between watching roast talk shows and thinking about online public opinion, the questions in part 4 of the analysis of social opinion and the questions in part 2 were used as variables to analyze the relationship between "frequency of watching roast talk shows" and "superficiality of analysis of social opinion". "The research hypothesis that "H2: the more frequently talk shows are watched, the more superficial the analysis of social opinion is" is valid.

5. Discussion

5.1 The impact of roast talk show

From the results of the questionnaire, both hypotheses proposed in this paper are valid, namely, the more frequently talk shows are watched, the more audience tend to use punchlines. And the more frequently talk shows are watched, the more superficial the depth of analysis of social opinions is.

5.1.1 Reinforces the audience's propensity for roast expression

In the analysis of the questionnaire, the researcher found that 68.53% of people said they

would use the punchlines from talk show in their daily lives, 72.08% said they would use the punchlines they had seen in talk show when surfing on the internet, 76.14% said they would use the punchlines in talk show in their daily lives, and 74.62% said watching roast talk shows has affected their expression on the Internet. This indicates that most people are influenced by roast talk shows and have changed their expression mechanism. It is clear that in the process of watching roast talk shows, the audience not only learns the punchlines, but also absorbs the roast expression mechanism in a subtle way, which is worthy of our attention.

5.1.2 Weakening the audience's in-depth consideration of social opinion

An analysis of the relationship between the roast talk shows watching frequency and the superficiality of the analysis of social opinion found that only 12.69% of people thought that the analysis of social opinion in talk shows would not affect their own views. In interviews, when the researcher conducted further in-depth interviews on why people use punchlines more on the internet than in reality, and which views on talk shows may influence opinions on social opinion, it was found that their thoughts were almost entirely consistent with the theory of the priming effect and the ripple effect. The main reasons the researchers found for people's preference for using punchlines on the internet were that "hot topics" often come from the internet and can quickly break the mould, and there are always people who understand "using punchlines" on the Internet, and people can get a sense of identity from the use of punchlines and spreading them. No one wants to become disconnected from existing circles and lag behind because they don't understand new punchlines, which in turn increases the spread of punchlines, thus causing a ripple effect. However, in the case of interviewee 4, he will stick to his own views on social opinion events that involve traditional ethics and morality, but for some emerging social trends, such interviewees are easily influenced by the views of the talk show and lack depth in their analysis of social opinion.

5.2 The hidden concerns behind the mechanism of roast expression

5.2.1 Prevalence of irrational and superficial views

It is worth noting that this study found that the phenomenon of watching too many roast talk shows can have the negative impact of tending to play punchlines when expressing and having a shallow analysis of social opinion, and can even lead to be more irrational, produce cyber-violence and so on. People are reminded to have their own correct stance when watching interesting roast talk shows, and not to be easily led by some of the superficial views in the talk shows.

5.2.2 The communicative nature of the roast expression mechanism

In addition to the above question, question D2 of the questionnaire "Have you ever tried to express yourself in a talk show or create a punchline when you saw some social opinion?" 79.91% of the respondents answered "yes", which means that a large proportion of people have tried to create their own "punchlines". This data led the researcher to wonder, where do the punchlines

created by these audiences privately go? Are they being copied by smaller circles around them? The researcher argues that there is a need to be aware of the propagation of the roast mechanism to the audience's immediate surroundings, and that such small-scale autonomous transmission is more likely to create a ripple effect that may lead to more people being influenced by roast expressions.

6. Summary

In order to determine whether roast talk shows have an effect on people's thought patterns and whether the roast expression mechanism is used to analyze social opinion, this study uses questionnaires and interviews to theorize the priming effect, ripple effect, and popularity of talk shows as well as people's propensity to play with punchlines in online public opinion. It is suggested that there is a connection between watching roast talk shows and studying expressive methods and societal opinion. On the other hand, it also presents fresh research findings on the priming effect and ripple impact, two novel phenomena that have emerged in contemporary China as a result of the Internet and talk shows' rapid development.

Due to small research sample sizes and inadequate examination of the subject of social opinion in roast talk shows, there is a dearth of research on the variables influencing people's analysis of social opinion as well as the communicative character of the roast mechanism. Researchers in the field of communication may need to focus more on issues like roasting and using punchlines on the Internet in their future work, as well as broaden research and practice of the reasons that affect people's analysis of social opinion.

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