

An Experiment to Assess the Influence of Emotional Display in the News on YouTube on Participatory News Engagement

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Abstract: *This study examined the potential influence of viewing emotions, expressed after viewing the news uploaded to YouTube, on news participation. Based on an experiment (2 × 2 factorial design) among journalism students (N = 84), this research elucidated the extent of emotional attachment and its influence on participatory news engagement. The experiment depends on showing or not showing the testimony of people's emotions (e.g., happiness, anger, sorrow) evoked by the news videos released on YouTube by Bangladeshi mainstream television channels. The findings revealed that participants are more likely to be emotionally attached to news videos carrying evidence of people's emotions than of news videos without emotional witnesses. In addition, the findings showed a strong influence of viewing emotions, evoked by the news videos, on online users' news engagement. Notably, this study found no evidence of gender-based differences in approaching emotional displays in the news videos and engaging in participatory news. The findings signify the importance of media portrayal of empathy-evoking evidence that would help people to be humanized about viewed issues and escalate them for public discussion through participatory news engagement.*

Keywords: Emotional Display; Gender; News; Participatory News Engagement; YouTube

1. Introduction

In the changing media ecosystem, YouTube has turned into a major source for watching news videos [1]. All television channels including mainstream TV and independent channels upload their news content to their respective YouTube channel. YouTube news users receive non-expert views and emotional stimulation (e.g., sorrow, anger, happiness) of ordinary people through watching television news uploaded to YouTube. Television news affects viewers' emotions through its content element (e.g., embedded in text, image, audio-visual narrative), visual techniques (e.g., camera works, editing), and presentation styles (e.g., framing) [2]. Communication researchers demonstrate that the portrayed emotions by television news (e.g., violent news) have a strong influence on the audience's emotional experiences [3]. Researchers also examined how the intensity of virality of content in virtual platforms is largely determined by users' emotional attachment (e.g., awe, sadness, anger) to the content [4]. To address emotional presence in journalistic content and its potential impacts on audience behaviors, communication scholars largely depend on the emotional contagion theory that stresses the automatic transfer of emotions from one person to another [5]. For example, one study stated that the testimony of viewed emotion shown in news stories had a positive relation with political participation [6]. Since prior studies [7, 8] also found evidence of a strong role of emotional display in influencing users' behavioral intentions, how emotional testimony in news content likely prompt users' participatory news engagement is an imperative question to be addressed.

Importantly, YouTube allows news consumers to be engaged in the news content in various ways. Online users can comment on the news, give reactions, and share news links with online friends [9-11]. Audience engagement and their active involvement in news content is a distinct feature of digital journalism that facilitates online platforms to become more vibrant. It might provide a better way to communicate with the audience to understand the audience's needs and get their viewpoints [12]. One study surveyed around 130 news professionals at top levels (such as editors, CEOs, and digital leaders) and stated that more than half of the participants indicated online engagement as a top priority [13]. The practices of engagement help to bring news users into the decision-making process of what event is the news and how the news story would be narrated [14]. By taking interviews with news professionals, researchers also mentioned that audience engagement seemed to have intrinsic value [14]. News media outlets find scopes for building a relationship with news consumers. Further, it tends to add value to building news media's brand loyalty which helps to turn non-frequent users into regular consumers. Instead of the above ground, how online users' news engagement is stimulated by experiencing ordinary people's emotional evidence (e.g., happiness, anger, sorrow) shown in the news is hardly explored.

Examining the potential influence of viewed testimony of ordinary people's emotions in the news on people's participation in the news is crucial as users' news engagement is considered important both for media houses to connect with the audience and news users for communicating their feelings. Additionally, scholars argued that news engagement is related to users' cognitive, emotional, or affective experiences of media content [15]. But communication research [9-11], [16] is dominant in unveiling various factors of online users' news participation and its relations with participants' motivations. Therefore, addressing the interplay between exposure to emotional displays in news videos and participatory news intention will provide a new perspective from the emotional aspect of the literature on news engagement.

Meanwhile, researchers consider gender-based differentiation as key in approaching emotions in news content [7], [17, 18]. The differences between men and women in terms of their responses to positive and negative stimuli during news consumption are significant [19]. Similarly, news engagement is also varied depending on participants' gender differences. Women were reported as more active compared to men in terms of news participation such as commenting and sharing in the context of Europe [20]. However, researchers unveiled gender inequalities particularly for mobile news exposure in the global South [21]. Even though journalistic content is provided to all citizens, the variation between females and males in responses to emotional stimuli in news content might be a barrier to empathizing with all news users irrespective of gender-based differences. Thereby, unveiling the subtle differences between females and males in responses to the viewed emotions will develop our realization of the gender-based gap in emotional attachment to news content and its potential influences on news participation. The output of gender comparisons would also lead to finding possible ways out for addressing the gender-based gap in responding to emotional displays and news engagement.

Against the backdrop, this study experimentally compared news videos that aired on Bangladeshi television channels and later on, uploaded to YouTube to the revised version of the same news videos and their influences on news engagement. The findings will provide insights into the portrayal of emotions of ordinary people in the news that might stimulate citizens to be empathized with the viewed issues. Subsequently, people would be encouraged to engage in public debates through their active news participation.

2. Research Question and Hypothesis

2.1 Emotional Evidence in News Videos: Emotional Contagion Theory

Emotional contagion theory explains that it is the process of “automatically mimic or synchronize facial expressions, vocalizations, postures, and movements with those of another person and, consequently, to converge emotionally” [5]. It represents a phenomenon of communicating emotion from one to another. People might not only consciously analyze other social encounters, rather they draw their attention to the emotional responses of others during social interactions [5]. They closely observe nonverbal reactions to their companions' voices, facial expressions, postures, and emotional expressions. Thereby, people might feel as their companions feel. In particular, when someone comes close to others' feelings of happiness, sadness, or other types of feelings, they could be affected by those emotional states [22].

Social movement scholars are interested in how emotions both energize and shape activists. They suggest that emotional engagement cannot be overlooked. It is powerful and a positive motivating factor in getting people involved in political life [23]. Simultaneously, emotions play a vital role in the social transmission of

news and information during various social movements, such as Arab Spring, and Occupy Wall Street, among many others. In communication research, prior studies underscored that news consumers get testimonies of ordinary citizens' emotions through watching news videos [6]. People can experience emotional feelings of anger, sadness, sorrow, and happiness via television news stories. One study [7] also demonstrated that the testimony of common citizens shown in the news stories helps people to be empathized with a greater extent of feeling about a social issue. This also promotes people's perception of the significance of the issue that they received through watching the news. Some studies discussed that journalistic formats that feature the emotional dimensions of news stories can augment audience understanding, awareness, and engagement in sociopolitical issues [24, 25]. Therefore, this study relies on the framework of emotional contagion theory to examine how participants communicate various emotional stimuli shown in the news found on YouTube and posits the following hypothesis:

H1: The news videos on YouTube with evidence of ordinary people's emotional expression will provide a greater level of emotional attachment than the revised news videos shown without ordinary people's emotional testimony.

2.2 Participatory News Engagement

Audience participation in the news has emerged with the rapid growth of Web 2.0 technological tools [14]. It is rooted in the notion of audience engagement [26]. It deals with users' "cognitive, emotional, or affective experiences" of using media content and media outlets [15]. The concept has multidimensional applications and usage. In the context of journalism and online news usage, researchers identified various dimensions of participatory news engagement [12], [27]. Some researchers investigated participatory journalism by examining the scopes for audience engagement offered by news media outlets [14]. However, a growing number of studies highlighted participatory news engagement from an audience perspective [11], [16]. Theoretically, users' participation in the news is considered a bottom-up or reception-oriented approach where news consumers can engage in news content. This study focuses on online users' participatory nature of engagement in news shedding more light on YouTube news videos published by Bangladeshi television channels.

Historically, news professionals thought a little about the audience, especially what they want from the news. The audience was mostly perceived as passive consumers. Audience feedback was hardly sought and rarely valued [28-30]. However, due to the leverage of digital media, the scope of news users' participation has considerably widened and flourished. Today, almost all news media outlets attempt to connect with the public via interactive features of digital media platforms. Since journalism has been passing a transition from traditional to online functioning with so many challenges like a sharp decline in revenue earning, news media have come into view with a set of innovations and strategies in the digital era. An increasing number of citizens participate in news content through interactive digital media tools. News users have turned into news producers as well. While there has been a steep decline both in news trust and advertisement revenue, journalism has given a continuous effort to rethink its strategies to survive utilizing the interactive and participatory digital media platform [31].

In the context of news, Steensen et al. [26] explicated the concept of audience engagement by tracing its four dimensions which are rooted in technical behavioral, emotional, normative, and spatiotemporal contexts. Further, researchers clarified various dimensions of user engagement and their relations from the perspective of human-to-self, human-to-human, human-to-content, human-to-machine, and machine-to-machine. Importantly, scholars [26] discussed that some of the audience behaviors could be identified with metrics including users' contribution to the news media organization (e.g., user-generated content), sharing news links, discussing news (e.g., commenting), and endorsing news content (e.g., giving reactions).

Previous studies explored news engagement by focusing on news sharing through SNS platforms [16], news commenting [11], news exposure, and participation [27], among many others. Lawrence et al. [14] explained that through news engagement, the audience elaborated as a way of encouragement for interaction with news content such as news reading, expressing comments on news, and providing other content, feedback, suggestions, and insights.

Meanwhile, many researchers examined users' engagement in participatory news and its potential antecedents from motivational aspects [11], [16]. However, research is limited from the perspective of cognitive psychology to understand how users' news engagement is somewhat influenced by their emotional attachment to the news stories. Since emotional display in news seems to be key in influencing users' behavioral intentions

[6-8], studies are imperative to examine the interplay between viewing emotional testimony in news and user participation in the news. In specific, one prior study reported the positive effect of emotional displays of everyday citizens viewed in television news stories on their political involvement [6]. Viewing the emotional testimony of ordinary people in the news has a positive impact on users' perceptions of the issue importance [7]. Researchers also identified the role of emotional portrayals in inducing the publics' responses to a crisis [8]. Taking the above ground into consideration, this research assumes that news use behaviors are likely influenced by viewed emotional evidence of ordinary citizens and sets the following hypothesis:

H2: The influence of news videos uploaded to YouTube with the testimony of ordinary people's emotional expression on participatory news engagement will be stronger than that of the news videos without emotional display.

2.3 Gender Perspective in Viewing Emotion Evidence

Differentiation in emotional feeling based on gender is a key consideration among researchers [32, 33]. Prior studies drew attention to examining gender differences in relation to receiving emotional stimuli through news and their varied reactions and responses to the news contents [7], [18]. One study demonstrated that female audiences report stronger negative emotional responses to the viewed violence than that of their male counterpart [19]. Similarly, researchers found evidence of a lower level of empathy from the male audience whereas they identified a higher level of empathy from the female audience followed by showing the facial close-ups [17]. Taking the above literature into account, this study hypothesized:

H3: After viewing the emotional evidence of ordinary people in the news videos uploaded to YouTube, females will provide a greater level of emotional attachment than their male counterparts.

The literature also indicates significant differences between men and women in their approaches to positively and negatively framed journalistic content [18]. However, one study stated that gender differences are unlikely to carry any significance in interacting with two different versions of news stories [7]. Based on the inconsistent findings on gender-based differences, this study proposes the following question:

RQ1: Is there any difference between females and males in participatory news engagement followed by viewing two versions of news videos prepared with emotional testimony of ordinary people and without emotional evidence respectively?

3. Research Method: Experiment—Factorial Design

This research dealt with an experiment of a 2×2 factorial design (see Table 1). It included two factors, such as versions of news videos (two levels; news video with emotional evidence and news video without emotional evidence) and gender difference (two levels; female and male). The arrangement of the procedure of the experiment employed within the subject factor.

Table 1. A 2×2 factorial design.

		Versions of YouTube News videos	
		News video with emotional evidence	News video without emotional evidence
Gender	Female	!	!!
	Male	!!!	!V

3.1 Experiment Stimuli

As part of conducting the experiment, we first identified 45 news videos from three private television channels (*Shomoy TV*, *Jamuna TV*, and *Independent TV*) that were uploaded on their verified YouTube channels in 2020. The selected TV channels are 24/7-based news channels and the most viewed televisions among all private satellite channels in Bangladesh. The news videos were searched through the sort option. Secondly, we sorted three news videos based on their merits of containing public testimony of their emotions, such as happiness, anger, and sorrow. The stories unveil people's emotions through visualizing people's verbal and

nonverbal expressions, interviews, special footage, and live coverage, among many other ways. The following table shows the detailed scenario of the selected news videos, such as news elements, headlines, time of the news videos, and the name of the television channels.

Table 2. Selected news videos uploaded to YouTube for the experiment.

News Issue	Helicopter wedding in a local area: Thousands of people gathered to see the helicopter (News video-1)	Flooding across the capital in the rain looks like a river or a canal (News video-2)	Miraculously a woman survived from under the bus! (News video-3)
Types of Emotions	Happiness	Anger	Sorrow
News videos with emotional evidence (time of news video)	0.08.20	0.03.05	0.01.52
The revised version of news videos without emotional evidence (time of news video)	0.05.33	0.02.27	0.01.31
TV Channel	Somoy TV	Jamuna TV	Somoy TV
Sample of emotional display of ordinary people			

News video-1 depicts an unusual wedding program riding on a helicopter in a local area. Thousands of people gathered to see the helicopter. This news was selected as it carries a novel issue, provides ecstasy to common people, and contains smiling faces. News video-2 shows the scenario of a flash flood across the capital due to rain which looks like a river or a canal. This story narrates people's sufferings due to waterlogging, contains enough video shots to get details of the public sufferings, provides opinions of concerned authorities, gives details of the issue, and presents the story with a suitable title. News video-3 is a story of an accident that is somewhat miraculous as a woman survived from under the bus. It includes CCTV footage which seems to meet users' feelings of sorrow about watching the whole story. The story helps to know the fact via exclusive video footage.

Each of the selected news videos was ready with two different versions: news video with emotional evidence and news video without emotional evidence. We applied *Wondershare Filmora* software to make two different versions of the news stories. The initial one contains the original versions which comprise emotional

testimony. Three types of emotions, such as happiness (laughing, big smiles, smiling face, etc.), anger (dissatisfaction, showing helplessness, facial puzzlement, etc.), and sorrow (tears, quivering voice, pains) were considered from each of the news stories. Common people shared their experiences, narrated feelings, and displayed emotions in the selected stories. Conversely, the non-personalized news videos featured the revised versions. These videos displayed no testimonies of the emotions of people. Much of the evidence from people's interviews, emotional displays, and some parts of the videos were dropped from the news stories. This version is more likely to be very "*cold-hard-facts*" types of reporting [35] and simple narration of a particular event. After making the two versions of the news stories, one journalism educator who simultaneously teaches journalism at the University and works in a television channel checked the manipulation of emotional testimony in the news videos. The person also examines the overall quality of the two different versions of the news stories by scrutinizing various elements (e.g., visuals, composition, background, vox-pop, emotional expression) of each of the news videos.

3.2 Participants

The experiment was conducted among journalism students of Jagannath University, Dhaka. A total of 84 undergraduate students (50% female and 50% male) from the second, third, and fourth year took part in the experiment. The participants were selected purposively. Journalism students are more likely to be qualified volunteer samples as they are literate on news reporting, news values, news items, news elements, news interviews, and news presentations. Accordingly, they could better comprehend the ways of emotional display in the news videos.

3.3 Data Collection

This research applied a within-subject design to show the news videos where all of the participants watched the two versions of the stories. In particular, each of the participants watched all six news stories—three were original versions containing emotional evidence and the other three were revised formats excluding emotional evidence. The procedure of news selection was adapted from a previous study [6]. In the beginning, participants were disclosed the objectives of the research. Participation in the experiment was completely voluntary and the participants had the option to withdraw themselves at any time from the experiment. They would have also options to pass any question from answering. The experiment was performed in three different sessions on different days depending on the availability of participants' class time throughout March and April 2022. Participants were sitting in a classroom where they watched the selected news videos on a big screen (projector). Two versions of a single news video were shown subsequently.

The responses were collected from an in-person session based on a questionnaire. Participants were provided with the questionnaire before showing the news videos and were asked to rate their feeling of (emotional attachment to the viewed news videos on a 7-point Likert scale; 1 = extremely unlikely to 7 = extremely likely) happiness, anger, and sorrow respectively during their watching. After watching each of the versions of the news videos, participants were provided asked to rate their intention to participate in news content. At the end of the experiment session, the researcher thanked the participants and briefed them about different versions of the news videos.

3.4 Dependent Variables: Participatory News Engagement

This study measures participants' intentions rather than actual participatory news use behaviors. The intention of participatory news engagement was measured by asking respondents the extent they would like to engage the news via giving like or dislike, sharing the news, posting comments, replying to others' comments, and giving reactions (like/dislike) to other comments. The responses were measured by using a 7-point Likert-type scale stating from 1 = strongly disagree to 7 = strongly agree. Measurement items were adapted from previous studies [16], [27]. The internal reliability of the items of participants' intention to participatory news engagement (overall Cronbach's Alpha = 0.91) after viewing each of the news videos tends to be well consistent.

3.5 Statistical Analysis

This study employed IBM SPSS statistical tool 23 to address the proposed hypotheses of this research. Participants' responses on their emotional stimulation of each of the categories (happiness, anger, sorrow) along with the data on news engagement intention were input into the SPSS program. The hypotheses of the current

study were tested by calculating the mean values of each of the factors. Paired-sample *t*-tests were conducted to confirm paired differences in participants' emotional approach to two versions of news videos and their relation to participatory news engagement. In addition, independent sample *t*-tests were conducted for assessing gender-based differentiation.

4. Results

Our research hypothesized (**H1**) that news videos with emotional evidence of ordinary people will contribute to a greater level of emotional attachment with the viewed subject than that of news videos without emotional evidence. According to our findings, participants tend to feel more emotion by watching the news videos having emotional testimony than that of their counterparts. In specific, the news video showing the testimony of happiness ($M = 5.55$, $SD = 1.55$) revealed a higher level of emotion than that of its revised version ($M = 5.11$, $SD = 1.43$). Subsequently, the news video showing the evidence of anger ($M = 5.95$, $SD = 1.70$) revealed a greater level of emotion than that of its modified version ($M = 5.52$, $SD = 1.44$). According to the Paired-samples *t*-test, two versions of news videos, such as happiness ($M = -0.44$, $SD = 1.45$, CI: L= -0.75, U = -0.12, $t = -2.78$, $P < .007$) and anger ($M = -0.43$, $SD = 1.10$, CI: L= -0.67, U = -0.19, $t = -3.57$, $P < .001$) indicate significant differences. The mean difference between the original version ($M = 6.45$, $SD = 1.49$) containing emotional testimony of sorrow and the revised version ($M = 5.73$, $SD = 1.40$) without emotional evidence is also significantly varied ($M = -0.73$, $SD = 1.07$, CI: L= -0.96, U = -0.49, $t = -6.23$, $P < .000$) (see Table 3). Hereby, the data supported our H1.

Table 3. Differences between the two versions (with emotional evidence and without emotional evidence of ordinary people) of news videos uploaded to YouTube ($N = 84$).

Factor: Two versions of news videos	Descriptive statistics			Paired-Samples T-Test: Paired differences					
	N	Mean	SD	Mean	SD	CI		t	Sig.
						Lower	Upper		
Feeling happy (without emotional evidence)	84	5.11	1.43						
Feeling happy (with emotional evidence)	84	5.55	1.55	-0.44	1.45	-0.75	-0.12	-2.78	0.007
Feeling angry (without emotional evidence)	84	5.52	1.44						
Feeling anger (with emotional evidence)	84	5.95	1.70	-0.43	1.10	-0.67	-0.19	-3.57	0.001
Feeling sorrow (without emotional evidence)	84	5.73	1.40						
Feeling sorrow (with emotional evidence)	84	6.45	1.49	-0.73	1.07	-0.96	-0.49	-6.23	0.000

H2 predicted that the influence of viewed emotions on participatory news engagement will be stronger than that of the news stories without emotional testimony. The results revealed that the influence of all forms of emotional stimuli, such as happiness ($M = 3.48$, $SD = 1.25$), anger ($M = 4.14$, $SD = 1.32$), and sorrow ($M = 4.11$, $SD = 1.20$) received by viewed emotions in news videos on the participatory news engagement is higher than that of their counterpart of revised news videos stirred from happiness ($M = 3.22$, $SD = 1.20$), anger ($M = 3.86$, $SD = 1.31$), and sorrow ($M = 3.79$, $SD = 1.24$) correspondingly (see Table 4). The output of paired samples *t*-test showed significant differences between the two types of news videos in connection with users' participatory news engagement. For example, emotional evidence of happiness ($M = -0.26$, $SD = 0.86$, CI: L= -0.44, U = -0.07, $t = -2.79$, $P < .007$), anger ($M = -0.27$, $SD = 0.82$, CI: L= -0.45, U = -0.09, $t = -3.05$, $P < .003$) and sorrow ($M = -0.32$, $SD = 0.86$, CI: L= -0.50, U = -0.13, $t = -3.41$, $P < .001$) divulged significant differences

from their respective revised version of news videos concerning participants' news engagement (see Table 4). Therefore, our hypothesis (H2) is supported.

Table 4. Differences between two versions of news videos in relation to participatory news engagement ($N = 84$).

Factor: Two versions of news videos	Participatory News Engagement								
	Descriptive statistics			Paired-Samples T-Test: Paired differences					
	N	Mean	SD	Mean	SD	CI		t	Sig.
Lower						Upper			
Feeling happy (without emotional evidence)	84	3.22	1.20	-0.26	0.86	-0.44	-0.07	-	0.007
Feeling happy (with emotional evidence)	84	3.48	1.25					2.79	
Feeling angry (without emotional evidence)	84	3.86	1.32	-0.27	0.82	-0.45	-0.09	-	0.003
Feeling anger (with emotional evidence)	84	4.14	1.32					3.05	
Feeling sorrow (without emotional evidence)	84	3.79	1.24	-0.32	0.86	-0.50	-0.13	-	0.001
Feeling sorrow (with emotional evidence)	84	4.11	1.20					3.41	

H3 predicted that female participants would report a higher level of emotional attachment whereas male viewers might report a lower level of emotional attachment after viewing the news videos. Our findings did not find any support for this hypothesis. There were no significant differences of emotional attachment between female and male in case of feeling happiness (female: $M = 5.47$, $SD = 1.51$; male: $M = 5.62$, $SD = 1.59$; $t = -0.42$), anger (female: $M = 5.95$, $SD = 1.73$; male: $M = 5.95$, $SD = 1.68$; $t = 0.00$) and sorrow (female: $M = 6.50$, $SD = 1.36$; male: $M = 6.40$, $SD = 1.62$; $t = 0.29$) for the news videos with emotional evidence. Also, participants' news engagement followed by viewing emotional testimony of ordinary people in news videos (RQ1) did not vary based on their gender differences. The output of the independent t -test confirmed that females' intention of participatory news engagement after viewing emotional evidence of ordinary people in the news video is nonidentical from males. Female reported almost the same intention to participate in news as male's intention being aroused by the stimuli of happiness (female: $M = 3.46$, $SD = 1.34$; male: $M = 3.50$, $SD = 1.17$; $t = -0.13$), anger (female: $M = 4.02$, $SD = 1.39$; male: $M = 4.25$, $SD = 1.24$; $t = -0.77$) and sorrow (female: $M = 4.00$, $SD = 1.26$; male: $M = 4.22$, $SD = 1.14$; $t = -0.86$) respectively.

5. Discussion

This study attempts to assess online users' emotional attachment to the viewed emotions in TV news videos uploaded to YouTube and its influence on participatory news engagement. To address the proposed hypotheses and RQ, the current research experimented with the participants of journalism students through two versions of news videos including emotional evidence versus without emotional evidence. The original news videos that were uploaded by Bangladeshi private television channels on their YouTube platforms were sampled to conduct the experiment. From experiment data, this research unveils (as shown in H1) that the original version of news videos is largely varied from revised versions in terms of arousing participants' emotional feelings. This finding

suggests that emotional elements, such as common people's happiness, anger, and sorrow have been successfully transmitted to users through viewing news videos. The more users receive the emotional accounts of ordinary people in the news video, the more they will be emotionally attached to the viewed emotions. The findings are intuitive for understanding the importance of covering common people's emotional feelings by focusing on their nonverbal expressions in the television news. Journalists should closely observe ordinary people's emotions in a specific matter. If news professionals carry emotional expressions in the news, the journalistic content could create a special appeal to the users. Therefore, media portrayals of emotions might be useful to make people to be sympathized with the viewed subject in a crisis. News viewers, thereby, could respond to the emotional appeals.

One important aspect of this study underscores the potential influence of viewed emotions on news engagement. News videos shown with emotional testimony are more likely to play a significant role in promoting news consumers' participatory behaviors on the YouTube platform. Being emotionally stimulated by common people's emotional expressions, online users might give reactions to a news item, share a particular news video, and even post a comment on the comment box of a news video. The findings demonstrate that the news videos comprising smiles of villagers (happiness), body movements or facial expressions (anger), and crying (sorrow/sad) delivered some emotional stimuli to the participants. Consequently, people tend to be influenced by the viewed emotions. The viewed accounts of emotions in the news contributed to shaping news use behaviors and engaging in news content on YouTube. This research reiterates the contagion effects suggesting that emotional feelings and expressions could transfer from one person to another [5]. Our findings are consistent with a previous study [6] and indicate that news coverage could take a lead in mobilizing people to participate in the news with various social issues. Experiencing empathy-evoking evidence in news videos might promote people to be humanized about viewed issues. Then people could come forward with an idea and helping hand to address the issue through their participatory news use behaviors.

Another vital part of our study is to examine gender differences in approaching emotional displays in news videos and their influence on participatory news engagement. According to research findings, participants' gender variation is unlikely to play any role in their emotional attachment to the viewed stimuli. Although prior studies demonstrated gender-based differences toward empathizing with viewed emotional stimuli via news content [7] and enjoying the positively or negatively framed news items [18], our study is inconsistent at this point. One possible explanation for this result could be that University students are the most qualified volunteer samples while some of their demographic characteristics (e.g., age, educational qualification, profession) are also largely the same. In addition, our study didn't identify any significant dissimilarity depending on gender identity in news participation after viewing the emotional evidence. Even though the researcher unveiled a gender-based gap in news participation in a European context [20], this study unlikely meets the same outcomes. Participants' intended behaviors towards participatory news engagement in the region of a global South are not varied based on their gender differences. This finding is very similar to one previous study indicating no difference between females and males in new sharing and commenting on mobile interface [21]. This case might be interpreted that gender identity is not an influential factor in participatory news engagement. Irrespective of gender differences, news users are stimulated by viewing the emotions of ordinary people in news videos to engage in the news. The reason might be the changing pattern of the media environment where engagement is considered a top priority [13]. Thereby, it is suggestive that emotional display in news is a strong factor than gender difference whereas the former seems to exert influence on users' participatory news engagement.

6. Conclusion

This study meets some limitations. Firstly, the results of this study should be interpreted with due caution as it did not apply a nationally representative data sample. Thus, the findings could be useful for understanding the phenomenon of emotional display in news, but cannot be generalized nationally. We also acknowledge the lack of sample diversification which might be sampled from multiple disciplines. Even though the current experiment design with the deployed participants provides significant insights into the relationship of emotional evidence on television news with audience interaction, however, we suggest further research with representative samples and a larger sample size. This will help to enhance the reliability and generalizability of the findings. Importantly, future experiment research should be conducted in an experimental media lab. Participants' responses should be captured automatically in a controlled environment by applying technological tools which would make the findings more reliable. In addition, our study did not find gender-based differences in emotional

contagion. Nonetheless, how the gender lens among diversified participants works remains to be explored in follow-up research. Also, this study only deals with happiness, anger, and sorrow while the list of emotions includes fear, surprise, and disgust, among many others [36]. Thereby, we recommend further study to explore other types of emotions and their influence on news engagement. Despite some drawbacks, the experimental findings of the current study might be useful to understand the strength of visualizing ordinary people's emotions (happiness, anger, and sorrow) in a news item which has a potentially strong influence on citizens' news engagement on YouTube platform.

The emotional display of common people or victims captured by the news video will likely be contagion among online news users which in turn promote their news engagement. Each of the emotional states will likely influence differently on news users' news engagement. Therefore, from a theoretical perspective, the findings provide a new perspective of explaining users' news engagement going beyond the motivational aspect, which seems to be the dominant flow in the trend of prior studies [11, 16]. Cognitive psychology particularly users' emotional attachment to an event could play a vital role in exerting influence on their participation in news content. From this, this study argues that users' news use behaviors might be driven by the extent they sympathized with the viewed emotions. Practically, the findings would lead us to understand how news users are stimulated about societal issues through mass media's portrayal of ordinary people's emotional evidence. It is suggestive that journalists should be more vigilant to uncover common people's emotions and feelings through their reporting. Through this process, news users might be humanized by encountering the emotional accounts of ordinary people about social matters. News audiences would be connected with public life and potentially participate in public discussion. In some cases, the emotional aspect of news videos could be a matter for influencing people's behaviors, particularly in crisis communication. Moreover, carrying emotional testimony in news videos would also be a potential technique for news media to deliver effectively audio-visual content to users which, in turn, might facilitate them to connect users and build a brand image.

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