

Social Networks
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How to go Viral on Web
Lecture - 160
How to be Viral

Although, I told you very easy way to become popular seems to be easy, do you think it is actually easy.

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A population of 1 billion people everybody trying to appear on internet and getting popular, how easy is it for you to make your mark and go popular there; actually very difficult. There are lot of internet memes today and people have limited time. So, we cannot see all of those memes we just see the ones which may be our friends recommenders or which are really very very interesting and then go back to our work. So, in such a culture, in such a scenario, in such a situation it is actually very difficult to make your meme popular or rather we say it viral.

So, like diseases become viral some memes become viral and they are adopted by almost entire population. For example, Gangnam style meme is viral, Nyan cat meme is viral. So, how do you make your meme viral? How do you come to know that picture you updated on Facebook the last night whether it is going to become viral or not.

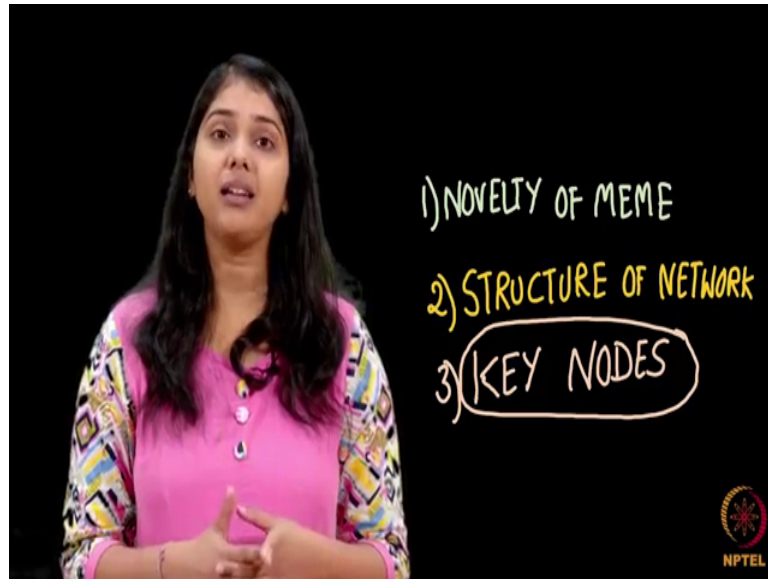
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And, again we came back to the same question which we discussed in the chapter cascades, where we were concerned about the sport shoes my friends just now developed. So, he wants to know whether his sports shoes will become popular and will everybody buy them or it will the cascade will quickly die out after some steps.

Now, how do we come to know that and like there the answer is again to 2 folds. So, one it is about the information you are sharing, it is about the quality of the sports shoes. So, it is about the quality of your meme. The novelty in your meme, do you have a nice background music or do you are you bringing something new to the platform; obviously, that matters what is inside your meme, what is inside your video or your picture you are releasing.

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And, second we looked at the structure of the network. So, some networks they are designed in such a way that they make everything popular and some networks they are designed in such a way that they do not let anything become popular.

But, we cannot play here with the structure of the network structure of the network is same for everybody. So, the structure of the Facebook, structure of YouTube network, structure of Twitter network; structure means how the people in this network are connected. So, people are the nodes and the edges between these people that is the friendships and the followships are the ties. So, the structure is the same for every people and the structure is such that some of the memes become viral, some of the memes do not become viral. So, we cannot muddle much with the structure here. So, what do we do?

Do you remember the third idea which was particularly interesting and the idea was about key nodes. So, if you want to get that cool bike it should be your dad whom you should be approaching not your spouse or your mother. In the similar way, if you want your information to become viral you probably make a key node or a popular person talk about it. So, it is like if you convince Amitabh Bachchan or let us say Narendra Modi to re-tweet your post or to comment on your let us say your Facebook post no doubt it will become viral. No doubt more and more people will start liking it, will start sharing it, looking that somebody popular is liking your tweet.

So, that is the third way of doing; that is about choosing the right people for sharing your meme, infecting the right people with your meme.