

# ***The Health Narrative and Barrage Interaction Mode of Marginal Groups in Social Media - A Case Study of Disability-Themed Videos on Bilibili***

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**Keywords:** Disease narrative; barrage; compassion; content analysis

**Abstract:** As a large number of marginal groups, the research on digital communication and practice of disabled groups has high social value. In this study, the content analysis method was used to analyze the video content and barrage of the relevant videos of the disabled group in B station. As an exploratory study, this paper preliminarily describes the interaction situation between the disabled group and the users on the short video platform, and finds that the disease narrative of the disabled group shows the characteristics of self-presentation and self-confidence narrative on the social network platform. The video barrage content is manifested as group participation under the empathy discourse, and the user presents a double superimposed identity of passerby and supporter. This interactive way of patient-centered narrative and the participation of the healthy broadens the new research space for the discourse expression of disabled groups.

## **1. Introduction**

China's disabled population is about 85 million. From the perspective of sound centralism, the social narrative is often neglected or biased in favor of healthy people, and people with physical and mental disabilities are biased or ignored[1].The openness and low threshold of social media have improved the visibility of the disabled group from covert survival to visible survival. Some people with disabilities actively disclose physical defects, construct discourse capital and emotional space through video, and try to eliminate disability discrimination. Although video may amplify physical defects, its vivid expression can more concretize daily life, narrow the emotional distance with the public, help weaken stereotyped cognition and obtain social support.

As a youth subculture community, bilibili barrage video website (hereinafter referred to as station B) has strong interactivity and young users, and disability issues form a special section here. As a video publisher or video presentation object, some disabled people express related issues of disabled groups and construct a special section in the subculture community of B station. The attention to the narrative of the disabled on the network platform is an important part of the study of the health issues of the disabled. Through the analysis of typical videos and barrages related to disabled groups in B station, this paper focuses on the identity cognition of disabled people, the expression content of disabled related videos, and the interaction mode between healthy people and disabled groups in the content of barrages.

## 2. Literature review

### 2.1 Research status of health narrative discourse of disabled groups

As a marginalized and aphasia research object in the health narrative topic, the disabled group has a research space with both humanistic care and social value. In the era of online social networking, disabled bloggers have realized the transformation from being obscured to active self-presentation under the empowerment of new media technology. Disabled people hide their disability representations, pursue the possibility and realization of equal communication, and even become active narrators of self-presentation, reshaping the marginalized, otherized and stigmatized media image of disabled groups. In Yang Ning's research, the disabled blogger is an inspirational image that is still optimistic and unyielding in the face of tragic fate, and has the characteristics of the weak with tragic implication[2]. Yu Kuai believes that the current narrative of disabled bloggers is divided into three types: pain, identity reconstruction and dilemma reappearance[3]. The narrative of disabled bloggers is jointly constructed by bloggers themselves, platforms and users. In the short video platform dominated by traditional social values such as Tik Tok and Kuaishou, bloggers tend to show their identity of the disabled to obtain traffic and sympathy, so as to meet people's psychological expectations for the impression of this vulnerable group. Many bloggers also take positive inspiration as the emotional tone of their videos. The shaping of this group image reveals the subtle tension of the disabled group's internalizing compromise and negotiating confrontation with the traditional disease narrative mode.

### 2.2 Disabled groups take the initiative to disease disclosure and seek social support

In the traditional social value system, disability, as a strongly related negative measurement unit of social value, is highly related to the concepts of shame and stigma. This kind of negative social evaluation will bring self-perception of social exclusion to individuals[4]. Especially for the disabled and other non-healthy groups, the popularity of social media potentially provides a platform for the disabled to perform themselves, isolates the negative critical panic brought by the acquaintance society, and becomes an alternative channel for the disabled to obtain social capital[5]. Disease-disclosure in health communication research often refers to patients self-disclosure to others around their own disease, which helps patients to obtain useful support and adapt to the disease smoothly[6]. Some patients take the initiative to become the publisher of social content, hoping to obtain social support including at least one of emotional attention, tool assistance, information or evaluation by disclosing their illness on the network platform.

In the new cyber society constructed by the non-traditional narrative discourse of Station B, what is the social role and subject cognition of the narrative video of the disabled subject? Does this narrative video change the cognition of the disabled group of the healthy people? From this thinking, the following research questions are put forward:

RQ1: What are the characteristics of the content of the disabled theme video on the short video platform?

### 2.3 Empathy communication based on social media

Emotion is the basis of daily communication and an important dimension of daily life. In the era of digital media, users have gained unprecedented emotional expression ability. People use digital emotions to realize the presence of attitude in social media, and it is possible for individuals to connect with distant crying and write collective emotions together[7]. The ability of the media to stimulate users emotions is called emotional potential. A large amount of information in text, images, and images evokes users emotional resonance through emotional bundling[8]. Yuan

Guangfeng believes that in the process of emotional diffusion and circulation, countless individuals form emotional communication in the digital space. Based on empathy, individuals and communities may form meaningful associations, but they may also mutually exclusively exacerbate conflicts[9]. In the disability-themed video that this study focuses on, users show rich emotional flow in the barrage through empathy for video content. Based on this, the second research question is proposed:

RQ2: What are the characteristics of emotional flow in the disabled theme video of the short video platform?

#### **2.4 Interactive mode based on barrage culture**

The barrage is a cultural landscape supported by digital technology, which sends ideographic symbols such as words and expressions to specific content through the media platform, and finally displays on the screen in a flowing form. The expression is more subjective, emotionally real and strong, and the viewer can easily obtain psychological resonance and identity. Some researchers believe that the barrage is the user's discourse association generated through positive social practice. In multiple interactions, the barrage records the emotions and viewpoints of the audience when watching the video, forming an immersive scene and a unique emotional space. Influenced by Japanese culture, B station has distinct two-dimensional characteristics. The subculture circle formed based on this culture is considered to be exclusive. Some studies believe that the subculture circle of B station community presents a trend of spiral interactive ritual chain. The closed closed-loop interactive ritual chain is broken, and the interaction between subculture breaking circle and mainstream culture is becoming more and more frequent.

Some studies believe that barrage interaction has promoted the formation of a more blurred and more unstable light community between bloggers and users. There are also studies that believe that the multiple interactive interactions in the barrage meet the conditions for the formation of interactive rituals, that is, co-presence, setting limits for outsiders, having a common focus, and sharing a common emotional experience. Wang Yaqian and Rong Maodan found that after analyzing the video of lovers in B station, the virtual co-presence between bloggers and users was realized by video as the medium, and the emotion and discourse were condensed in the immersive scene and real-time interaction brought by the barrage, forming an interactive ritual chain. Based on the above discussion, a third research question is raised here:

RQ3: What is the interaction mode between the narrator, the disabled subject and the user in the short video platform disability theme video?

### **3. Research Design**

The research strategy of this paper is as follows: The first step is to select the video samples that meet the research topic through the APP roaming method in B station, extract the content features of the disabled video, and select the representative video as the barrage analysis sample. The second step, in-depth analysis of the barrage sample; finally, the interaction model between the disabled subject and the user in the disabled blogger or video is established.

#### **3.1 Aample selection**

In this study, B station is selected as the research platform. B station is the video sharing platform with the largest number of young audiences in the Chinese Internet community. It is of practical significance to investigate the cognition of young users as the pillar of the future society for the disabled group, so as to improve the overall disease cognition of the society. Secondly, B

station has enough rich and diverse vertical classification content. Minority groups also have high-quality creative soil and high visibility here. The distinctive barrage interaction form also provides an effective reference for this study to explore the interactive consciousness of disabled video.

In B station, disabled video bloggers and video content with disabled groups as the main body have their particularity. As the main body of video content, the non-healthy group has a natural emotional bond of sympathy with the audience, and its video content is very emotional. At the same time, sympathy, as a ritual culture, establishes a short but concentrated virtual emotional space between bloggers or video subjects and users under the inspiration of video content and the catalysis of barrage interaction. In this emotional space, the interaction between the disabled up subject and the user is strong, and it pays attention to emotion. The investigation of the interaction mode between the disabled up subject and the audience is conducive to better showing the cognitive relationship between the disabled group and the patient.

### 3.2 Category construction of disabled video content

According to the research topic, this study classifies and encodes the topics of 30 valid video samples. On the basis of reference playback volume and barrage volume, sample screening is carried out according to observation records, disability types and research topics. The video sample covers 12 people with disabilities and involves five different types of physical disabilities or rare diseases.

At the same time, in order to explore whether the similarities and differences of narrative perspectives will affect the audience's perception of disabled groups, the researchers divide the video narrative perspective into self-perspective and other-perspective. In order to better reflect the cognition and interaction between the disabled and the healthy groups, in addition to the B-station account opened by the disabled and their caregivers, and the disability theme video of the B-station popularity up are included in the research sample.

### 3.3 Text mining and type coding of disabled video barrage

In order to answer the research questions RQ2 and RQ3, this study uses the ibilibili online tool to collect the barrage text. At the same time, this paper uses the jieba Chinese word segmentation device running on the Python environment to segment and count the filtered comment text, and finally sorts out 2706 barrage samples. Through the observation and analysis of 2706 barrages, this paper divides the barrage text into the following eight types: prompt, expression, discussion, modal particles, blessing, questioning, lyricism, play, meaning.

The researchers jointly developed the above coding rules. After the coder training, two researchers performed the coding, and passed the sampling test and the credibility test.

## 4. Research Findings

### 4.1 Video content analysis

In this study, 17 UP hosts were selected as the sample research object, and 30 videos related to the disabled group in their channel content were selected for analysis with a single playback volume and collection volume as the influence control standard. Among them, the blogger channel presented from the patients perspective or the caregivers perspective selected the two channels with the highest playback volume and collection volume respectively, while the blogger channel from the third persons perspective (bystander's perspective) only selected the one with the highest playback

volume in the relevant video.

In the coding process, the video is divided into five first-level categories according to the consistency of the content, including popular science (course sharing, disease science, misunderstanding clarification), daily (life record, group presentation), experience (disabled people experience barrier-free facilities, healthy people experience the life of disabled people), emotion (self-growth, emotional link), talent display. Among them, life videos account for the largest proportion, accounting for 50 %, followed by popular science videos, accounting for about 27 %. It can be inferred that the video with a high degree of public acceptance is mainly based on the daily sharing of bloggers with special identities and the popularization of disease content. The video content can be divided into five categories: science popularization, daily life, experience, emotion and talent. Among them, daily life accounts for 50 % and science popularization accounts for 27 %. Although the patient perspective video accounted for only 43 %, it contributed 53 % of the playback volume and 65 % of the barrage volume, indicating that self-narrative was more likely to trigger interaction.

## 4.2 Analysis of video barrage interaction

According to the research design, the researchers divided the barrage types into eight categories: prompt, expression, discussion, modal particle, blessing, question, lyric and play stem.

Through the statistics and analysis of the frequency of data, the study found that expression (40.84 %) and discussion (37.4 %) had the highest proportion of barrages, blessing accounted for 6.32 %, lyric accounted for 4.8%, questioning and playing stalk accounted for 3.3 %, and prompting accounted for 1.1 %. The " expression " and " discussion " bullet screens are relatively high, and the interaction of such bullet screens is strong, which reflects the viewers cognition and attitude towards the disabled group.

The researchers analyzed the word frequency of representative videos in the Python environment to intuitively study the impact of the exposure of the disabled subject on the barrage expression. The study found that there are significant differences in the content of barrage interaction between different video narrative perspectives, different identity of video producers, and different disease disclosure of disabled subjects. For example, the theme of the up main flower sculpture' video is the emotional story between the lovers. The first half of the video hides the disabled identity of the protagonist. There are many negative words in the first half of the barrage, and the second half shows a more inclusive and blessing attitude, and the overall emotion turns positive. In contrast, the barrage of the disabled up with a small number of fans is presented. The barrage discourse is relatively simple. The high-frequency words are mostly expression barrages driven by affect, mostly praise for appearance and inspirational blessings. At the same time, the barrage also has sympathy for the disabled group, doubts and stereotypes about the degree of disability. The up Lord Nobuko Awao shows the living conditions of the visually impaired from the first perspective, and shows the visually impaired to a certain extent. The barrage is more manifested in her sympathy for the inconvenience caused by disability and her positive attitude towards life.

## 5. Discussion

### 5.1 The flow of sympathy: the hidden danger of health communication under the aesthetics of "beauty is strong and miserable"

The barrage emotion is dominated by sympathy, which can be divided into compassion, condemnation, shame, powerlessness and other types. Among them, aesthetic sympathy transforms misfortune into virtue appreciation. Although it improves the visibility of disability, it may also

cover up rational discussion and strengthen stereotypes.

## 5.2 Self-shaping of disabled image: from porcelain doll to subject expression

Disabled bloggers actively break the stereotype of sick and weak, and show the subjectivity of no different from ordinary people through daily sharing. The video function focuses on information sharing, material support and emotional support. Disabled bloggers complete life narrative and identity reconstruction in the process of negotiating private experience and public cognition.

## 6. Conclusion

By studying the discourse interaction between the healthy and the disabled, the related issues of the disabled group are and will be within the scope of the social minority issues for a long time, and it is difficult to become the mainstream of the whole society. The support and help for the disabled groups to go out of the house and enter the society depends more on the dissemination and popularization of health knowledge. The subjective neglect and even discrimination against the disabled group still exist. Taking the blogger Mengmeng and Dads experience of B station as an example, bloggers with psoriasis are often abused grow up like this and scare people. This kind of pathological discrimination against physical diseases or disabilities still exists in society. They regard disability as ugly and hold arrogance to all disabled people. On the other hand, we must also recognize the problems of disabled groups in the life cycle of media presentation. Disabled bloggers gain focus by means of different attention from healthy peoples bodies, but this homogeneous video content will inevitably affect the expansion and extension of their media content. Once the audiences transient' passenger empathy passes, the attraction of the content of disabled bloggers will also decline, forming a vicious circle of content creation of disabled groups and affecting the long-term system construction of discourse of disabled groups.

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