

# Content Styles and User Engagement on Social Media: An Empirical Study Based on Marvel and Legendary Accounts

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## Abstract:

This empirical study investigates the impact of content styles on user engagement across social media platforms, specifically analyzing the official accounts of Marvel and Legendary Entertainment on Weibo, Douyin, and Instagram. By employing quantitative research methods—namely content analysis, descriptive statistics, analysis of variance (ANOVA), and mediation analysis—the study examines 60 social media posts, each categorized into one of four content styles: informational, entertainment, emotional, and interactive. The results reveal notable differences in engagement performance: interactive content generates significantly more comments, while emotional content leads to higher shares. Furthermore, emotional word density plays a mediating role in the relationship between emotional content and user sharing behavior, suggesting that emotionally charged language enhances content virality. These findings support the framework of Uses and Gratifications Theory and Emotional Contagion Theory, confirming that users are more likely to engage with content that meets their emotional and participatory needs. This study offers valuable practical implications for media and entertainment brands aiming to optimize their social media strategies through tailored content design and emotional resonance.

**Keywords:** Content style; User engagement; Social media; Film marketing; Emotional expression.

## 1. Introduction

Amid the convergence of media platforms, promotional strategies in the film and television industry are undergoing significant transformations. Compared to traditional television commercials and of-

fline marketing, social media platforms have become essential tools for film and television brands to promote content and interact with audiences. Their low entry barriers, high interactivity, and wide dissemination capabilities make them particularly valuable. In today's era of vibrant fan culture, platforms such

as Weibo, Douyin, and Instagram function not only as information channels but also as interactive arenas for brand communication and value construction. Designing compelling content to boost user engagement has become a core aspect of new media strategies adopted by leading film and television companies.

Among the many factors influencing social media effectiveness, content style plays a crucial role in shaping user behavior[1]. Variations in content style result in different presentation formats, emotional tones, and interaction strategies, which in turn lead to diverse user responses such as likes, comments, and shares[1,2]. This study analyzes the official social media accounts of two globally recognized film studios—Marvel and Legendary Entertainment—to explore the relationship between content styles and user engagement across three platforms: Weibo, Douyin, and Instagram. It further investigates the mechanisms through which content style affects interaction performance.

This research addresses three key questions: (1) Do different content styles yield significant differences in user engagement metrics, specifically likes, comments, and shares? (2) Which content styles are more likely to generate high-quality interactions such as comments and reposts? (3) Does the emotional word density within a post mediate the relationship between content style and user behavior?

Drawing on Uses and Gratifications Theory, the study interprets why users are drawn to certain types of content, and incorporates Emotional Contagion Theory to explain the viral potential of emotionally expressive posts[3].

## 2. Research Methodology

To address these research questions, the study employs a quantitative approach that integrates content analysis, descriptive statistics, ANOVA (analysis of variance), and mediation analysis. This design forms a comprehensive empirical framework to examine the influence of content style on user interaction.

### 2.1 Sample Selection and Data Collection

The study focuses on the official accounts of Marvel Studios and Legendary Pictures across Weibo, Douyin, and Instagram[4]. These accounts were selected for their consistent content style and posting frequency, ensuring

the feasibility of classification and analysis. A total of 60 posts were randomly selected—20 from each platform, with 10 from each company’s account per platform. Efforts were made to include all four content styles to ensure representativeness and diversity.

Content styles were defined as follows:

- Informational: Posts delivering factual updates, such as release schedules, trailers, or poster announcements.
- Entertainment: Posts containing humorous content, behind-the-scenes footage, or playful character introductions.
- Emotional: Posts aiming to evoke feelings, including nostalgic reflections or emotional storytelling.
- Interactive: Posts that invite participation, such as polls, questions, or fan comparisons.

For each post, the number of likes, comments, and shares was recorded. Additionally, emotional word density was calculated by manually counting the number of emotionally charged words and dividing by the total word count, providing a quantitative proxy for emotional intensity.

### 2.2 Analytical Methods and Tools

Data were organized using Microsoft Excel and analyzed using SPSS 28.0. The analysis involved three main steps:

1. Descriptive Statistics: Calculated average metrics (likes, comments, shares) for each content style.
  2. Analysis of Variance (ANOVA): Tested for significant differences in engagement across the four content styles.
  3. Mediation Analysis: Used the PROCESS macro to determine whether emotional word density mediates the relationship between content style and user engagement.
- Bar charts were used to illustrate differences in average engagement across content styles, while pie charts were included to visualize the distribution of content types within the sample.

## 3. Research Findings

### 3.1 Descriptive Statistical Analysis

The descriptive analysis reveals notable differences in user interaction across the four content styles, as Table 1 shown. On average, emotional and interactive content achieved higher levels of engagement compared to informational and entertainment-oriented posts.

**Table 1. Four Content Styles**

Content type	Number of likes	Number of comments	Retweets
Informational	4100	280	800
Entertainment	3700	400	1100

Emotional type	5000	550	1400
Interactive	4300	750	1300

The data indicate that while informational posts maintain a decent number of likes, they underperform significantly in terms of comments and shares. Interactive content generates the highest comment activity, suggesting strong user participation[5]. Emotional posts lead in both likes and shares, demonstrating their ability to emotionally resonate with users and drive content dissemination.

### 3.2 Analysis of Variance (ANOVA)

To statistically validate these differences, ANOVA was conducted. For comment counts, the F-value was 15.34 ( $p < 0.001$ ), indicating a statistically significant variation among content styles. Post-hoc comparisons revealed that interactive content significantly outperformed other styles in comment engagement, especially when compared to informational content.

In terms of shares, the F-value was 12.87 ( $p < 0.001$ ), with emotional content significantly outperforming both informational and entertainment styles. Although emotional content also led in the number of likes, this difference was not statistically significant ( $p = 0.08$ ), suggesting that while emotional content is generally well-received, likes may be less sensitive to stylistic variation than comments or shares.

### 3.3 Mediation Effect Analysis

To further examine how content style influences user behavior, a mediation analysis was conducted using emotional content as the independent variable, share count as the dependent variable, and emotional word density as the mediator. Results showed a significant indirect effect, with a 95% confidence interval of [20.5, 85.3], excluding 0. This confirms that the emotional word density plays a mediating role.

In other words, emotional content is more likely to be shared because it contains a higher density of emotionally charged language, which enhances emotional resonance and encourages sharing behavior.

## 4. Discussion

### 4.1 Theoretical Implications

This study provides valuable theoretical insights. First, it reinforces the Uses and Gratifications Theory by showing that users actively choose content styles that fulfill emotional or participatory needs. Interactive and emotional content styles meet these needs by promoting two-way

communication and emotional immersion, respectively.

Second, the findings support the Emotional Contagion Theory, which posits that emotionally expressive content is more likely to trigger shared emotional experiences and spread virally. The confirmed mediating effect of emotional word density highlights the importance of emotional expression in driving engagement on social media platforms.

### 4.2 Practical Implications

For film and television brands, the results suggest clear strategic directions:

- Informational content should be used for timely announcements and official updates but may need to be supplemented with other styles to boost interaction.
- Emotional content should be deployed during peak promotional periods to maximize shares and audience resonance. Copywriting and video editing should intentionally incorporate emotionally evocative language and imagery.
- Interactive content is particularly effective for generating comments and discussions. Prompts like "Who is your favorite character?" or polls can foster dialogue and extend the lifespan of campaigns.

Overall, a diversified content matrix combining emotional, interactive, informational, and entertainment elements can enhance both visibility and engagement.

### 4.3 Platform-Specific Strategy Recommendations

- Douyin: Emphasize entertainment and interactive short videos, such as comedic clips, challenges (#hashtags), and gamified participation to boost user-generated content and virality[6].
- Weibo: Prioritize emotionally resonant long-form graphic posts. Use trending topics, polls, and interactive comment sections (e.g., Q&A, discussions) to drive deeper engagement and strengthen community ties.
- Instagram: Focus on emotionally engaging content with strong visual appeal, including inspirational stories, refined photography, and stylized videos. Use filters, layout templates, and visual storytelling to enhance brand perception and post shareability.

## 5. Conclusions and Future Prospects

Based on the analysis of Marvel and Legendary Pictures' official accounts, the study draws several conclusions:

1. Content style significantly affects user interaction,

particularly in comments and shares. Interactive content generates the highest comment activity, while emotional content drives the most shares[5].

2. Emotional word density plays a mediating role, indicating that emotionally rich language enhances content resonance and shareability.

3. While informational and entertainment content are useful as foundational components of a content strategy, they are most effective when integrated with emotional or interactive elements.

However, the study also acknowledges certain limitations. The sample size was limited, and variables such as follower count, posting time, and algorithmic exposure were not fully controlled. Manual annotation of emotional words may introduce subjectivity.

For future research, it is recommended to:

- Expand the dataset across a longer time frame and include more companies.
- Apply natural language processing (NLP) for more objective and scalable emotional content analysis.
- Conduct longitudinal studies to track how user behavior evolves over time in response to content strategies.

In conclusion, content style does more than capture attention—it shapes user engagement behavior and influences the spread of brand narratives on social media[2]. As these platforms become central to the entertainment industry's marketing ecosystem, understanding the mechanics of content style is crucial for effective audience engagement and brand growth. This study offers an empirical founda-

tion for future academic research and actionable insights for content strategists.

This study provides empirical support for content operations and offers an analytical framework for content style classification in subsequent research.

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