

Understanding Social Media Content Virality: A Study of Youth Perceptions in Bangladesh

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ABSTRACT

Digital communication has positioned social media as a primary platform for information dissemination, enabling content to spread rapidly among large audiences. The viral nature of this phenomenon has intensified in recent years, motivating this study to identify the key factors driving virality, with particular attention to the context of Bangladesh. A central focus is how Bangladeshi youth perceive and engage with viral social media content. Findings reveal that emotional triggers--such as happiness, anger, sadness, shock or controversy, humor, and entertainment--significantly increase the likelihood of content going viral. Influencers and celebrities further amplify this process by shaping and promoting content. The study also shows that individuals are more inclined to share material that resonates with their personal beliefs, though misleading or false information can achieve virality due to insufficient scrutiny. Additionally, brands and companies often exploit viral content as a strategic tool to promote their products.

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Introduction

Social media has become an integral part of modern life. Today, people of every age use the internet. Youth and adults use social media for numerous purposes in their respective work and lives. Social media serves as an information storehouse. However, users must be aware and conscious of what they perceive from it because misinformation and disinformation are becoming prevalent in social media content nowadays. People forward newspaper articles to their friends, pass YouTube videos to their relatives, and send restaurant reviews to their neighbors. Indeed, 59% of people report sharing online content with others (Allsop et al., 2007). Therefore, knowing which online content should be shared through social media is imperative. The transmission of some online content has seen a massive surge from time to time on social media. We can identify this enormous flow of online content as going viral.

Viral communication has undergone noticeable changes since its first definition by Rushkoff in 1994 (Martin et al., 2020). Nowadays, people, most notably our youths, are making some issues viral by sharing them at a great speed. There could be numerous reasons behind this action. This study tried to find out those reasons and understand the perception of the youth of Bangladesh about viral social media content. In this regard, this study conducted a survey and a focus group discussion. This study also followed Rogers's Information Diffusion theory and Blumler and Katz's Uses and Gratification Theory as theoretical frameworks. The results derived from this study can help design youth-oriented and culturally resonant social media strategies that enhance engagement and reach.

The idea of this research came from two significant questions. These are 1) which factors

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work to get social media content go viral? and 2) how do Bangladeshi youth share content on social media? In other words, the research was carried out with two objectives in consideration: to identify the factors that make social media content viral, and to analyze content sharing behavior of the youth of Bangladesh.

Literature Review

Recently, a substantial amount of research has been carried out on social media and online content. Nevertheless, social media content and its viral nature are quite a new dimension in research which should be examined thoroughly.

Social Media as a New Communication Tool

Communication has seen significant changes in the last two decades. New technologies have brought enormous changes in our communication process. The Internet, as the most spectacular technology of electronic network communication, has existed in a domestically available form globally since 1991 (Holmes, 2005). Through gradual advancements, we have seen developments that were imagined earlier as impossible. Today, we can communicate and share our ideas, views, perceptions, and opinions with many people within a few moments through the internet or what we can say on social media. Social media can be defined as any medium that encloses human communication in an electronically generated space. According to Kaplan and Haenlein (2010), social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content. Carr and Hayes (2015) defined social media as a channel that relies on an internet-based platform to attract users. Regardless of nationality, gender, race, or age, social media platforms are uniting users worldwide nowadays.

Social media comes in many different forms today. Social media platforms such as Facebook, X, YouTube, TikTok, Snapchat, WhatsApp, and Instagram have gained massive popularity among the masses. People can share their views and get daily news and other necessary information from these social media platforms. Most leading television channels have their Facebook pages, X accounts, and YouTube channels to satisfy their audiences. Online news portals also use these social media platforms to reach a large audience. Thus, communication patterns are going through significant changes. Social media has become a new communication tool. Marketing, tourism, student service, news, and information proliferation are some of the most used sectors of social media. People are getting all sorts of information sitting in

their houses with the help of social media. It is considered one of the most promising platforms for reaching many people. People are embracing the benefits of social media and using it to serve their respective purposes.

Social Media Content and Virality

Today, the world is experiencing a social media revolution. It has permeated everyone's life. It helped people bridge the gap between space and time and helped society become more globalized. Contents such as text, audio, images, video, and so on that are available on numerous online networking platforms, especially social media, can be regarded as online content. Tons of online content are being disseminated on social media every second. This is the nature of social media, and information must be able to circulate. It is incompatible with embargoes or secrets (Matterlart & Matterlart, 1998). Sometimes, social media content can receive much interaction from other users. Viral social media content spreads through the network structure of the internet so that many people see it in a very short period. The term itself comes from viral marketing. It was introduced in 1997 by Juvertson and Draper (Ridge, 2023). Usually, it is considered 'viral' when any online content rapidly generates views in a short period. There is no exact number of views to mark any content as viral, but most viral social media contents have millions of views.

Emotion shapes virality. People may share emotionally charged content to make sense of their experiences, reduce dissonance, or deepen social connections (Festinger et al., 1956). Tellis et al. (2019) indicate that content is likely to be viral when it plays on emotions rather than uses information and when it is of moderate length and has some element of surprise or drama. According to Yang and Wang (2015), the likelihood of sharing an online video is influenced by social media usage, attitudes, and normative influence which is a behavioral change one adapts to fit in with a particular group. Porter and Golan (2006) found that provocative content is a crucial virality factor. Emanuele Sangiorgio and others (2025) identified two primary types of viral effects corresponding to different mechanisms of collective attention response. A 'loaded-type' virality manifests after a sustained growth phase, representing its final burst, followed by a decline in attention. A 'sudden-type' virality, with news emerging unexpectedly, reactivates the collective response process. They found that quick viral effects fade faster, while slower processes lead to more persistent growth.

Online content that evoked high-arousal emotions was more viral, regardless of whether those emotions were of a positive or negative nature (Berger & Milkman, 2012). Igben and Acchugbue

(2024) found the influence of viral content on the rapid spread of information on social media platforms. They concluded that the potential consequences of the rapid spread of viral content to individuals and society include dissemination of false information which causes harm to individuals and society, feelings of anxiety and stress, increased social media addiction, negative impact on mental health for some individuals, anxious feelings, and stress due to the constant stream of alarming information. Recently, finding some online content that goes viral has become a global trend. Young users of social media can relate to this trend. They share informative and entertaining images, videos, and texts, which pave the way for making any online content go viral. Along with other countries, Bangladesh has also seen a surge of viral issues disseminated on various social media platforms, especially Facebook. Therefore, it is mandatory to find out why online content goes viral on social media.

Theoretical Frameworks

The theoretical framework usually provides research to understand any issue under certain circumstances. Communications research and theory have blossomed from a variety of disciplinary sources in recent years (Westley & MacLean, 1970). This study used Rogers's information diffusion theory and Blumler and Katz's uses and gratification theory as theoretical frameworks. Though both theories were proposed considering traditional media, Internet-based social media can also be studied by these theories.

Diffusion of Innovation Theory

The topic of diffusion has been at the center of interest in sociology for many years. Before internet-based social media emerged, social ties and information flows were studied in traditional real-life social networks (Haralabopoulos et al., 2018). In 1962, Rogers combined the information-flow research findings with studies about the flow of information and personal influence in several fields (Baran & Davis, 2006). According to Rogers (1995), diffusion refers to the process by which an innovation is communicated through specific channels over time among the members of a social system.

Uses and Gratification Theory

Uses and gratification theory worked as another important theoretical framework in this study. In this theory, it is suggested that people's needs influence what media they choose, how they use some specific media, and what gratification they receive from them. The exploration of gratifications that motivate people to be attracted to certain media

is almost as old as empirical mass communication research (McQuail, 1983). Katz et al. (1973) explored the uses and gratification in one of their research projects. Blumler and Katz (1974) suggest that media users seek out a medium source that best fulfills the needs of the user and that they have alternate choices to satisfy their needs.

This study draws on diffusion of innovation theory and uses and gratification theory to examine social media virality among Bangladeshi youth. Diffusion of innovation theory explains how viral content spreads through social networks over time, while uses and gratification theory accounts for youth's motivation to consume, engage with, and share social media content. The integration of these theories enables a comprehensive understanding of both the dissemination process and audience-driven factors behind social media virality.

Methodology

In this study, quantitative and qualitative research methods were followed to analyze the perception of the youth regarding how and why online content goes viral. Therefore, a survey and focus group discussion were used as research methods. In survey research, researchers list questions to extract specific data from a particular group of people. A large amount of data can be collected with relative ease from various people with the help of a survey. Purposive sampling was followed to select the survey samples. One hundred young people aged 19 to 25 were selected to conduct the survey. As the respondents were mostly university students, that's why mentioned age group was selected. Respondents were intentionally selected because they are active internet users and regular consumers of online content. A sample of 100 reduces the risk of individual bias, allows meaningful comparison of responses and manageable for data collection, analysis and interpretation. This study also conducted a focus group discussion with 10 participants. Thus, a proper scenario was tried using these research methods and samples.

Findings from Survey

This study has gathered 100 survey responses from students at both public and private universities in Bangladesh. The respondents are aged between 19 and 25 years, with an average age of 22.03 years. All the respondents use different social networking sites to communicate and share their ideas and thoughts.

The data extracted from Table 1 shows that the highest percentage, 39.0%, reported sharing photos and videos, making it the most popular content type. This is followed by humorous content,

such as memes, shared by 32.0% of respondents. Written texts are shared by 25.0%, while only 4.0% of the participants indicated that they mostly share news. These results suggest that visual and

entertaining content is significantly more likely to be shared than informative content, such as news articles.

Table 1: Types of Content Shared

Content Type	Percentage of Respondents
Photos and Videos	39.0
Memes / Humorous Content	32.0
Written Text	25.0
News	4.0

Content Sharing Behavior

The data collected in the study shows that respondents shared content on social media, including posts, videos, images, news, and memes. According to the data, 34.0% of respondents share content several times a week, making this the most common frequency of sharing. Close behind,

33.0% report sharing content several times a month. 29.0% of individuals share content several times a day, while a small minority of 4.0% indicated they never share content on social media. This distribution highlights that the majority of respondents are actively engaged in content sharing at varying frequencies (see Table 2).

Table 2: Content Sharing Behavior

Behavior	Response	Percentage
Share content several times a day	—	29.0
Share content several times a week	—	34.0
Share content several times a month	—	33.0
Never share content	—	4.0
Verifying the authenticity of any content	Yes	83.0
	No	17.0
Share political content	Yes	61.0
	No	39.0
Share content that aligns with personal beliefs	Yes	72.0
	No	28.0
Share due to social pressure	Yes	25.0
	No	75.0
Share emotionally without checking credibility	Yes	30.0
	No	70.0
Delete false content after realizing it's misleading	Yes	81.0
	No	19.0

In addition, the data from Table 2 shows that a substantial majority, 83.0%, check or verify content for authenticity before sharing. In contrast, 17.0% admitted that they do not verify the content before sharing. This suggests that most users are conscious of the importance of accuracy and truthfulness in the content they distribute online.

According to the extracted data, 61.0% of respondents answered Yes, indicating that they have shared political content. Meanwhile, 39.0%

responded No, suggesting they have not shared such material. This data reveals that a significant portion of participants engage in political discourse online through content sharing.

A significant majority of 72.0% answered Yes, indicating that alignment with personal beliefs strongly influences their sharing behavior. On the other hand, 28.0% responded No, suggesting that a smaller portion of individuals share content regardless of personal belief alignment. This

highlights the role of personal values in shaping the dissemination of online content.

A majority of 75.0% answered No, indicating they have not shared content for this reason. In contrast, 25.0% admitted to sharing content because of social pressure. This suggests that while most participants maintain autonomy in their sharing behavior, a notable portion still feels influenced by external social expectations.

According to the results, 70.0% of respondents said No, indicating they typically check a post's credibility before sharing. Meanwhile, 30.0% admitted to sharing content emotionally without checking its authenticity. This suggests that although a majority are cautious, a notable portion still engages in impulsive sharing driven by emotions.

Finally, a significant majority of 81.0% of respondents answered Yes, indicating they have taken corrective action upon discovering misinformation. In contrast, 19.0% stated No, suggesting they either did not delete such posts or have not encountered that situation. This highlights a generally responsible behavior among most participants regarding the spread of false information.

Perceptions about Virality

The data collected from Table 3 shows that emotions such as happiness, anger, or sadness contribute to making content go viral. A dominant 91.0% of respondents believe that emotions play a significant role in driving content virality. In contrast, only 9.0% of the participants disagreed, indicating that they do not think emotions are a key factor in viral content. This suggests a strong consensus that emotional appeal is a powerful force in spreading content across social media platforms.

The respondents opine that shocking or controversial content is more likely to go viral. A

substantial majority, 95.0%, agree that such content tends to spread more rapidly and widely on social media. On the other hand, only 5.0% of the respondents disagreed with this notion. This suggests a strong perception among participants that controversial or sensational material is more likely to achieve virality online.

A large majority, 81.0%, believe that humorous and entertaining content does indeed spread more quickly. In contrast, only 19.0% think that serious news spreads faster. This suggests that most participants recognize the viral nature of light-hearted or entertaining content over more serious informational content on social media.

An overwhelming majority, 95.0%, answered Yes, indicating a strong belief that such content spreads rapidly online. In contrast, only 5.0% responded No, suggesting they do not see fake news as having high viral potential. This highlights a widespread concern among participants about the ease with which false information can gain traction on social media.

A significant majority, 86.0%, believe that these public figures play a role in boosting the virality of content. In contrast, only 14.0% believe that influencers and celebrities have no significant impact. This suggests that most participants recognize the significant impact of prominent personalities in expanding the reach of online content.

Finally, the data collected in the study shows that 83.0%, answered Yes, indicating they believe viral content has a substantial impact on shaping public perceptions. Meanwhile, 17.0% responded No, suggesting they do not see a significant influence. This data highlights a prevailing belief among participants that viral media plays a powerful role in influencing societal viewpoints.

Table 3: Perceptions about Virality

Statement	Agree (%)	Disagree (%)
Emotions (happiness, anger, sadness) make content go viral	91.0	9.0
Shocking or controversial content goes viral	95.0	5.0
Humorous/entertaining content spreads faster than serious news	81.0	19.0
Misleading or fake news spreads quickly	95.0	5.0
Influencers/celebrities contribute to virality	86.0	14.0
Viral content influences public opinion	83.0	17.0

Impact of Virality and Trend Participation

According to the data from Table 4, 38.0% of respondents answered Yes, indicating that they have participated in such online trends. In contrast, a more significant portion, 62.0%, responded No,

suggesting that the majority have not engaged in viral challenges or trends on social media platforms.

An overwhelming 93.0% of respondents believe that companies do engage in such manipulation, while only 7.0% disagree with this notion. This suggests a strong public perception that

commercial interests often influence or exploit viral trends for marketing purposes.

According to the data, a substantial 76.0% of respondents agreed with this statement, reflecting a strong belief in the role of social media as a tool for promoting social causes and awareness. On the other hand, 24.0% of respondents disagreed, indicating a minority who are either skeptical or unconvinced about the effectiveness of viral content in driving social awareness.

Table 4: Impact of Virality and Trend Participation

Statement	Agree (%)	Disagree (%)
Participated in viral social media trend/challenge	38.0	62.0
Brands manipulate viral content for product promotion	93.0	7.0
Virality can be used to spread social awareness	76.0	24.0
Viral content can impact real-life events (e.g., protests)	95.0	5.0

Findings from Focus Group Study

This study conducted a focus group discussion among 10 university students aged 19 to 25 to verify the data collected from survey. All of the participants shared their thoughts about viral content on social media. From this focus group discussion, this study pointed out some specific perceptions of the youngsters regarding the virality of online content.

Relatable Content Attracts Users More

Technology is connecting us through our social cognition. It has marked a new flow of information. This enormous information world has opened various opportunities to people. According to all the participants, relatable content on social media plays a vital role in the mass proliferation of that content. All the participants agreed that when they find any information relevant to their lives, they tend to share it more. Some participants added that they may not share something publicly but more often they share relevant online content with their close ones personally. When any content reflects their interest or the interest of their close ones, they share that content.

Participants further said that sharing content based on relevance sometimes differs with the external environment. They explained as they relate any incident to their current situation, they find the content comfortable to share. But when they find others' perspectives about the content which is quite different from theirs, they may sometimes change their perception. All the participants agreed that they share content based on the proximity of that content with them. Geographical as well as psychological proximity plays an essential role in this case.

Lastly, Table 4 indicates that an overwhelming 95.0% of respondents agreed with the statement, suggesting a strong belief in the power of viral content to influence tangible societal outcomes. In contrast, only 5.0% disagreed, indicating a tiny minority who do not perceive a significant connection between online virality and real-world actions or policy shifts.

People Share Content When It Triggers Emotion

Emotional influence is considered another important criterion for sharing any content online. Participants agreed that arousal of emotion triggers them most to share any content. When they find any content humorous, shocking, or distressing, they share that content due to emotional influence. Some content is made with this idea to attract people's attention. Participants acknowledged that emotional influence sometimes forces them to share wrong information too. Though they remove wrong information as soon as they get to know about that misleading content, they agree sometimes it goes out of their control. Some participants said that when they are in a jolly mood, they happen to share funny content more. Opposite emotion also acts as a vital influence. When they are sad or angry, they share content that reflects their emotions.

One participant said when she finds any content that resonates with her inner feelings, she shares that content without hesitation. One remarkable incident was shared by a participant. He said that funny or humorous online content has become his most important mode of communication with his friends. He doesn't always communicate with his friends but he continuously shares funny content with his friends and thus he feels a certain type of assurance that he is in contact with his friends.

Easy and Fast Way to Create Awareness

As a responsible citizen of the digital world, participants believed that creating awareness is their moral responsibility. Therefore, when they encounter any content containing public interest, they share that to increase public engagement. They

try to create awareness about global politics, business, the environment, women's rights, children's welfare, technology, animal rights and so on. Participants think social media helps them to keep fighting on social issues. Spreading misleading information, hatred, or violence for a personal agenda is also common on social media.

Most of the participants agreed that they share the content of renowned people who have authenticity and legitimacy among mass people. Thus, they also ensure the validity of that content because people who have popularity, may not share any content filled with wrong or misleading information. One participant also shared his own experience about getting misguided by one popular activist's post. Authentic news sources like online versions of news media, fact-checking websites, and designated persons act as genuine sources of information.

Flowing with the Trend to Be in Social Groups

Peer pressure is one of the most intriguing components of making any online content viral. Participants explained how they feel pressure from their peer groups to share any content. When they find most of their acquaintances are sharing a specific content, they mentally feel pressure to do the same. It is a notion of flowing with the trend or belonging to the same group. When people start to talk about women's rights, it is found that it becomes a hot topic for conversation.

The same thing happens with other content too. It is like people get more assurance when they find others talking about the same things. Some of the participants differ from this incident. They said that they usually don't go with the flow rather they try to reflect their considerations first. They convey their perceptions and thoughts through sharing social media content. However, flowing with the trend is considered a very crucial concept that works to make any content go viral.

The Uniqueness of Any Content Can Gather Popularity Too

The oddity or novelty of any content raises their possibility of going viral. According to the participants, the uniqueness of any content found online has a higher chance of getting shared. They said, that when they find anything new, they feel a keen interest in spreading that content with others. Participants think sharing unique online content before anyone else helps them to attain more recognition. People feel enthusiastic when they find anything new to their experience. This perception motivates them to share that content more. Again, realistic content also gains virality due to its validity among the masses. Unique and realistic content gets viral very quickly according to the participants.

Eye-catching Content Attracts People's Attention

Clickbait is a popular term in social media that refers to content whose main purpose is to attract people's attention. We can see many eye-catching texts, images, or videos surfacing online. This type of content tries to lure people to misleading or insignificant events. All the participants think eye-catching online content goes viral frequently but they do not stay longer because when the authenticity of that content is revealed, people stop sharing which hinders the virality slowly. Participants think that people with low knowledge and education tend to fall into the trap of this incident. Again, as eye-catching content sometimes triggers emotions, they can go viral too. Participants concluded that the viral nature of any content has become a regular event on social media. It is our sacred duty to look over how the virality of any content is affecting our society and people.

Discussion

This study explored how Bangladeshi youth perceive the factors that make social media content go viral by combining survey findings with insights from focus group discussions. Rather than being driven by a single cause, content virality appears to emerge from a complex interaction of emotional responses, personal relevance, social influence, and content characteristics. Together, these factors explain not only why young people choose to share content but also how that content spreads rapidly across social media networks.

Emotional Arousal and Affective Engagement

One of the clearest findings of this study is the central role of emotion in driving content virality. Most survey respondents strongly believed that content evoking emotions such as happiness, anger, shock, or sadness is more likely to spread widely. This view was reflected in the focus group discussions too, where participants repeatedly described emotional reactions as an immediate and powerful reason for sharing content—sometimes even before checking its accuracy.

These patterns reflect the core ideas of uses and gratifications theory, which suggests that individuals actively engage with media to satisfy emotional and psychological needs. Emotionally charged content offers instant gratification and a sense of connection, encouraging users to pass it on. At the same time, from a diffusion of innovation perspective, emotional content spreads faster because it stimulates conversation and lowers hesitation among users, making adoption more spontaneous within social networks.

Personal Relevance and Relatability

Another important theme that emerged is the influence of personal relevance. Focus group participants emphasized that they are more likely to share content that reflects their own experiences, beliefs, or social realities, particularly when sharing with close friends or familiar groups. Survey results support this insight, showing that alignment with personal beliefs significantly shapes sharing behavior.

Relatable content feels more meaningful and “share-worthy,” as users see their own identities and values reflected in it. In diffusion terms, this sense of compatibility makes content easier to adopt and circulate. At the same time, it reinforces the assumptions of Uses and Gratifications Theory, highlighting how users prioritize content that resonates with their everyday lives and personal identities.

Entertainment Value and Visual Dominance

The findings also show a clear preference for visually engaging and entertaining content, such as videos, photos, and memes. Survey data indicate that these formats are shared more frequently than news or text-based posts. During focus group discussions, participants described humorous and visual content as an easy and enjoyable way to stay connected with others, often replacing direct communication.

This preference points to the importance of entertainment gratification in social media use. Content that is visually appealing and easy to consume requires less mental effort and delivers quick enjoyment, making it especially attractive in fast-paced digital environments. These features increase both the speed and reach of content diffusion, particularly among youth-centered social media communities.

Social Influence, Peer Dynamics, and Trend Participation

Although many survey respondents claimed they do not share content due to social pressure, focus group discussions revealed more subtle forms of peer influence. Participants described feeling an unspoken pressure to engage with trending topics so as not to feel left out of ongoing conversations within their social circles.

This highlights the social nature of virality, where sharing content is often tied to a sense of belonging and group identity. From a diffusion perspective, peer participation acts as a powerful signal that encourages others to adopt and share the same content, helping it spread more quickly within interconnected youth networks.

Novelty, Uniqueness, and the Attention Economy

Participants consistently noted that content perceived as new, unusual, or different has a greater chance of going viral. Many expressed a desire to share unique content early, often linking this behavior to social recognition or visibility. However, focus group discussions also revealed skepticism toward clickbait-style content, which may attract attention initially but quickly loses credibility.

This contrast reflects a familiar pattern in diffusion processes: novelty draws initial interest, but long-term spread depends on trust and perceived value. Content that successfully combines uniqueness with authenticity appears more likely to sustain engagement and continued sharing.

Ethical Awareness and Responsible Sharing

Despite acknowledging how easily misinformation spreads online, most respondents reported verifying content and removing posts once they realized they were misleading. Focus group participants expressed a growing sense of responsibility to use social media as a platform for social awareness, particularly on issues such as politics, human rights, and public welfare.

This finding suggests the emergence of ethical awareness and digital responsibility among Bangladeshi youth. While emotional appeal may trigger initial sharing, credibility and moral judgment increasingly shape how users engage with content over time. Emotional engagement and ethical reflection thus coexist in youth social media practices.

Conclusion

Online content going viral has become a global trend. Though all the content that floats on social media certainly does not get the same attention, specific content observes enormous sharing among mass people. This huge sharing makes that content viral on social media. The current study takes an endeavor to find out the factors of social media content virality among Bangladeshi youth by integrating survey data and focus group discussions within the theoretical frameworks of diffusion of innovation theory and uses and gratifications theory. The results indicate that people tend to share content more when it resonates with their personal life. Emotional reactions such as happiness, anger, sadness, surprise, or humor also play a vital role in making content viral. Peer pressure is also an important element that renders virality to any content. Creating awareness among people by sharing information is considered an important aspect of virality. External elements, such as social media influencers who are popular among the youth, can play a crucial role in making specific online content viral. At the same

time, the findings reveal a growing awareness among youth regarding misinformation, suggesting that ethical considerations and credibility assessments increasingly influence post-sharing behavior.

By situating youth perceptions within the socio-cultural context of Bangladesh, this study contributes to the limited empirical literature on social media virality in Global South contexts. The integration of diffusion-based and gratification-based perspectives provides a holistic explanation of both the structural and motivational dimensions of viral content dissemination.

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