

# CORRELATION STUDY OF FACEBOOK MEMES STORYTELLING AND PERCEPTION THEORY WITH REFERENCE TO BLOCKBUSTER HINDI CINEMA

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**Abstract:** With the emergence of social media as a catalytic tool of new media, entire media and entertainment industry witnessing cardinal changes and substitutions in strategies of promotions. In this research, the main aim to study the Correlation Study between social media advertising and perception theory in the promotion of films through Facebook memes storytelling. This is quantitative research; the sample size for this is 30 which are done on the basis of purposive and Stratified sampling technique. I have prepared yes/no type questioner which is based on perception theory and gestalt approach and some questions based on the use of social media in the advertising promotion of the film. The sample size is 30 so after data collection by observation method I observed data is not normally distributed so I decided to use nonparametric test for analysis. So in this, all answers are in yes/no type question so I decided to go with 2 by 2 Phi coefficient correlation method. By doing all calculations the result which I found is, there is a strong positive correlation between social media advertising and perception theory in the promotion of films through Facebook memes storytelling.

**Keywords:** Advertisement, Perception theory, Social Media, Memes.

## I. INTRODUCTION

Today, the biggest known industry in India is the Film industry which is releasing about 1000 movies per year, in which if you take count of all the regional languages also, that accounts to a very big number. If you are making a movie, if it is perfect in all terms then that movie will do good, but it is also very important to promote it as well, also you should take care that you do not spend lots of money only on advertisements, Considering the customer's psychology, if you plan your advertising and marketing properly, it can give very good results at a lower cost.

Initially, before the release of any movie, its advertisement was done in a very traditional way, the most important medium was TV and radio and it is still the very expensive medium of advertisement, but now there is a new way to spread and promote and that's called the New Media. Now, through this new medium, many films have been promoted and spent a lot of money, but they did not get the desired result. But some of the films got tremendous success because of new media and they had used Facebook memes strategy for marketing their film.

Earlier films used to last for months in box office and their collection was done in the same way, but as time changed, the process of Promotion has changed in the same way, Mathematics of all cinema depends on the amount of money earned by cinemas in the first 3 days by changing the definition of Golden Jubilee and silver Jubilee movies, and this definition has been changed by New Media. But the new media is finally a medium, and its proper use is in the way of human psychological perception then it works. This is the subject of study for research that can bring us to the expected results. This research is dependent on the basic human instincts on what is happening in another's household.

### Hypothesis:-

Correlation Study between Facebook Memes storytelling advertising and perception theory in the promotion of blockbuster Hindi cinema SANJU

## II. PURPOSE OF RESEARCH

Today, many such films are released, but not all of them are able to score up to 100 crores, even some of them are very good in terms of quality but they have not been advertised properly and all the movies which have not been advertised properly on social media have failed. The purpose of this research is to understand that if you design any advertising and marketing type in

psychology, perception theory and Gestalts approach, and reach the public through low cost and appropriate social media, then you can have the desired effect on the audience.

Because the new media is so moderate that today almost every educated person has mobile phones in hand if you speak in the language of advertising, the audience is itself ready to dig down if you need some information and you make the grasp this golden opportunity properly in your advertisement then anything is achievable.

The study of the presented theory will be on how to create a maximum attraction for people towards cinema. And to see how social media can be used while advertising with the present research.

## Theoretical framework

### Visual Perception Theory

Every normal human being receives information through surrounding via five sense organs like ear nose eye and this organ are part of the sensory system so the information which receives from this sensory inputs and transmits this sensory information to head office of the human body that is the brain.

Vision, hearing, smell, and touch are the so called five senses. But the number of human senses is closer to ten than five. IN addition to touch the skin contains separate warmth, cold, and pain sense, furthermore, sense organs in the muscles, tendons, and joints tell us about the position of our limbs and the state of tension in the muscles. They serve the sense called kinesthesia. The vestibular sense informs us about the movement and stationary position of the head it is the key sense in the maintaining balance.

For this research there are only three main types of perception is needed

1:-Visual perception

2:-Audio Perception

And the third one is as we discussed as very important The Vestibular sense.

This is the main framework of perception theory but there are major theoretical issues on which there are two groups of the psychologist. One school of psychologist think that the perception totally depends on the information present in the stimulus, But other psychologist groups argue that this perception process is not direct it is based on perceivers expectations and previous knowledge as well as the information available in the stimulus itself.

This controversy is discussed with respect to Gibson (1966) who has proposed a direct theory of perception which is a 'bottom-up' theory, and Gregory (1970) who has proposed a constructivist (indirect) theory of perception which is a 'top-down' theory. Psychologists distinguish between two types of processes in perception: bottom-up processing and top-down processing.

Bottom-up processing is also known as data-driven processing because perception begins with the stimulus itself. Processing is carried out in one direction from the retina to the visual cortex, with each successive stage in the visual pathway carrying out ever complex analysis of the input.

Top-Down processing refers to the use of contextual information in pattern recognition, for example, understanding difficult handwriting is easier when reading complete sentences than when reading single and isolate words. This is because the meaning of the surrounding words provides a context to an understanding. (Clifford T.Morgan, 2011)

- Gregory (1970) and Top-Down Processing Theory

Psychologist Richard Gregory (1970) argued that perception is a constructive process which relies on top-down processing.

Stimulus information from our environment is frequently ambiguous so to interpret it, we require higher cognitive information either from past experiences or stored knowledge in order to make inferences about what we perceive. Helmholtz called it the 'likelihood principle'.

For Gregory perception is a hypothesis, which is based on prior knowledge. In this way, we are actively constructing our perception of reality based on our environment and stored information.

### Summary

- A lot of information reaches the eye, but much is lost by the time it reaches the brain (Gregory estimates about 90% is lost).
- Therefore, the brain has to guess what a person sees based on past experiences. We actively construct our perception of reality.
- Richard Gregory proposed that perception involves a lot of hypothesis testing to make sense of the information presented to the sense organs.
- Our perceptions of the world are hypotheses based on past experiences and stored information.
- Sensory receptors receive information from the environment, which is then combined with previously stored information about the world which we have built up as a result of experience.
- The formation of incorrect hypotheses will lead to errors of perception (e.g. visual illusions like the Necker cube).

- **Gestalt Psychology:-**

This school of psychology was founded in Germany about 1912 by Max Wertheimer(1880-1943) and his colleagues Kurt Koffka(1886-1941) and Wolfgang Kohler(1887-1967)

The German word Gestalt means form or a configuration and the Gestalt psychology maintained that the mind should be thought of as resulting from the whole pattern of sensory activity and the relationships and organizations within this pattern.

One more point made by Gestalt psychologist that “Structuralism was that mental experience depends on the patterning and organization of elements and is not due simply to the compounding of elements.

- **Social Media:-**

Social media, blogs, video games, and online news outlets are typically referred to as “new media.” These channels of communication have far-reaching implications for society, including in business and politics.

New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan writes in his book *Understanding New Media*. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.”

A distinction between new media and old media is that old media is for the most part mass media. In addition, each form of new media is highly interactive, while mass media is not. Users of new media are active producers of content and information, whether sending an email or using Internet collaboration tools (Chunawalla S.A., 2011).

Professor and new media theorist Lev Manovich describe new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations. (Manovich, 2001)

Its include all medium Facebook, Whatsapp, Instagram, etc

## RESEARCH DESIGN:-

1:-Post facto research design

2:-Purposive sampling and stratified sampling technique

3:-Urban college going youth

4:-Sample 30

5:-Statistical analysis of phi coefficient

Post facto research design:-

In this research, the event had occurred on 28 th April 2017, and the promotion of film had started much before, before release and I am conducting this research in December 2017 so the questionnaire was prepared and students who had watched the film to fill in the following.

Purposive sampling and Stratified sampling technique

I have used two types of sampling because I want only people who had watched the film, therefore I have selected my sample but I again used Stratified Sampling technique because according to the title of the research we only want those people who can handle social media, internet, and Smartphone or computer so we need to identify people according to our needs.

Urban college going youth

Because they knew all electronic gadgets and they are very familiar with social media, internet smartphone, and computers

Sample size 30

For conducting the research efficiently, I have selected this sample group with my research timeframe work.

□ Statistical Analysis

In this research, I am going to check the correlation between Social Media as medium and Advertisement designing that is banner, slate or audiovisual ad with the perceive of Perception theory.

So for that, I have created yes/ no type question.

After data collection, I noticed that the data is not normally disturbed so I chose nonparametric PHI coefficient correlation test. (Kothari C.R., 2014)

### III. RESULT AND DISCUSSION

In the present research we first saw the concept of perception theory, and in that theory we go in-depth, we saw two approaches of the same theory, the Gibson's bottom-up approach and Gregrays top-down approach out of which the Gregrays top-down approach is most important in this research because our sample have seen the trailer and promotion on other media platform and now this time they are curious as they have seen the incompetent story and according to the Gestalt approach we need to see thing as a whole so here the completeness is lacking so at the end people had become more curious about the film, and this curiosity had been increased in the audience's minds, by the use of perception theory and Gestalt approach. And the same theory was used in designing the media plan, advertising, and Social media campaign. While broadcasting all these creative advertising about films, New Media is a medium that is close to everyone that has been promoted at a lower cost, than broadcasting it on TV and radio medium.

With the help of the questionnaire in the submission process, 30 students have registered their opinion by answering yes / no questions.

Phi coefficient correlation used to analyze collected data.

		Social Media		
		Yes	NO	
vp theory	yes	28	2	30
	No	0	30	30
		28	32	60

Formula - AB-BC

$$\sqrt{\frac{(A+b)(C+D)(B+D)(A+C)}{840/897}} = 0.93$$

$$840/897 = 0.93$$

The response comes from the fact films which has been advertised in such large numbers on social media, facebook memes and it has used perceptions theory to create advertisements and Pr plan and its correlation have been very good at 0.93. It shows that the correlation between them is huge, and of course, the result of this is that they appear on the top of the highest box office collection in India.

Similarly, if you visit all blockbuster hit movies facebook page ,it seems that likes on their page are in millions.

There is some limitation to this research because the sample taken is very less in number i.e. 30 and hence it is necessary to conduct research after taking a large sample size. Also, before taking a sample, it is necessary to conduct their medical test first because they will get the right answer only if their sensory system is working fine.

Perception theory is used in the current research as of now, but this research can still be conducted in-depth by using the two more principles and that is color perception theory and Cognitive bias theory.

### IV. CONCLUSION

In the research presented, advertising on social media by studying the mindset of people and designing and creating visual clips based on perception theory, have given a very good positive sign.

## □ IMPLICATION OF RESEARCH

1:-To create an advertising plan according to this theory

2: -To create the appropriate publicity plan so we can target our audience easily.

3: - To attract more people to the cinema, study their mentality to create an ad

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