

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE SPRED OF “BULLET SCREEN” TECHNOLOGY
ON CHINESE VIDEO WEBSITES**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes an introduction, three chapters, a conclusion, a reference list, and an appendix. The first chapter presents the historical background and theoretical framework of the Bullet Screen phenomenon, exploring its technological origin, layered communication model, cultural implications, and psychological impact on user behavior. The second chapter introduces the research design and methodology. It includes the development of a structured questionnaire (with a sample of 100 respondents) and a comparative case study of two representative events: the CCTV Spring Festival Gala 2025 and the Bilibili New Year's Eve Gala. It also applies textual and sentiment analysis to user-generated Bullet Screen data. The third chapter addresses the practical challenges of implementing Bullet Screen interaction in traditional broadcasting. It analyzes problems such as cognitive overload, regulatory tensions, generational divides, and proposes optimization strategies for broadcasters, including layered display, real-time feedback systems, and integration of audience rituals.

The master's thesis includes 85 pages, 3 figures, 1 tables, 1 appendices and 42 sources used.

Keywords: Bullet Screen, Broadcasting and Television Integration, Media Interaction, Audience Experience, Communication Mode

Object of the study: the integration of bullet screen technology into traditional broadcasting environments and its impact on communication dynamics.

Subject of the study: the communicative role of bullet screen interaction across traditional and new media, with focus on audience experience, content dissemination, and interactivity.

Purpose of the master's thesis: to explore how bullet screen technology reshapes the viewing experience, affects audience behavior, and transforms communication strategies in the convergence of traditional broadcasting and digital media.

The study adopts a mixed methods approach, combining quantitative survey research (questionnaire $n = 100$) with qualitative case studies. It utilizes textual analysis, sentiment analysis, and descriptive statistics to evaluate Bullet Screen content and user feedback. The theoretical framework draws on Uses and Gratification Theory, Immersion Theory, and Media Convergence Theory, supported by empirical data and platform-specific interaction analysis.

The thesis reveals that Bullet Screen plays distinct communicative roles in different media environments. In traditional broadcasting, it enhances ritualistic experience and compensates for the lack of real-time feedback. In digital platforms, it enables emotional expression and collective identity within subcultural communities. However, challenges such as attention fragmentation, content overload, and algorithmic echo chambers are also observed. The thesis proposes strategies to

optimize Bullet Screen use in traditional television to maintain a balance between viewer engagement and content clarity.

This research provides academic insights into cross-platform communication dynamics and practical guidelines for content designers, broadcasters, and policy-makers aiming to modernize audience interaction systems.