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## RESEARCH ON THE THEORETICAL CONNOTATIONS, HOT TOPICS, AND TRENDS OF SOCIAL EMOTIONAL RESONANCE

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**Abstract.** With the evolution of public opinion research from "information flow" to "emotion flow", the importance of "emotion" in social public communication issues has been deeply recognized, and the concept of social emotional resonance has begun to attract the attention of scholars. Taking 2,450 Chinese and English literatures from China National Knowledge Infrastructure (CNKI) and Web of Science(WoS) databases in the past decade as samples, this paper adopts literature analysis method, scientometrics method and scientific knowledge graph analysis method, with CiteSpace software as the analysis tool. It applies analytical methods such as keyword co-occurrence, keyword clustering and timeline graph, and analyzes the visualized network knowledge graph to clarify the research theories, methods, hot topics and dynamic trends of social emotional resonance in the past decade, so as to explore the current situation and future development of domestic and international research on social emotional resonance.

**Keywords:** *emotional resonance; affective communication; social emotional communication; hot topics.*

**Rezumat.** Odată cu evoluția cercetării opiniei publice de la „fluxul informațional” la „fluxul emoțional”, importanța „emoției” în problemele de comunicare socială publică a fost profund recunoscută, iar conceptul de rezonanță socio-emoțională a început să atragă atenția cercetătorilor. Luând ca mostre 2.450 de lucrări din literatura chineză și engleză din bazele de date China National Knowledge Infrastructure (CNKI) și Web of Science (WoS) din ultimul deceniu, această lucrare adoptă metoda analizei literaturii, metoda scientometrică și metoda analizei grafurilor de cunoștințe științifice, folosind software-ul CiteSpace ca instrument de analiză. Aplică metode analitice precum co-apariția cuvintelor cheie, gruparea cuvintelor cheie, graficul cronologic și analizează graficul de cunoștințe vizualizat în rețea pentru a clarifica teoriile de cercetare, metodele, subiectele de actualitate și tendințele dinamice ale rezonanței socio-emoționale din ultimul deceniu, astfel încât să exploreze situația actuală și dezvoltarea viitoare a cercetării interne și internaționale privind rezonanța socio-emoțională.

**Cuvinte cheie:** *rezonanță emoțională; comunicare afectivă; comunicare socio-emoțională; subiecte de actualitate.*

## 1. Introduction

The "affective turn" originating from the field of psychology has made emotion "a crucial and fashionable theme in the social and behavioral sciences" [1, pp. 98-100]. Long before the development and popularization of new technologies such as big data and artificial intelligence, communication studies on the dissemination of public events had not yet focused on the emotional elements in the communication mechanism [2, pp. 16-20]. Most studies were conducted from the perspective of "information flow", interpreting and improving the theoretical system of public opinion around aspects such as the public, national managers, intermediary social issues and their impacts in even public opinion [3, pp. 115–132]. However, many elements in the public opinion ecosystem, including emotion, were overshadowed. It was not until recent years, with the continuous development and maturity of technologies such as natural language processing and semantic analysis, that the accuracy of sentiment analysis using machine learning has been significantly improved. Since then, scholars' research on public opinion communication has gradually focused on emotional elements. The importance of "emotion" in social public communication issues has been deeply recognized, and an increasing number of studies in the field of communication have begun to attach importance to the concept of "emotional resonance".

With the emergence of relevant studies in recent years, there has not yet been a paper that sorts out and summarizes the existing research in this field to promote more targeted development of subsequent studies. Based on this, this paper takes Chinese and English literatures from CNKI and Web of Science databases in the past decade as samples, and uses the CiteSpace bibliometric visualization analysis method. On the basis of clarifying the theoretical connotation of social emotional resonance, it analyzes the hot topics and trend orientation of social emotional resonance research, so as to present the distribution and evolution context of hotspots and key points in the past decade and reveal the research overview of this field.

## 2. Analysis of Literature Sources and Research Methods

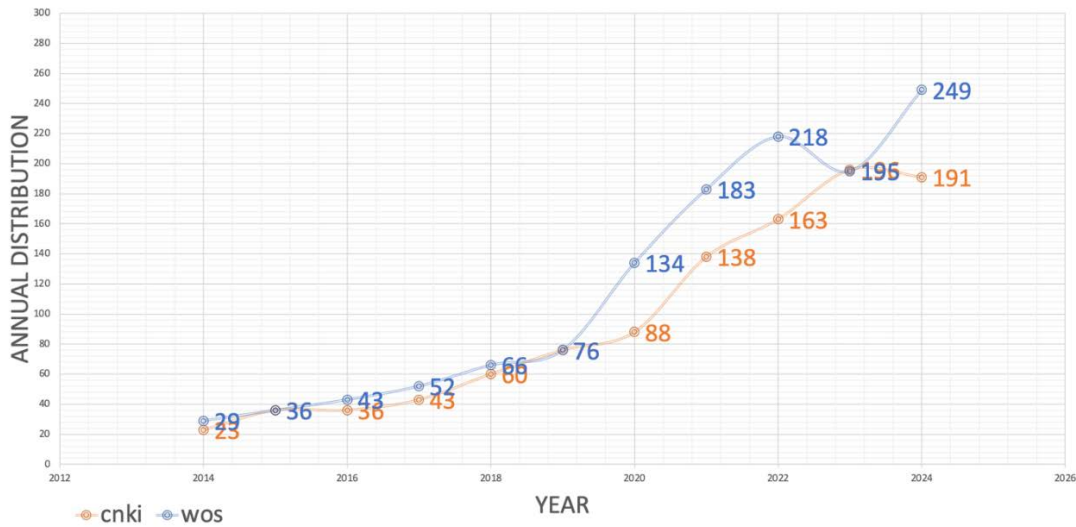
### 2.1 Data Sources of Chinese and English Literatures

The Chinese literatures in this paper are derived from the retrieval data of China National Knowledge Infrastructure (CNKI), with the subject terms set as "(Subject: Emotional Resonance + Affective Resonance) OR (Subject: Emotional Communication + Affective Communication)". The English literatures are obtained from the SSCI retrieval data in the Web of Science database, using the subject terms "(Topic: social media sympathy) OR (Topic: social media empathy)". The time range is from January 1, 2014 to December 31, 2024, covering a total of ten years.

After obtaining the initial samples, data cleaning was conducted to exclude non-research literatures (such as news propaganda and column introductions) and literatures obviously irrelevant to the retrieval theme. The valid literatures were exported from the databases in Refworks format, and then converted into operable data entries using CiteSpace software (Version 5.8.R3W). Finally, duplicate removal was performed via CiteSpace, resulting in 1,138 valid Chinese literatures and 1,312 valid English literatures, totaling 2,450 literature samples. The specific annual distribution of these samples is shown in Figure 1 below.

In terms of the number of literatures published at home and abroad, there is an overall significant upward trend. During the six-year period from 2014 to 2019, the number of CNKI and WoS Literatures was basically the same. Since then, the growth rate of Chinese

literatures has been slightly slower than that of English literatures. By 2024, the annual number of published Chinese literatures reached 191, while the annual number of published English literatures stood at 249.



**Figure 1.** Annual Distribution of CNKI and WoS Literatures (2014-2024).

## 2.2 Analysis of Research Methods Used in the Literatures

From the perspective of research methods adopted in existing literatures, positivist research is dominant, while humanistic speculative analysis is rarely seen. Among positivist studies, both qualitative and quantitative research approaches are applied. In terms of research nature, applied research takes the leading role, supplemented by theoretical research. In qualitative research, methods such as concept construction, literature analysis, comparative analysis, and case study are widely used. Professor Zeng Qingxiang from Communication University of China argues that more diverse qualitative methods—including narrative analysis, semiotic and rhetorical analysis, and discourse analysis—should be adopted [4, pp. 87–91]. In the current new media environment, scholars have gained insights into the formation process of public emotions in the public opinion field and made preliminary judgments on the causes of such emotions. However, most studies only conduct isolated research based on a single online platform and explore public emotions from a relatively static perspective, which has certain limitations [5]. Therefore, interdisciplinary research integrating natural sciences and studies using new technologies for analysis are particularly important.

At the level of quantitative research, the physical origin of the concept of "emotional resonance" determines the validity of drawing on and analyzing theoretical achievements in the field of natural sciences based on social physics. For example, taking the concept of "stochastic resonance" proposed in paleoclimatology research as a reference, Liang Yanping et al. used the Langevin equation to establish a topic resonance model for multiple public opinion events, exploring the internal mechanism of public opinion resonance from a micro perspective [6, pp. 122-133]. Liao Ruidan [7] combined the social reality context and used virtual simulation to investigate the influencing factors of public opinion resonance.

With the maturity of online text analysis technology and data mining technology, direct measurement of online emotions based on massive online data has gradually been realized [8]. For instance, Maria et al. [9, pp. 733–751] used the text analysis software LIWC (Linguistic Inquiry and Word Count) to analyze content texts from websites: the software

scans texts to identify words in its dictionary, generates reports, and applies word-matching technology for emotion recognition—further enabling detailed analysis of online emotions.

### **3 Theoretical Connotation of Social Emotional Resonance**

#### **3.1 Emotion and Social Emotion**

The earliest discussion on "emotion" can be traced back to ancient Greece. Aristotle regarded emotion as "a mixture of high-level cognitive life and low-level sensory life", and argued that human beings' perceptions of things around them trigger emotions. The definition of the concept of emotion mainly focuses on the field of psychology: Clore and Ortony [10, pp.423-474] pointed out that emotion refers to a response involving an individual's internal feelings and external behaviors, and is both a physiological and psychological state. Arnold believed that emotion is a dispositional experience accompanied by patterns of physiological changes; as a psychological phenomenon, it mainly consists of three components: physiological arousal, subjective experience, and external expression. [11] Meng Zhaolan [12] held that emotion is an affective response in psychological activities, and is humans' attitudinal and behavioral experience towards the objective external world, specifically including three elements: internal experience, external expression, and physiological activation. In summary, emotion is the psychological arousal and physiological feedback generated by humans in response to external stimuli. It is a unique subjective experience and feeling that accompanies human activities, manifested through the subject's external behaviors. As a special type of information, emotion possesses the characteristics of infectivity, cumulativeness, and guiding nature [13, pp.145-149].

In communication and sociology studies, "social emotion" is a macro concept in contrast to micro individual emotion. It is the result of interactions between individuals, between individuals and groups, and between groups—not a simple superposition or mixture of individual emotions. Compared with individual emotion and group emotion, social emotion is more complex [14, pp.58-60] Sha Lianxiang [15] argued that social emotion is the perception and attitude towards social life formed based on interactions between subjects; it exerts strong dynamic and guiding influences on individuals and groups and has high stability. In terms of the dynamic dimension, social emotion can be divided into positive emotion and negative emotion: positive emotion plays a positive role in promoting social harmony and stability, while negative emotion has a negative impact on social development and thus requires timely guidance and mitigation. Wang Junxiu [16, pp.55-63] further pointed out that social emotion refers to the emotional experience shared by a certain group, multiple groups, or the majority of people in the entire society under a specific social environment, and it forms an inherent, sustained, and stable social sentiment.

#### **3.2 Social Emotional Resonance**

Professor Chen Lidan [4, p. 88] pointed out that emotion is infectious, and its infection spreads rapidly in the public opinion field. Emotional resonance occurs when the emotional expressions of a small group quickly infect the majority, leading to collective emotional manifestations. The spread of public opinion waves is the embryonic form of emotional resonance, which influences the entire society through the flow of such waves. Zhou Jun [4, p. 88] argued that emotional resonance is analogous to the emergence of public opinion: public opinion is formed when individual opinions converge into a consensus, while emotional resonance develops into "social emotional resonance" when a certain type of emotion evolves into a prevalent social emotion. Some other scholars also noted that social

emotional resonance refers to the process where social emotions are gradually recognized within different groups, and the emotional empathy between these groups intertwines, reinforces, and intensifies with each other in time and space [17, pp.108-115].

The definition of "emotional resonance" can be developed on the basis of clarifying two core concepts: "emotion" and "resonance".

First, the concept of "emotion" has been defined in the previous section. Additionally, it is worth noting that "emotion" and "affect" are easily confused in usage. In fact, emotion and affect are two aspects of the same process: emotion focuses more on short-term, intense, and situational affective responses, while affect refers to the feeling and experience of the affective process [18,12-15]—it is the continuation and deepening of the experiential and perceptual state of emotion, and represents a stable, long-lasting affective experience with profound connotations [19,157].

Second, "resonance" is a key concept in physics, referring to a phenomenon in which, when an object undergoes periodic motion, if an external driving force is applied and its frequency matches the object's natural frequency, the object will vibrate with the maximum amplitude and the system will reach the highest energy state [20, p.170]. The first scholars to introduce the concept of resonance into journalism and communication studies were Spanish scholar Tyson and American scholar Torra [21, p.194] They pointed out that under the resonant influence of factors such as public opinion and advertising, the opinions and attitudes of different individuals towards social events gradually tend to be consistent.

Based on the above, this paper attempts to interpret the connotation of social emotional resonance: In a broad sense, social emotional resonance refers to the tendency of different individuals in society to exhibit consistent emotions towards a specific event. In a narrow sense, social emotional resonance refers to a public opinion phenomenon in the process of public communication: a specific event awakens individual emotions, which then achieve group identification through emotional infection, and further spread rapidly among different groups to realize the superposition and reinforcement of emotions.

#### **4 Analysis of Hot Topics in Social Emotional Resonance Research**

##### **4.1 Visualization Analysis Results of Keyword Co-occurrence and Keyword Clustering**

First, analysis of keyword co-occurrence knowledge graph. Keywords are the core terms in academic research: the higher the frequency of keyword co-occurrence, the greater the importance of the keyword in the relevant research field; the higher the network density of keyword co-occurrence, the closer the relationship between the keyword and other keywords. Keyword knowledge graph analysis was conducted separately on the 2014–2024 literatures from CNKI and Web of Science. Specifically, in the field of Chinese-language social emotional resonance research, there are 252 keywords, 417 network connections, and a network density of 0.0132 (see Figure 2 below); in the field of English-language social emotional resonance research, there are 272 keywords, 1,741 network connections, and a network density of 0.0472 (Figure 3).

After counting the frequency of keywords in Figure 2, it is found that the node of "affective communication" is the largest and has the highest frequency. Other high-frequency keywords in domestic relevant research include "emotional communication", "affective resonance", "short videos", "communication strategies", "social media", "emergency events", "interaction ritual", "sentiment analysis", "public opinion guidance", "communication mechanism", and "artificial intelligence". The remaining high-frequency keywords are multi-

dimensionally scattered and have relatively close connections with each other. After counting the frequency of keywords in Figure 3, it is found that the central keywords with the highest centrality include "attitude", "aggression", "exposure", "social media", "media violence", "communication", "participation", and "Facebook".

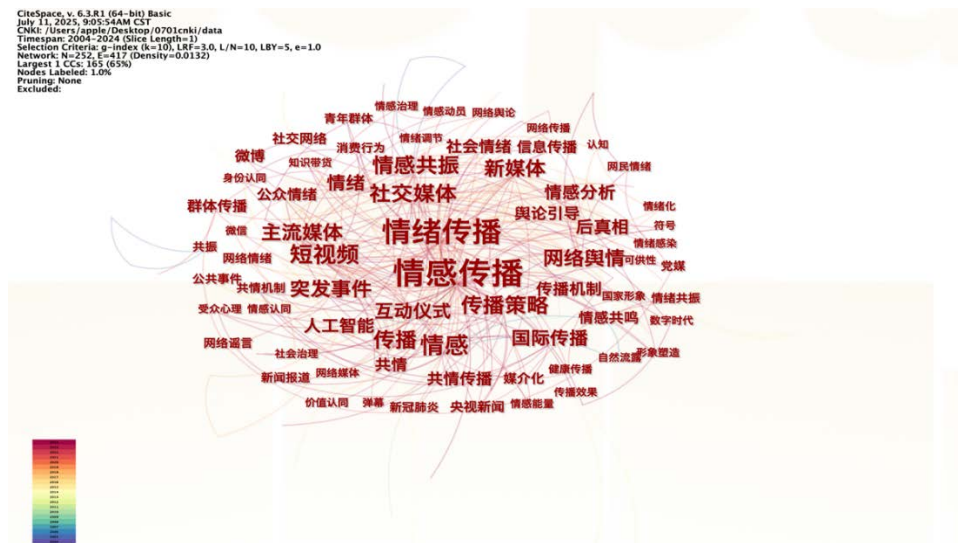


Figure 2. Keyword Co-occurrence Knowledge Graph of Chinese-Language Emotional Resonance Research.



Figure 3. Keyword Co-occurrence Knowledge Graph of English-Language Emotional Resonance Research.

Second, analysis of keyword clustering knowledge graph. Clustering analysis refers to generating a clustering label graph based on keywords with similar characteristics on the basis of keyword analysis; through clustering groups, the core topic areas of social emotional resonance can be grasped. In CiteSpace, it is generally believed that a clustering modularity value (Q-value) greater than 0.3 indicates a significant clustering structure, greater than 0.5 indicates a reasonable clustering, and greater than 0.7 indicates a convincing clustering [22, pp.62-70]. A keyword clustering graph was generated based on Chinese-language literatures (see Figure 4 below). After excluding labels with low relevance, a total of 9 clustering labels were generated, which are #0 Affective Communication, #1 Communication, #2 Emotional Communication, #3 Short Videos, #4 Affect, #5 International Communication, #6 Affective

Resonance, #7 Social Media, and #8 Emotional Empathy. Among them, the Q-value is approximately 0.6445 and the S-value is approximately 0.8794, which means the clustering structure is prominent, and the clustering results are reliable and effective.



**Figure 4.** Keyword Clustering Knowledge Graph of Chinese-Language Emotional Resonance Research.

The keyword clustering graph of English-language literatures is shown in Figure 5 below, with a total of 6 clustering labels generated, namely #0 social support, #1 aggression, #2 crisis communication, #3 social media, #4 virtual reality, and #5 mental health. Among these, the Q-value is approximately 0.3088 and the S-value is approximately 0.6478, indicating a significant and reasonable clustering structure.



**Figure 5.** Keyword Clustering Knowledge Graph of English-Language Emotional Resonance Research.

## 4.2 Analysis of Hot Topics in Social Emotional Resonance Research

Based on the above analysis of keyword co-occurrence and keyword clustering knowledge graph, the hot topics in social emotional resonance research mainly focus on the following four aspects: Research on the causes of social emotional resonance: It covers keywords such as "emotional communication", "emotional contagion", "emotional identification", "motivation", and "behavior"; involves Chinese clusters #0, #2, #6, and #8; and includes English cluster #0. Research on the classification of social emotional resonance: It covers keywords such as "sentiment analysis", "public sentiment", "emotional energy", "emotions", "self esteem", and "stress"; involves Chinese clusters #4 and #8; and includes English cluster #5. Research on social media and social emotional resonance: It covers keywords such as "social media", "interaction ritual", "social network", "short video", "Weibo", "social media", "Facebook", and "Twitter"; involves Chinese clusters #1, #3, and #7; and includes English cluster #3. Research on public opinion guidance of social emotional resonance: It covers keywords such as "public opinion guidance", "emotional governance", "negative emotions", "online rumors", "communication effect", "media violence", "risk", and "impact"; involves Chinese clusters #0, #6, and #8; and includes English clusters #0, #1, #2, and #5.

### 4.2.1 Research on the Causes of Social Emotional Resonance

"The social scenario forms the mysterious foundation of the framework for our language expression and behavior patterns"[23, 28-30]. A specific scenario provides a contextual basis for the occurrence of emotional resonance, while different scenario rules also determine the transmission form of emotional resonance.

Firstly, from the perspective of micro-individuals, emotional contagion is a major inducement for the formation of emotional resonance. Hatfield [24, pp.96-99] proposed that when an individual interacts with others, he or she will unconsciously capture others' facial expressions and body language and imitate them, and this process is called emotional contagion. Crawford [25, pp.116-156] pointed out that when an individual is confronted with others' emotions, he or she will automatically form representations of others' attitudes and experiences, achieve emotional synchronization, and feel others' emotions; based on normative emotional empathy, institutionalized emotional resonance will be formed. The occurrence of emotional contagion also requires a specific context to facilitate the imitation of emotional feelings and behaviors. Scholar Zhang Qiyong [26, pp.1596-1604] proposed that even if there are physical behaviors, emotional experience may not occur without a context. Luo Dameng [27, pp.72-83] put forward the network combustion-aiding theory, holding that the emotional resonance caused by the dissemination of online information triggers online public opinion.

Secondly, from the perspective of macro-social groups, foreign scholars have carried out relevant research around keywords such as "perspective-taking", "prosocial behavior", and "political participation". Wojcieszka [28, pp.241-260] analyzed that emotional communication triggered by news reports is an important intermediary factor between American citizens' reception of partisan news and their political participation. Shorck [29, pp.61-81] et al. pointed out that emotional resonance is the main representation of social ideology, potential group emotions, and collective practice. Mercer [30, pp.515-535] pointed out that when individuals in different regions and countries are faced with the same emotions, cross-border emotional resonance will also occur, and the derived emotional beliefs will be connected

with emotional memories to complete the construction of collective memory. Wang Junxiu [16, pp.55-63] pointed out that emotional resonance and emotional energy in social group polarization affect social operation and even form the offline phenomenon of "group polarization". Moreover, online hot public opinion events are not characterized by individual independence, but by "homogeneous replication" and "mass production", which makes online public opinion hotspots and emotional contagion present in a "serialized form"[31, pp.1-5].

#### **4.2.2 Research on the Classification of Social Emotional Resonance**

In *Emotions Revealed*, American psychologist Paul Ekman [32, pp.45-60] classified emotions into five categories: sadness, anger, fear, disgust, and joy. He believed that neutral emotions include sadness, negative emotions include anger, fear, and disgust, and positive emotions include joy. Basically consistent with the classification of emotions, research on the theme of emotional resonance mainly divides it into two types—positive resonance and negative resonance—and discusses them separately. Among them, the number of studies on negative emotions accounts for a higher proportion, mainly focusing on the response to and governance of negative emotions.

On the one hand, in the research on positive emotional resonance, Tim et al. [33, pp.197-232], based on their study of the Thailand floods, pointed out that online emotional expression can make the other party feel supported, enable the subjects involved in communication to establish online social relationships, provide emotional assistance during disasters, alleviate anxiety and unease, and promote the construction of positive forces. Zhang Chengying [34] believes that positive emotional experiences will help form high-density and unified collective rituals, and the transmission condition of positive emotions is based on the threshold of identity recognition, thereby establishing an empathetic context and conducting further empathetic communication. Generally speaking, the formation of the two types of emotional resonance (positive and negative) is caused by the nature of the event itself and the public's cognition and understanding of it. When the public attributes the cause of a disaster to "natural disaster", people are willing to accept external help and feel grateful, which promotes the formation of positive social emotions [17, pp.108-115]. Positive emotional resonance is accompanied by the spread of positive public opinion and the transmission of positive cognition, which is conducive to social stability and government governance.

On the other hand, in the research on negative emotional resonance, Walker, I [35, pp. 10-42] linked the "relative deprivation" mechanism with social emotions. He believed that when an individual compares himself/herself with others and finds that he/she is in a relatively low position, he/she will experience relative deprivation, which triggers a series of negative social emotional reactions. Negative emotional resonance in online media is often accompanied by group attacks and violence. Scholars such as Heram [36, pp. 103-113] found that the media crisis caused by media violence and fear in the public's discussion around public events has already exceeded the problem of the public events themselves. Vaish et al. [37, pp. 383-403] pointed out that compared with positive and neutral emotions, negative emotions have stronger characteristics such as diffusibility and infectivity. Negative effects such as increased social pressure, accumulated social emotions, and chaotic social order are brought about by bad and negative "resonance", which may produce negative chain reactions and form derivative problems from local to global [38]. Coombs et al. [39, pp. 263-280] pointed out that negative emotional expressions can also become a catalyst for the spread

of crisis information, thereby affecting the reputation and image of the organization. When negative emotional resonance occurs, it is urgent for official, authoritative, and rational external forces to control and resolve it in a timely manner. Negative emotions are highly infectious; when the public's negative emotions trigger group emotional communication, they are usually mobilized unconsciously. Under group emotional infection, very few rational voices are drowned by the tide of emotional remarks, and netizens are unconsciously incited [40, pp. 33-40]. After the occurrence of negative emotional resonance, all relevant subjects should promptly alleviate the public's negative emotions; otherwise, it is easy to make the public's emotions more extreme, and even lead to the phenomena of emotional polarization and group polarization.

#### 4.2.3 Research on Social Media and Social Emotional Resonance

Thomas Friedman [41,98-100] once stated that a major change in the way of media engagement in the information age is "from a static, passive way to an active, participatory way". In the new media era, the obvious boundary between information senders and receivers has been eliminated, promoting the diversification of communication subjects, and the mechanism for reaching social consensus is also gradually dissolving [42, pp. 36-41]. The Internet has become the main platform for the public to release information, obtain information, and conduct interpersonal communication. Characteristics of social networks such as convenience, speed, and anonymity have intensified netizens' discussions and complaints in the public opinion field, making it extremely easy to trigger emotional resonance while causing online public opinion [43].

On the one hand, the fast and convenient communication characteristics of social media have promoted the emergence of emotional resonance. Scholar Miller, V. [44, pp.387-400] believes that compared with traditional platforms, emotional communication and transmission in social networks are more active, leading to emotional resonance occurring on social media with a wider scope of influence. Taking social media platforms such as Weibo and WeChat as examples, differences in platform mechanisms and user interaction methods result in different ways for groups to participate in the onlooker discussion of public events. The weak-tie social network of Weibo is similar to an open "social square" in the new media public opinion field, where emotional transmission mainly ferments and brews, making it extremely easy to generate the online onlooker effect. Environmental factors such as the media literacy of Weibo users, the discourse characteristics of Weibo opinion leaders and their public opinion influence, and the impact of government public policies on new media communication jointly shape the form of emotional resonance [45, pp. 80-85]. Different from Weibo, the strong-tie social network of WeChat is an important venue for public emotional communication and emotional contagion, like a "private living room" [17, pp. 108-115], where trust and emotional resonance among friends can be quickly obtained. Huntington believes that the ability to meet expectations is far slower than the growth of expectations themselves; therefore, a gap arises between people's expectations and the possibilities of reality. Social media represented by WeChat is filled with negative feelings caused by this gap, and emotions are easily connected to form collective emotions, accelerating the resonance of public emotions.

On the other hand, online media in social media has amplified the effect of emotional transmission and promoted the emotional involvement of groups. In the post-truth era, the imagination and emotions of most people are less affected by the facts themselves in public

opinion hotspot events, while the media can use certain strategies in the identity of the parties involved and the narrative of their words to guide the direction of public opinion [5]. After the outbreak of a public opinion event, the media emotions conveyed by the information released by the media often greatly affect the public's judgment on the event itself, thereby stimulating emotional cognition to take precedence over rational cognition, and even causing the phenomenon of group polarization [46, p. 85]. Once online public opinion events are reported by the media and labeled with sensitive identity tags—such as between officials and the people, police and the people, the rich and the poor—and situational tags such as corruption, favoritism, and abuse, they are very likely to trigger a wave of public opinion and emotional resonance [47, pp. 56-69].

#### **4.2.4 Research on Public Opinion Guidance of Social Emotional Resonance**

Due to the circle communication effect of online media, social emotions are prone to form polarization under the influence of information cascades and echo chambers. Therefore, in the face of the phenomenon of social emotional resonance, orderly guidance is necessary; otherwise, it is likely to trigger superimposition and amplification effects, damage the government's credibility, and even may lead to secondary public opinion disasters.

First, at the level of the government and other functional departments, effective public opinion guidance and emotional governance need to be carried out. The government should attach importance to the issue of social emotional resonance, construct multi-channel interest expression mechanisms, and a coordinated guidance and governance system. Ye Bihua and Liu Zhiyong [48, pp. 35-38] proposed methods such as enhancing risk perception and building social trust, arguing that emotional guidance should be implemented on the basis of grasping the psychological characteristics and development laws of the public. From past cases, the inaction of relevant parties has intensified the emergence of contradictions; the government and relevant parties must take actions in response to the public's demands or conflict points. After the occurrence of emotional resonance, various subjects (such as the government) should play their roles in guiding the public's emotions at different stages of emotional evolution, use the public crisis emotional guidance system for reasonable pre-event prediction, and build the public crisis emotional guidance system for post-event management [49]. Generally speaking, it is essential to provide the public with diverse channels for expressing opinions to reduce the occurrence of malicious public events; once an event breaks out, efforts should be made to accelerate problem-solving, avoid the escalation of the problem, and thereby reduce the frequency of negative emotional resonance.

Second, it is necessary to be good at leveraging the media to conduct effective emotional guidance. Information jointly released by various mass media is often regarded by the public as correct and authoritative, and the public will follow the direction of media reports in their thinking. The media should maintain a neutral attitude towards events, appropriately expose events, effectively reduce the degree of group polarization through correct reports, and guide netizens to develop in a positive and constructive direction; when necessary, mandatory measures can also be adopted to effectively curb extreme trends. In addition, it is necessary to improve relevant laws and regulations to ensure that netizens speak in a civilized manner, create a clean and upright online space, and use legal means to curb lawbreakers who attempt to "attract traffic" by grandstanding and inciting group confrontation, so as to reduce the spread of negative emotions at the source [46, p. 87].

Furthermore, scientific and effective monitoring, early warning, and response mechanism should be established to reduce and resolve the effects of negative emotions [50, pp. 107-113].

### 5 Analysis of the Trend Direction of Social Emotional Resonance Research

#### 5.1 Research Trend: Development and Evolution of Hot Topics in Social Emotional Resonance Research

To better grasp the development and evolution trends of domestic and international research on social emotional resonance, this paper further draws timeline views, as shown in Figure 6 and Figure 7 below. The timeline map can clearly show the start and end time, time span, time zone distribution, and hotspots of keywords, which can help us understand the connection and differentiation of research topics, as well as their evolutionary relationships at different times.

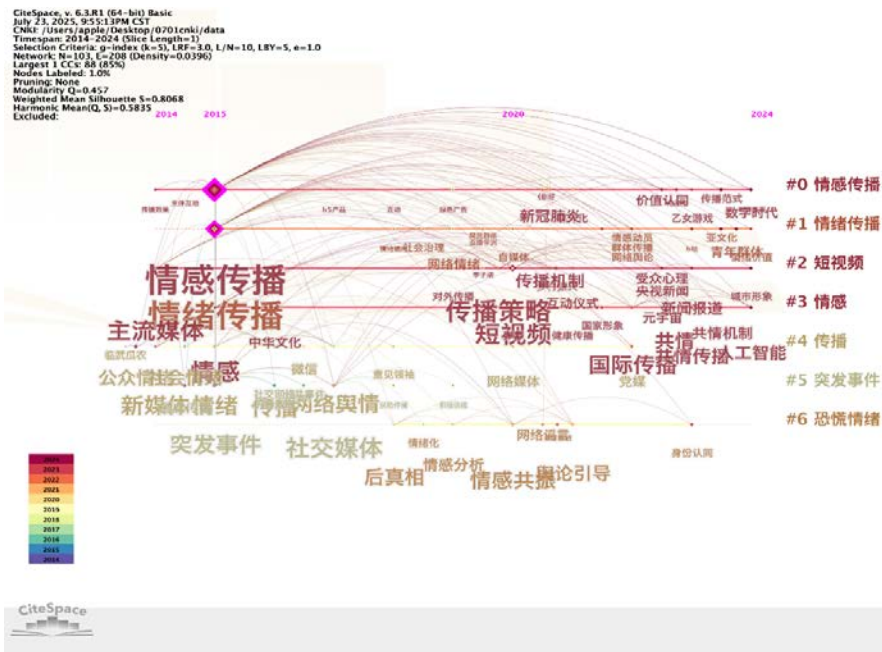


Figure 6. Timeline Map of Keywords in Domestic Emotional Resonance Research.

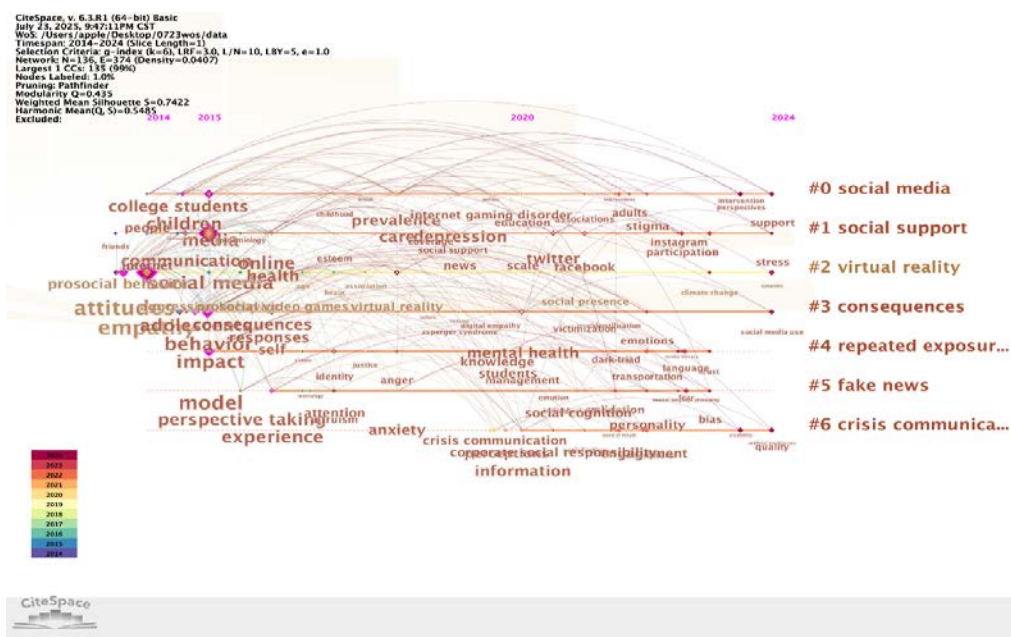


Figure 7. Timeline Map of Keywords in International Emotional Resonance Research.

In the timeline map of Figure 6, the early research keywords on the left include "emotional communication", "public sentiment", "mainstream media", and "emergency events"; while the early keywords in the timeline map of Figure 7 include "attitude", "empathy", "communication", and other terms. Early research on emotional resonance focused on the group and social characteristics of emotional resonance in media communication, as well as the impact of media on emotional resonance. For example, Sui Yan [51, pp. 10-15] proposed that the Internet era has become a "group communication era" in the true sense, and group communication is the fundamental driving force for individual emotions to achieve socialization through emotional resonance. The rise of online media has provided more opportunities for the expression, transmission, and aggregation of social emotions, increasing the social influence of emotional resonance [52, pp. 90-93]; at the same time, the arrival of the online communication era has also made social psychological issues such as the irrationality of emotional expression in online communication more prominent. Meanwhile, research in this stage took public emergency events as the entry point, focusing on the transmission characteristics of emotional resonance and its impact on social public opinion. For instance, in the post-truth era, the public opinion transmission triggered by emergency events has irrational characteristics, and emotions, along with the spread of public opinion, show the convergence of emotional resonance [40, pp. 33-40].

In the middle stage of the timeline, Figure 6 focuses on keywords such as "communication strategy", "short video", and "transmission mechanism", while Figure 7 focuses on keywords such as "mental health", "crisis communication", "Facebook", and "Twitter". During this stage, social media and short video media achieved rapid growth and development; scholars began to further focus on the transmission mechanism of emotional resonance and the media's response strategies. The popularization of social media and its in-depth penetration in real life further expanded the social impact of social emotional resonance. Ariel Hasell [53, pp. 1085-1102] conducted a study on social media (taking Twitter as an example) and concluded that the over-amplification of partisan and emotional news media content may have important consequences for others who rely on social media to obtain political news and information. Audio-visual communication symbols have formed a high penetration into people's daily lives; in highly interactive emotional communication, strong emotions with high infectivity will drive weak emotions and eventually form emotional convergence, thereby increasing the overall effectiveness of emotions and strengthening the irrational tendency of group psychology and social cognition [40, pp. 33-40]. Zhang Zhi'an [54, pp. 20-28] emphasized the impact of emotional communication on social public opinion, proposing that emotions can change people's cognition, thereby causing changes in the trend of social public opinion.

In the recent stage of the timeline, the domestic and international timelines focus on keywords such as "empathic communication", "artificial intelligence", "public opinion guidance", "support", "stress", and "virtual reality" respectively. With the interdisciplinary integration of social physics, psychology, and emotional resonance research, as well as the support of big data and AI analysis, emotional analysis has been promoted to a deeper level, and the importance of public opinion guidance has been recognized. Li Chunlei [55, pp. 61-66] proposed that as an important effective factor interspersed in emergency events, emotional communication not only guides the development of event public opinion but also even affects group actions; therefore, in-depth analysis and governance of the occurrence of social emotional phenomena are particularly important. From the perspective of future

development, social governance, risk perception, and social media use will still have the potential to become the focus of social emotional resonance research. Especially in the context of the rapid development of artificial intelligence and algorithm technology, the impact of intelligent media on emotional communication will be further explored.

## **5.2 Research Summary and Future Prospects of Social Emotional Resonance: Based on Literature Analysis (2014-2024)**

This paper analyzes Chinese and English literature samples from CNKI and Web of Science in the past decade, summarizes the research methods used, defines the connotation of social emotional resonance, summarizes the hot research topics of social emotional resonance based on the analysis of keyword co-occurrence and keyword clustering knowledge graph, and analyzes the trend direction of social emotional resonance research based on the keyword timeline map. Based on the above research and analysis, it is found that the current research on social emotional resonance has solid content, rich topics and perspectives. It has carried out relatively in-depth research on the causes and classification of social emotional resonance, the transmission characteristics of social emotions from the perspective of social media, and the public opinion guidance and emotional governance of social emotional resonance, and has reached certain research consensuses, laying a solid foundation for the follow-up research on social emotional resonance. In the future, the research on emotional resonance needs to be further enriched, and can be expanded from the dimensions of theory, method and perspective.

First, at the level of research theory, it is necessary to expand and deepen the theoretical research on social emotional resonance. (1) From the perspective of the overall research framework, the existing research mainly focuses on the causes and classification of social emotional resonance, the phenomenon of emotional resonance in social media, and the public opinion guidance of social emotional resonance. However, a relatively comprehensive, systematic and in-depth research theoretical system has not yet been constructed; there is a lack of sufficient demonstration of the connotation of social emotional resonance, analysis of the characteristics of social emotional resonance, and systematic and in-depth research on the causes, mechanisms, influencing factors of social emotional resonance, as well as the early warning index system and social emotional governance. (2) From the perspective of specific research issues, the current research on social emotional classification is mainly based on the positive-negative emotional dichotomy, and has not carried out more detailed research on emotional types; it is also necessary to expand the analysis of different types of emotional resonance. In addition, the existing research mainly focuses on the analysis of typical cases, which has certain limitations; attempts can be made to conduct comparative analysis of different types of emergency public events to expand the research perspective. Furthermore, as other researchers have pointed out, in the post-truth era, the research direction should not be limited to the analysis of emotions but also need to explore the potential rational roots behind them [56]. Therefore, it is also necessary to analyze the core elements of social emotional resonance and its internal and external causes, and explore the technical causes and social background of its formation.

Second, at the level of research methods, expand the comprehensive method framework for social emotional resonance research. At present, most of the existing research uses a single method, such as the comparative analysis and case study of qualitative research, and the big data mining and analysis of quantitative research. To further deepen the research

on social emotional resonance, it is necessary to expand multi-methods, "integrating the traditional social science methods with the big data analysis methods in computer science"[4, pp. 87-91]. For example, integrate quantitative methods such as big data mining and analysis, questionnaire surveys with qualitative methods such as discourse analysis for effective complementarity, construct a method system that combines qualitative and quantitative methods, and comprehensively use big data analysis, content analysis, discourse analysis, and social network analysis to further explore the influencing factors, occurrence mechanisms and transformation mechanisms of social emotional resonance, and construct a comprehensive framework for emotional resonance research.

Third, at the level of research perspective, try to break disciplinary barriers and carry out interdisciplinary research. In the future, research should not only limit the study of emotional resonance to the field of communication; a single discipline cannot explain complex social phenomena, nor can it analyze intricate social relationships. Research from an interdisciplinary perspective can be promoted; for example, attempts can be made to use semiotic theory, combine mathematics, management, statistics with communication, sociology, psychology, etc., to study the generation mechanism and transmission law of emotional resonance, and integrate multi-disciplinary theories and research methods to promote more scientific, rigorous and comprehensive research.

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