

Review of: "Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network"

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Potential competing interests: No potential competing interests to declare.

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Title: Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network

In this manuscript, the author uses Social Network Analysis (SNA) to understand the phenomenon of many viewers of Tilik short films on social media; Tilik short film had 2.4 million views on YouTube in 3 days. The paper explains well the methodology of the research and why social media distribution works well in these short films. My suggestions as a reviewer are the following:

1. The authors explained well why Twitter was an excellent venue to show the films, especially the opportunity for viewers to make comments and participate in discussions. I suggest providing examples from the data on some examples of discussions or comments. What is the number of discussions or comments in one film, and how are improper comments removed or dealt with?
2. The conceptual framework explained well the SNA method for patterning users who communicate on social media. I suggest providing examples related to the data.
3. The recommendation for capturing the dependent and independent variables was well explained. The media variables and impressions captured the release date was timing for the number and success of the film. I will suggest the authors explain if this is always the case with short films.
4. Character selection is crucial. I suggest providing more information on the character selection and if culture and social media influence the selection of the popularity of the main character. Details on the selection of the different characters could strengthen the paper.
5. The conclusion needs to be reworked. I found a grammar error, and the structure of the sentences is not easy to follow.