

Chapter 8

Live Streams and Community Interaction in Digital Broadcasting

Muhammad Usman Tariq

 <https://orcid.org/0000-0002-7605-3040>

Abu Dhabi University, UAE & University College Cork, Ireland

ABSTRACT

Live streaming has transformed digital broadcasting by fostering real-time interaction and community engagement. Unlike traditional media, where audiences passively consume content, live streaming platforms such as Twitch, YouTube Live, Facebook Live, and TikTok Live enable direct interaction between creators and viewers. This shift has led to the emergence of digital communities built on shared interests, real-time conversations, and participatory experiences. This chapter explores the dynamics of live streaming, highlighting the technological advancements that have enabled high-quality broadcasts, the role of AI-driven recommendations, and the monetization strategies that sustain content creators. It critically examines the psychology behind audience engagement, emphasizing the impact of parasocial relationships, the fear of missing out (FOMO), and the immediacy of live content. Additionally, it delves into the significance of chat culture, where emotes, moderation, and community-driven content shape the interactive experience.

INTRODUCTION

Digital broadcasting has transformed entirely through the rise of live streaming which now controls how content creators develop their work as well as how audiences absorb it and how it generates money. The interactive nature of live stream-

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ing provides instant experience which dissolves the walls between content makers and their viewers. Plenty of platforms including Twitch as well as YouTube Live and Facebook Live and TikTok Live serve as the drivers of real-time engagement experiences enabled at an unprecedented level. Digital communities based on live streaming content now exist to produce significant social cultural and economic effects which exceed entertainment factors (Bründl et al., 2023). The transition of live streaming from specialized platforms has developed into widespread digital media broadcasting at a fast pace. The initial live streaming phase focused on the gaming industry which found its main audience on Twitch specifically for esports events and gameplay broadcasts. Technological progress in mobile devices along with increased internet speed allowed live streaming to broaden from its gaming origins into various entertainment categories including visual arts performances, public discussions and physical exercise shows along with educational broadcasts and activist events (Przywara et al., 2021). YouTube Live combined with Facebook Live provided all influence brands as well as traditional media organizations with a way to access live streaming features that eventually became fundamental elements within digital culture. Virtually every smartphone user gained real-time broadcasting capabilities through TikTok Live which established new ways for people to engage and generate income (Cabeza-Ramírez et al., 2021).

Live streaming defines itself through real-time interaction because this element transforms the way audiences participate in content. The audience in traditional media settings watches content passively since these formats work through one-way broadcast models. By using live streams creators establish an open two-way conversation with their audience that promotes instant engagement between both parties. Some interactive elements including live chat, audience polls, donation systems and reaction buttons enable audience members to shape the content as it happens (Bründl et al., 2023). Live streaming interaction creates improved audience retention because viewers develop personal attachments to streamers which increases their probability of watching new broadcasts. Live streaming achieves success because it enables the maintenance of digital communities. The unbroken social experience through live streaming differs strongly from traditional media approaches to audience participation. People naturally unite to follow topics they have in common such as gaming or lifestyle content and political content or specialized interests (Przywara et al., 2021). Twitch has developed strong gaming communities which enable their viewers to observe streamers and carry out community engagements that range from tip-sharing to financial backing of content creators. The platforms of TikTok Live generate tiny communities based on viral content which brings together users who connect through creative partnerships (Bründl et al., 2023). Live-streaming developments have caused significant cultural changes by altering how humans interact and providing them with new forms of entertainment as well

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