Social_Media_Influencers.edited.edited.docx

by

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Social Media Influencers

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Social Media Influencers

Part 1

The three most crucial characteristics of influential influencers are knowledge, integrity, and appeal. Croes and Bartels (2021) argue that social influencers promote themselves as specialists on social networks, and their following see them as such. They associate their social position and unique reputation with things they promote on social media. Because of their standing, social influencers are much more potent than conventional endorsers. The influencer is the most efficient in recommending a brand since the influencer is perceived as more comparable to the target demographic. Croes and Bartels (2021) suggest that people have more positive feelings about the endorsed product, have a better social footprint, and are more envious of the promoter. As a result, customers appreciate their recommendations and are more likely to buy the goods. Similarity and credibility are essential elements for promoters as youths become emotionally invested in influencers, resulting in advertisement viewing and purchasing habits.

Although boredom and pass time is not directly linked to youths purchasing decisions, group interaction fully mediates this association. People who follow influencers for fun or pass the time are more inclined to buy the things they promote since they connect socially. Shoppers have a variety of options, according to studies. Exploratory (amusement) and goal-oriented motives are also good reasons to order online. Individuals may buy online to avoid boredom, which leads to different online activities than when they purchase for a specific purpose. For experiential customers, a product's endorsement matters more than its natural characteristics or cost when deciding whether or not to buy it. I do not think there would be much difference in the type of influencers followed or the responses received if this study was conducted in a more multicultural group. Influencers exist on social media, and most followers are not concerned with

their ethnic backgrounds but their appeal and how they are perceived as more comparable to the demographic.

Part 2

After carefully reading the article, there are three pieces of information that I have learned. The first issue is that the blame game after the coronavirus was first identified was directed at the national administrations. According to Choli and Kuss (2021), people felt that their national governments did not protect them against the pandemic. Traditionally, remote populations were at the heart of blame allocation during plagues, but culpability has shifted from distant communities to institutions and elites in health crises. In the same way, blame is focused on political institutions and agencies, implying authorities' skepticism.

The second issue is the censorship of information that was apparent during the initial phases of the pandemic. During the early stages of the coronavirus epidemic, the suppression of vital information seemed to be a repeated allegation leveled at authorities, particularly in China. Choli and Kuss (2021) suggest that in such instances, citizens are ignorant and ill-equipped for a pandemic due to strict government influence over the sharing of information. The third issue is the spread of conspiracy theories. Conspiracy stories are a form of distrust that entails imagined plans in which governments or groups combine to achieve a primarily detrimental goal. Conspiracy theories are not uncommon during plagues, as evidenced by the coronavirus and Ebola crises. Indeed, the recent outbreak has sparked a slew of conspiracy theories on social networks, some of which could put people's lives in jeopardy. Aggravation of conspiracy theories and further spread of such views on social media are joint in the setting of a worldwide health crisis when tight standards and restrictions are in place.

I agree that public health officials should use social networks in a bi-directional way. The approach can work if proper strategies are adopted. For instance, instead of using social media as a channel of disseminating information and news, public health officials should consider using social media as part of the broader conversation. They must use social media to engage the people, for example, in a question and answer method. Also, health officials should consider showing their faces. Public health authorities use social media to inform the masses in many instances, but there is no face to the information. Attaching a face is important because it builds the credibility and trust that social media users want. Effective strategies include public health authorities using social media to initiate dialogues, offer ideas, solicit feedback, and participate in the subsequent debates.

References

Choli, M., & Kuss, D. J. (2021). Perceptions of the blame on social media during the coronavirus pandemic. *Computers in Human Behavior*, 106895.

Croes, E., & Bartels, J. (2021). Young adults' motivations for following social influencers and their relationship to identification and buying behavior. *Computers in Human Behavior*, 106910.

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