

# *The Value and Promotion Role of Opinion Leaders in Media Communication*

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**Abstract:** The research background of this paper is the continuous development of modern science and technology, the continuous popularization of the Internet links people in various regions, and people who have more knowledge in each field gradually gain a lot of fans on the Internet, and their comments are also recognized by more people. These people are called opinion leaders. However, the value and influence that opinion leaders can bring are gradually expanding and affecting our lives. The goal of this paper is to find out the influence and value that opinion leaders can bring to different objects such as society, individuals and companies. The main research content is what kind of value can opinion leaders create and promote the development of public opinion by using their high appeal and credibility on the Internet. And that affects the economy and politics and different aspects of the whole country. The influence of opinion leaders is huge and can bring a lot of value, but whether ordinary people can distinguish the truth and falsehoods of opinion leaders' speeches is very important. The independent thinking of ordinary people should not be obliterated by the big trends on the Internet.

**Keywords:** social media, opinion leader, economic development, the effect on the mind

## 1. Introduction

### 1.1. Background

The Internet is developing more and more rapidly in today's society. People exchange feelings and express opinions on the Internet, learn about different people's lives, learn more knowledge and learn more news. And some people on the Internet get a lot more attention, and that's the opinion leaders on the Internet. Opinion leaders usually refer to individuals and organizations who are familiar with the media and can better understand the issue because they have more product information and professional knowledge in a specific field. They usually carry out secondary dissemination. They are trusted because they have a certain level of professional information. Through the information they publish on various channels such as social media, many people will support their proposals or buy the products they promote because of their trust. This is the value and promotion role of an opinion leader in the dissemination of social media. Not only that, on some social platforms, if you have enough appeal and public trust in you, your words and posts can even affect the economy and politics of the entire country to a certain extent.

## 1.2. Related Research

Thomas describes a social media phenomenon that shows just how influential opinion leaders are on the Internet. The article cited several examples, reflecting that having a high number of fans on the Internet only needs a post to promote their own products or opinions to get a high heat, greatly increasing the attention and sales of products. This is a very frightening appeal [1]. Alexandre Barbeira taking Musk as an example, this paper introduces how the CEO of a company reflects the professionalism and value of his company through the content published by his account and other channels on social media. How to control the thoughts and emotions of shareholders on social media to achieve the ultimate goal of profit for your company [2]. Juntiwasarakij introduces some preferential treatment that celebrities get on the Internet. First, young people nowadays pay much attention to successful people who can reflect their independent personality, such as self-made people, and celebrities on the Internet will be allocated more attention and traffic when they express their own views. Celebrity culture is becoming increasingly important and ingrained in the new generation. The benefits and influence of celebrity titles are expanding [3].

Schafer and Taddicken show us that the influence of public opinion on social media is still very great. People will still be influenced by the opinions of opinion leaders and most people, and tend to be more accepting of others [4]. Valence and Davis present a new theory of innovation and describe a new method of innovation dissemination by using the convincing power of opinion leaders. A model is presented, and the advantages and limitations of this model are discussed and tested [5]. Meng et al. introduced that in online shopping, sometimes we pay more attention to the recommendation and promotion content of some bloggers, rather than the feedback of buyers on the network platform. This is a kind of consumption behavior influenced by opinion leaders [6].

Lin et al. show us how to make reasonable use of the appeal and conviction of an opinion leader on an online network platform to accumulate popularity, increase exposure and create value for promoting a product or service [7]. Bodendorf and Kaiser introduced us to the more and more extensive aspects of data that are circulating on the Internet now, and you can learn about all aspects of a company on the Internet. Through the numbers on the Internet, we can also understand how the ideas and opinions of opinion leaders are generated, and at the same time, we can identify the data authenticity of the words spoken by opinion leaders [8].

Dong and Zhang introduced to us how to find Opinion leaders in a virtual community. The definition of Opinion leader was first introduced. Secondly, we can learn that Opinion leaders are actually “messengers” of information. Product information is generally interpreted by Opinion leaders before being transmitted to everyone. Therefore, Opinion leaders have a great influence on a social media or network platform [9]. Winter and Neubaum introduce to us the emotions and psychology of a person who plays himself as an opinion leader on social media, and how they are eager to influence and change others through the dynamics posted on their account [10].

## 1.3. Objective

This paper aims to study what kind of value can the influence of opinion leaders on the Internet bring. The second chapter studies the influence of opinion leaders on the value of assets. It includes the impact of online opinion leaders' promotion and evaluation on the price of commodities and the impact of some company executives and partners' promotion and communication on the stock market value of a company. From these influences, we can find that the opinions of opinion leaders on the Internet have caused changes in our lives. The third chapter studies some problems and solutions about opinion leaders cheating consumers that often happen on the Internet. Many bloggers publish their ideas freely on the Internet because they have a lot of fans, and their opinions

will be paid more attention by more people. Many people take bad product advertisements to promote products whose quality and safety cannot be guaranteed.

## **2. The Influence and Reasons of Opinion Leaders' Propaganda on Asset Prices**

### **2.1. The Way, The Impact, The Path**

The influence of the publicity of opinion leaders on asset prices is reflected in many aspects. With the continuous development of science and technology and the progress of social media, people pay more attention to the lives of celebrities and learn from them. A large part of the groups using the Internet are young people and teenagers, they are more willing to accept new things and advocate a free and independent way of life and work, so some independent celebrities and opinion leaders on the Internet will get more attention from them.

Opinion leaders can post some videos and pictures on the Internet, or live broadcasts online to show that they are using a certain product or that they trust a certain company. At this time, opinion leaders have high visibility on the Internet and millions of fans, and because of their trust, many people will buy the products promoted by opinion leaders or trust the stocks of enterprises. Few people understood and chose to buy many goods before becoming the so-called network red goods, but when it suddenly became popular on the Internet, such as "dirty bag", "thumb Sheng Sheng Bao" and other ordinary food, the prices under the packaging of network red and countless shop bloggers can be bought from the original ten dollars, soaring to dozens of dollars at that time are difficult to find a share. At the same time, being an opinion leader on the Internet also helps to accumulate your credibility and reputation. When you become popular on the Internet and get more attention and fans, you will also "appreciate" yourself.

### **2.2. Reason**

The reason is that people are more likely to be influenced when facing a field that they do not know very much about. In our concept, opinion leaders are "insiders" who have professional knowledge, are familiar with products, and understand the market, and the choices they make are usually reasonable and trustworthy. Therefore, we will be influenced by their opinions and suggestions to our judgment, their accounts usually have a lot of fans, and their visibility is also high, it looks at their perspective in the eyes of most people who are looking up, so it is difficult for us to doubt what problems they make suggestions and say.

### **2.3. Case Analysis**

During Kardashian's pregnancy, she posted a Twitter feed touting the benefits of a morning sickness medication she took during pregnancy. Because of her high popularity and visibility on social media, her every post is very hot. Subsequent media reported that the production company of this morning's sickness medicine spent a huge amount of money on this dynamic, but at the same time, it did receive the corresponding return. Since Kardashian posted this news, more people have chosen the company's drugs when buying morning sickness medicines, and sales have increased by about 20 percent.

## **3. Problems and Solution**

### **3.1. Problem**

Now the information on the Internet is mixed, and many opinion leaders who play a large role in the Internet will also publish some false information for their own interests on the Internet. It's hard to

judge. Some commodities themselves have problems to a certain extent, and through the propaganda of opinion leaders, many people will choose to ignore these problems. Many opinion leaders post some politically biased words on social media, and many young fans or people who don't know much about this matter will blindly choose to follow the trend.

## **3.2. The Phenomenon on the Internet**

### **3.2.1. Casual Evaluation**

The fact that anyone can say anything online has led many people to believe that they are hiding behind a virtual account and therefore can't take responsibility for their words and actions. There is a "dazui" person who has made many improper remarks on the Internet. These improper statements may not only be false claims about a product, disinformation about a person, or even slander against a country. The power of language is very powerful, when a person's speech continues to ferment on the Internet, there will be tens of thousands of people who see this news, and some of them may choose to believe this news. This is a very dangerous effect.

### **3.2.2. Defraud Consumers**

With the increasing number of influencers and celebrities on the Internet. There are more and more successful people who are simply packaged for profit, and they promote the product to their fans by taking advertisements on the Internet, hiding the problems and side effects of the product, and only presenting the good side of the product to everyone. The safety of products on the Internet is not guaranteed, and pirated or counterfeit products are often bought in the hands of some broadcast rooms or celebrities. This has caused serious impact and harm to our life safety and health.

## **3.3. Prospects**

It is mentioned in the mob that the way people think, the standard of judgment and even a person's personality can be swallowed up by the blindness of the group. When a person is a lonely individual, he has the characteristics of a very distinct individual. But when he is integrated into a group of people, that is, a group, the group's thoughts and behaviors will affect him, so that his thoughts will be replaced by the group's thoughts.

## **4. Conclusion**

This paper has studied the influence of opinion leaders on the public, including the sales volume of goods, the public opinion of the society, and even the whole country. With the development of the media, new opinion leaders are constantly emerging, and their appeal on the Internet is also constantly expanding and improving. The main finding is that in this era of Internet development, the words of opinion leaders can sometimes have a great impact. The promoted products will be recognized by more people, and the same people who often voice and publicize the company on the Internet will also drive up the company's stock price. Now the value of opinion leaders has become more and more great. People can lose their own ideas because they are carried away by what the masses think. In the face of the collective consensus one's own identity will be erased. When facing opinion leaders on the Internet, we should also keep our own ideas and not be easily controlled and influenced by the opinions of opinion leaders. Some opinion leaders have a certain degree of commercial characteristics, so the words of opinion leaders may also be based on the goal of profit. The Internet is not a place outside the law, and opinion leaders should also be cautious when expressing their own opinions and promoting them, and not publish inappropriate views at will.

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