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Intro to CCT

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The keyword is the inception, and the topic is about how social media is able to "plant" an idea into people's minds, especially finding out how it functions for viral and influencer marketing. In this research, Social Network Analysis (SNA) acts as an essential tool because by mapping out the connection between people, in the viral marketing aspect, we can find out how "viruses" are spreaded. And by identifying the stars in social networks, we can study how influencers successed. According to Scott, Jacob L. Moreno, as the first giant, was known as the "leading influence in the development of the SNA" since he was the first to construct the formal method for making the social relationship chart (Scott, 2013). In Jacob's book *Who Shall Survive?* He constructed graphical social network relationships and interpreted an example in his book of the pandemic the New York training school for girls (Moreno, 1953). Learning through his method, we can also gain a general idea of the influencer's social network.

When focusing on an influencer's social network, we need to answer three questions in advance: how to be an influencer, how to keep the lead and how to influence others. Second giant, Bertram Herbert Raven illustrated which power was needed for being an influencer in *Social psychology : people in groups*. (Raven,1976) From the book, Raven discussed about French and Raven's bases of power which gives six powers to form a government, lead a group or become an influencer. Among them, three kinds are related to being an influencer: reward power--influencers can provide better deals for followers, expert power--influencers need expertise knowledge to guide followers, and information power--the new power added on original five because, in information era, information itself is considered as power. With other

characteristics named on the book like equity and dependence, we can explore more formation of an influencer. Plus as Jacob mentioned, a group can enhance or undermine power to construct a particular structure of influencer. (Scott, 2013)

The third giant is Paul Lazarsfeld, who was named as the founding figure in 20th-century empirical sociology (Jerabek, 2001). In his book, Paul proved that consumers, readers and users have limited trust in mass media. And it is hard for them to digest information from the mass media. As a result, he pointed out the hypothesis that an opinion leader is needed as an intermediary player between mass media and users which is called the two-step-flow. (Katz, 1955) The key point is the influence power and networks of influencers because they need it in order to pass the information from the top to the bottom or whoever they have met. In the social media era, the opinion leader can be seen as the influencer. Plus, by studying the two-step-flow, we can understand why viral marketing can not be accomplished by companies themselves but influencers are crucial factors.

The reason I chose those three giants is that they are the precursor of the research, such as Jacob's first formal graphic social network chart, Raven's bases of power and Paul's two-step-flow. Other similar researches are based on their fundamentals. Most of their research was conducted decades ago, thus, they might have less currency. But they function like a benchmark that people afterwards would cite from them a lot. And it is easy to find relevant research as well. Moreover, comparing with recent research, we can figure out the changes in methodology like development of research methods in SNA.

References

Scott, J. (2013). *What is social network analysis?* . Bloomsbury Academic.

The book gives a good introduction to social network analysis, including history, method and

case studies, so it is a good starting point for research. Plus, the book is newer than other cited

books so it gives better critical information based on recent year situations.

Moreno, J. (1953). *Who shall survive? Foundations of sociometry, group psychotherapy and*

       sociodrama. ([Rev. ed]). Beacon House.

In this book, Jacob first used graphic social network chart to interpret problem, and after years
of evolution, methods are changed but concept described in the book remains

Raven, B., & Rubin, J. (1976). *Social psychology : people in groups* . Wiley.

6 types of power of influencers was illustrated in the book, by comparing with recent influencers,

we can know which power was enhanced and which is undermined as forming a certain group.

Jerabek, H. (2001). Paul Lazarsfeld--The Founder of Modern Empirical Sociology: A Research

       Biography. *International Journal for Quality in Health Care*, *13*(3), 229–244.

       https://doi.org/10.1093/ijpor/13.3.229

 Introduction for Paul Lazarfeld. Arthur highly praised Paul and provided information on his

 work on two-step-flow.

Katz, E., & Lazarsfeld, P. (1955). *Personal influence; the part played by people in the flow of*

      mass communications. Free Press.

Arthur states the public has limited trust with mass media and raised the hypothesis that

opinion leaders are required. This argument can help wo discover the formation of influencer