

Zhihan Zhao

Intro to CCT

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Identify Giants

My keyword is the inception and can be separated into two parts, social media, and political propaganda and influencer or virus marketing. The keyword I chose from the textbook is “share” written by Nicholas A. John because it concludes the social media network, which is sharing and gathering ideas. Two giants I found were Turner Fred and Jure Leskovec.

Turner was considered as one of the most influential experts on cyberculture (Lusoli,2020) He was known for his study in multimedia, interdisciplinary research, and countercultural movements.¹ In his most cited book, he illustrated how computers develop from a cold machine to symbols of personal liberation and alter community (Turner, 2008), which was quoted more than two thousand times and made him become the “observer of the cyberculture.²” Plus in the article, Computational journalism, he suggested that computer scientists can empower journalists, and produce news in the public interest. (Cohen, 2011) The article was published ten years earlier but successfully forecast the boosting We-media market of recent years.³ He has more than four thousand total quotes according to Google Scholar and he is the professor of communication at Stanford University, Plus, quotes are nearly even for each year of the decade, which gives him the authority to become a giant.

The second giant is Jure Leskovec, Professor of Computer Science at Stanford University, having more than seventeen thousand total quotes and with constantly increasing quotes in recent years indicating the currency of his articles and how his studying subject is relevant to recent years technology research. Compared to Turner, Jure focuses more on building

models to explain the existence and forecast the future. He also had many great models for viral marketing and influencers marketing which perfectly matches my research. For example, he successfully developed a model that can identify which product will be more successful in viral marketing.⁴(Leskovec, 2007) and use modal to predict positive/negative social network responses.⁵ (Leskovec,2010) He also managed to clear out the path for information spread in influencer marketing.⁶ (Gomez-Rodriguez, 2012) All three pieces of research are in the list of top quoted researches which shows the models were well-known and successful.

Note:

1. An interview with Turner discussed his studying focus and concluded that he is one of the giants in Cybernet. The interview pointed out the key researches studied by Turner.
2. It shows the history of the network and with the article, I can conclude which factors made the public trust the new internet media as they trust in newspapers or radios, and the pros and cons of it.
3. The article illustrates the starting of computational journalism and provides the possible patterns which can be used to define and study current computational journalism like We-media, to analyze the upside and downside and identify what part it plays in manipulating public ideas.
4. The article provides a model to forecast if a product will succeed in viral marketing and by studying the characteristics of the product, I can determine the common demand for customers in viral marketing
5. With the article, I can find out how positive and negative links or news impact audiences differently. Furthermore, I am able to figure out which links should be used to manipulate audiences' thought in certain situations.
6. It studied the roles of influencers in the influence market and pointed out that non-influencer, who is the message receiver, are the important media in the influence market.

References

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