

A Deep Dive of Influencers

Influencers. The people who are responsible for influencing other people by their didactic ways. Not saying all influencers are bad. We do need some influencers that can be beneficial to society. However, other influencers influencing dangerous things are caveats to society. This piece will demonstrate how influence is good or bad to society.

First of all, let's explore the meaning of influence. Influence is basically a power to change people based on behaviors, appearance, development, and their interests. Everyone is born with the power of influence. For example, a group of friends talk about what they did in a certain event. Some in the group feel interested in what their friends say.

People can influence others based on products. Sponsorships can be an example. Whatever influencers present a product, their audience will be interested in it. A product can be beneficial or controversial to the audience.

So why are influencers split in two groups? One group can give good recommendations to people that serve a good purpose. Another group gives bad recommendations to be controversial to society. It depends on human nature to show influence. A bad influencer can have a bad personality such as narcissism and selfishness. Or a bad influencer is always bandwagoning other influencers instead of doing actual research on what the influencers are presenting. A good influencer gives off positive energy and does actual research on the product they want to influence.

Wajih Chowdhury
Professor Vicars
Freshman Composition
12/05/22

According to *Fyre Festival: The good, the bad, the ugly and its impact on influencer marketing*, a study by Loren Gilbert, influencers are split in different tiers based on Instagram followers: Nano ranges 1K-10K followers, Micro ranges 10K-50K, Mid-Tier ranges 50K-500K, Macro ranges 50K-1M, Mega ranges over 1 million followers. To simplify, nano is the lowest tier and mega is the highest tier, which is basically celebrity status. The way influence works in Instagram is doing a promotion. Amber Fillerup, a lifestyle blogger with 1.4 million followers, does big promotions such as Tropicana, airlines, and department stores. On the other hand, Khloe Kardashian with approximately 100 million followers, promoted a small skincare brand. So if a big influencer promotes small products like what Khloe Kardashian did, the product will gain a lot of attention thanks to the power of influence. Big promotions are not worth influencing since these brands are well-known.

Let's explore the disaster of the Fyre Festival. The Fyre Festival was supposed to be one of the biggest pop culture events hosted by American rapper Ja Rule and entrepreneur Billy McFarland. The festival's goal is to make people's experience worthwhile. They plan to set up a unique location, a private island in the Bahamas. Seems luxurious. But, it won't be as good as it seems when diving deeper into details.

The organizers at the Fyre Festival are first-timers. They use the festival opportunity to promote their own app, The Fyre app. Since the organizers are first timers, they need a way to promote the event, so the app could get more attraction. That's when they are bringing up a smart strategy, to showcase Mega influencers. In other words, famous celebrities are promoting the event. There are several celebrities in the promotion, showcasing each of them to show how luxurious the event is. One of them influenced more people to use the Fyre app. That person is a

Wajih Chowdhury
Professor Vicars
Freshman Composition
12/05/22

well-known model, Kendall Jenner. With over 260 million followers on Instagram, there will be a large portion of followers interested in this event.

Now onto the bad part about the Fyre Festival. The expectations in this event are so high, that it quickly became a disappointment. The event as a whole is not luxurious, and is in fact, dangerous to people. The problem with the festival is the poor management by the organizers. The first day of the event is a mess. The people are living in tents, mediocre food was served, and poor resources of electricity, water and food. That's why influence can sometimes bring disappointments.

Due to the fiasco the event is facing, many people are blaming Kendall Jenner for this event. Even though Billy McFarland is primarily the main reason for being a fraud, Kendall Jenner gets the blame the most because she is popular. Even though she is not responsible for organizing the event, she still plays a part in promoting a disaster.

Since we looked at one of the worst and highly influenced events, let's talk more about social media influence. TikTok is one of the most popular social media apps in the world. It is known for publishing short videos for a lot of topics. Most of Generation Z consumes TikTok as a source of entertainment than other generations. Of course, there will be a lot of influencers on this platform.

Let's focus more on consumers on TikTok. TikTok definitely has advertisements, which will generate more audience since their publishing videos are short. According to *Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention*, they noted that consumer behaviors are crucial in buying advertising products. The article also noted the three types of video content on TikTok: emotional dimension, entertaining dimension, and informative

Wajih Chowdhury
Professor Vicars
Freshman Composition
12/05/22

dimension. Emotional dimension makes the audience invested in video advertisements by making them feel positive or negative emotions. Entertaining dimension catches the consumers attention and helps them reduce stress. Informative dimension gives useful information to people to help aid them in their life. No matter which content an audience consumes, it will lead to being attracted to video advertisements.

TikTok can be a double-edged sword. Some users on the platform can be credible, but there could be others that spread misinformation to people. Taking a look at video advertisements, there can be some advertisers that lie to users about a product that can be a scam. No matter which type of content, there will still be a small amount of misinformation that users will realize.

Video advertisements are not the only ones to influence users on TikTok. In fact, any type of content can influence people's behaviors and appearances. An example would be people who waste food on TikTok. Popular TikToker Wasil Daoud was known as a "food wasting guy". His only content is wasting food. He posts how an average person makes and eats food vs how he makes and eats food. Basically, what he is trying to say is that he wants to show that he is different from everyone by wasting food with intent. Apparently, most people did not find his content humorous because of unnecessary food waste. In addition, Wasil realized the criticism he faces, which led him to stop posting food wasting videos. Even though he did the right thing, he's still responsible for influencing others to do the same as he did before. Other users will post the same content and get a mass amount of likes and views as a result.

Gym influencers can do the same thing as Wasil did. Well, not exactly the same content, but they can sometimes lie. Not all gym influencers are bad. There are some positive influencers

Wajih Chowdhury
Professor Vicars
Freshman Composition
12/05/22

that are needed in the gym community. However, even a bad influencer can poison the gym community entirely. According to *'You know what, I'm in the trend as well': understanding the interplay between digital and real-life social influences on the food and activity choices of young adults*, a 24-year old anonymous man comments that exercises on Facebook are simplified for working out anywhere. He finds it lame and states that these simplified exercises don't train him. What he means is that gym influencers made up exercises that may seem easy to do to guarantee achieving a perfect body shape. But that is not the case since exercises don't automatically give you muscles at a specific time interval. It's due to different genetics in each person. In other words, gym influencers are actually untrustworthy when they try to influence their audience to do these exercises that don't guarantee HUGE muscles.

Let's mention the fact how gym influencers get their muscles. Is it from weightlifting and having remarkable genetics? Well, there are some that have those conditions. Even so, the real answer is steroids. These type of gym influencers are making themselves legit with their hardcore muscles while their true intentions is using steroids to gain muscles faster. The reason why celebrities using steroids can be dangerous to the audience is because the audience will set a mindset of achieving the same body type as the celebrity. But that is not the case because it's nearly impossible to achieve the perfect body due to genetics. In addition, that leaves the audience to peer pressure themselves to use illegal supplements such as steroids. *Steroids Beyond Sports* by Brendan J. Lyons states that there are allegations of steroid use by NFL players, MLB players, pro wrestlers, police officers, pro-bodybuilders, celebrities, etc. The article also states that famous actor Sylvester Stallone was charged with possession of steroids. He uses steroids for his acting career in numerous films he's been in. Even if an actor uses steroids for films he's

Wajih Chowdhury
Professor Vicars
Freshman Composition
12/05/22

been working on, the audience will still consider steroids due to a celebrity's influence. It's extremely dangerous to use steroids without the doctor's consent to achieve goals just like a celebrity influencer.

Moving on to religious influence. Religion has been practiced for many centuries. But did you know that religion can help spiritually influence your health? *The Handbook of the Psychology of Religion and Spirituality* (p.454) states that a study about 20,000 people in the United States show people who are often religious have a life-expectancy of 7 more years than non-religious people. This can be true since most religions such as Christianity, Judaism, and Islam are strict with their rules. By that, religious people practice their religion by being the pure version of themselves. So no matter what religion they are practicing, they can guarantee a long-lasting life. As long as they are being strict with their religion at their own will.

To sum up this research piece, influencers are everywhere from social media to real life. Influencers are like a two-pathway road. One of these types is poison to society. Their goal is to give bad advice to their fellow audience to make bad decisions and have bad behaviors. On the other hand, there is an influencer that can bring light to society. The objective of good influencers is to maintain a positive attitude and make sure their great advice can benefit the audience's behavior and their life. Although it's inevitable that bad influencers are killing the modern society, we still need good influencers to protect and guide the modern society.

Works Cited

Araujo, Clarisse Jane G, et al. "Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention." *INTERNATIONAL JOURNAL OF SOCIAL AND MANAGEMENT STUDIES (IJOSMAS)*, 2022,

<https://ijosmas.org/index.php/ijosmas/article/view/123/102>.

Gilbert, Loren Grace; Childers, Courtney; and Boatwright, Brandon, "Fyre Festival: The good, the bad, the ugly and its impact on influencer marketing" (2020). Chancellor's Honors Program Projects. https://trace.tennessee.edu/utk_chanhonoproj/2320

Leu, J., Tay, Z., Van Dam, R., Müller-Riemenschneider, F., Lean, M., Nikolaou, C., & Rebello, S. (2022). 'You know what, I'm in the trend as well': Understanding the interplay between digital and real-life social influences on the food and activity choices of young adults. *Public Health Nutrition*, 25(8), 2137-2155. doi:10.1017/S1368980022000398

Lyons, Brendan J. "Steroids beyond Sports." *Timesunion.com*, 13 Jan. 2008, https://the17thman.typepad.com/my_weblog/files/albany_n.Y._%20Timesunion.com%20-%20Print%20Story.pdf.

Paloutzian, Raymond F., and Crystal L. Park. *Handbook of the Psychology of Religion and Spirituality*. Guilford Press, 2015.