

Review for Identifying Online Opinion Leaders

Authors : Yu Wang

Abstract : Nowadays, Internet enables its users to share the information online and to interact with others. Facing with numerous information, these Internet users are confused and begin to rely on the opinion leaders' recommendations. The online opinion leaders are the individuals who have professional knowledge, who utilize the online channels to spread word-of-mouth information and who can affect the attitudes or even the behavior of their followers to some degree. Because utilizing the online opinion leaders is seen as an important approach to affect the potential consumers, how to identify them has become one of the hottest topics in the related field. Hence, in this article, the concepts and characteristics are introduced, and the researches related to identifying opinion leaders are collected and divided into three categories. Finally, the implications for future studies are provided.

Keywords : online opinion leaders, user attributes analysis, text mining analysis, network structure analysis

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