A study on Impressiveness Management of Internet Celebrities

Emergent Research Forum Paper

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Abstract

The issue of social media has attracted much attention in the fields of information management and marketing. Recently, the live webcast service newly introduced on social media has renewed the issues. With the increasing popularity of social media, the live webcast service provides more opportunities of higher interactivity to Internet celebrities to communicate with Internet users. With frequent interaction with Internet users, the Internet celebrities construct their self-images and build a long-term personal reputation. Therefore, how Internet celebrities enhance their self-image and personal reputation is an interesting research issue. Specifically, this study intends to investigate how Internet celebrities employ personal impressiveness management to improve their personal image and branding. The corporate reputation formation framework was employed as the theoretical perspective to investigate Internet celebrities' personal impressiveness management through social media.

Keywords

Impressiveness management, Self-presentation, Live webcast, Virtual community, Internet celebrities.