

IDENTIFYING 5 CLASSES OF “INFLUENTIALS”

TYPE	ROLE	EFFECT ON OTHERS
Role Models	Act out the desired behavior, show how to do it	Admiration, emulation
Opinion Leaders	Influence behavior & opinion by giving (or withholding) social acceptability, providing expertise	Peer pressure, desire to go along; trust
Power Leaders	Provide official approval or sanction	Fear based on power to reward or punish
Cheerleaders	Add emotion, adrenaline, team spirit; wave the pom-poms	Boost morale & can-do feelings, even in incredulous situations
Celebrities	Gain attention for the topic through their visibility	Attraction, awareness