

internalization of the thin ideal and appearance comparison tendencies. The role of social media in shaping and reflecting public opinions and attitudes is intricately linked with the principles of authentic leadership. Influencers who engage authentically with their followers can drive significant social change by promoting ethical behavior and communal values. As digital platforms continue to evolve, understanding the mechanisms of this influence becomes crucial for harnessing social media's power for positive societal impact.

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Introduction. (1) graded.docx", "text": "From Tweets to Change: Social Media's Role in Contemporary Leadership\n\nAlexis Lindsay\nClaremont Lincoln University\n\nA Capstone Action Project\nSubmitted to Claremont Lincoln University\n\nin Partial Fulfillment of the Requirements for the \nM.A. Organizational Leadership \u2013 Professional Studies\n\nClaremont CA\n\nFrom Tweets to Change: Social Media's Role in Contemporary Leadership\n\nCHAPTER 1: Introduction\n\nThe author's fianc\u00e9 is suspicious. He does not trust easily and always looks beyond what people say to determine their meaning. Consequently he is very hard to manipulate and very hard to influence and as such he is very hard to lead; he prefers to be in charge. Therefore he is skilled in convincing people. He knows how to influence others and lead people because as Northouse (2019) asserts leadership is an influence process.\n\nUnlike the author's fianc\u00e9 a significant portion of the population does not delve deeply into the authenticity of the information they receive; 18% of Americans report that social media has a significant impact on their voting decisions and 55% consider it their primary news source according to a 2019 Pew Research study. This widespread influence of social media raises a compelling question about the nature of leadership in the digital era. Building on Northouse's definition I intend to argue that the influence exerted by social media can be seen as a form of authentic leadership. This form of leadership practiced by social media influencers aligns closely with authentic leadership theory emphasizing transparency ethics and a focus on the communal good. Through their pervasive reach and often personal engagement with followers these influencers craft a modern leadership narrative that significantly shapes public opinions and societal values.\n\nSocial Significance\n\nThe influence of social media is profound and ubiquitous reaching across all sectors of society. According to the Pew Research Center approximately 72% of the U.S. public uses some type of social media with varying impacts on social political and community engagement (Pew Research Center 2021). The breadth of this influence spans across diverse demographic groups making nearly everyone a potential recipient of communicated messages whether accurate or misleading.\n\nThe potential benefits of this influence include increased awareness and mobilization for social causes as seen with movements like #MeToo and #BlackLivesMatter which have propelled significant societal shifts and brought critical issues to the forefront of global awareness. Social media influencers have played crucial roles in these movements utilizing their platforms to amplify voices and call for action. For instance prominent figures like Alyssa Milano and Tarana Burke have used their influence to promote the #MeToo movement leading to widespread discussions about sexual harassment and assault (Mendes et al. 2018).\n\nHowever the risks involve the spread of misinformation and manipulating public opinion which can polarize communities and disrupt democratic processes. The cost of such influence can be seen in the widespread controversies surrounding elections and public policy debates where influencers have swayed public sentiment through both genuine and questionable means. For example during the 2016 U.S. presidential election false information disseminated by social media influencers and bots was found to have significantly impacted voter perceptions and behaviors (Allcott & Gentzkow 2017).\n\nThe individuals most impacted by this phenomenon include young adults who are the most active on platforms like Instagram and TikTok and are particularly susceptible to influencer marketing and political campaigns (Auxier & Anderson 2021). This demographic's high engagement levels highlight the critical need to understand the mechanisms of influence and leadership within these digital platforms. Research indicates that young people trust influencers more than traditional

celebrities or politicians making them a key target for marketing and political messaging (Djafarova & Rushworth 2017).

In addition to social movements and political implications the economic impact of social media influence is significant. Influencer marketing has become a multi-billion-dollar industry with brands leveraging the reach and authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence the influencer marketing industry is set to grow to approximately \$15 billion by 2022 (Business Insider Intelligence 2021). This economic dimension underscores the dual nature of influencer power: while it offers opportunities for authentic brand engagement it also raises questions about ethics and transparency in advertising.

The social significance of social media influence is further highlighted by its role in mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image particularly among young women. For example Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction mediated by the internalization of the thin ideal and appearance comparison tendencies. These findings suggest that while influencers can promote positive messages they also have the potential to contribute to harmful social norms.

Conclusion

This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social media influencers as contemporary leaders who not only entertain but also significantly influence societal values and norms. By aligning the characteristics of social media leadership with authentic leadership theories this study will evaluate the authenticity and ethical considerations of influencers' practices. The findings are expected to provide insights into how digital platforms can be harnessed for responsible and effective leadership promoting positive change while mitigating risks associated with digital influence. This foundational exploration sets the stage for a detailed literature review in Chapter 2 where theories of leadership and empirical studies on digital influence will be synthesized to build a comprehensive framework for understanding leadership in the digital age.

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platforms, whether accurate or misleading. The impact of social media is evident in various sectors, from political engagement to social movements, economic trends, and mental health.

To investigate this phenomenon, data was gathered through a comprehensive literature review and qualitative analysis of social media interactions. Sources included peer-reviewed articles, books on leadership theories, and empirical studies on social media's influence. Reputable institutions such as the Pew Research Center provided statistical data on social media usage and its societal impacts.

The influence of social media on public opinion became noticeable in the early 21st century with the advent of platforms like Facebook, Twitter, and YouTube. Events such as the Arab Spring (2011) and Occupy Wall Street (2011) highlighted the power of social media to mobilize people and spread ideas rapidly. The #MeToo movement, which gained momentum through a tweet by Alyssa Milano in 2017, exemplified how social media could catalyze significant social change by encouraging victims of sexual harassment to speak out (Thomson, 2018).

Authentic leadership, as defined by Northouse (2019), is a process where an individual influences others to achieve a common goal through genuine and ethical behavior. This concept is mirrored in the actions of social media influencers who build trust and engagement with their followers through transparency and authenticity. Influencers like Tarana Burke and Alyssa Milano have utilized their platforms to lead movements such as #MeToo, advocating for societal values of justice and accountability (Mendes et al., 2018). These influencers often exemplify the core components of authentic leadership by maintaining a transparent and genuine presence online, fostering trust and loyalty among their followers. This trust is critical, as it enables influencers to mobilize their audience for various causes, from social justice movements to political campaigns.

Social media acts as both a mirror and a mold for public opinion, reflecting current sentiments and attitudes while simultaneously shaping those sentiments through the dissemination of information and the mobilization of collective action. For instance, during the 2016 U.S. presidential election, social media significantly influenced voter perceptions through both authentic content and misinformation (Allcott & Gentzkow, 2017). The economic implications of social media influence are also significant. Influencer marketing has become a multi-billion-dollar industry, with brands leveraging the reach and perceived authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence, the influencer marketing industry is projected to grow to approximately \$15 billion by 2022 (Business Insider Intelligence, 2021).

While social media holds the potential for positive influence, it also poses risks. The spread of misinformation can polarize communities and disrupt democratic processes. The controversies surrounding the 2016 U.S. presidential election, where false information disseminated by social media influencers and bots significantly impacted voter perceptions and behaviors, exemplify this risk (Allcott & Gentzkow, 2017). Moreover, the influence of social media extends to mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image, particularly among young women. For instance, Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction, mediated by the internalization of the thin ideal and appearance comparison tendencies.

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In addition to social movements, social media's influence extends deeply into the political sphere. Modern political candidates in America have recognized the necessity of maintaining a robust online presence. Platforms like Twitter and Facebook are not only used for engagement but also for major announcements, policy declarations, and real-time interaction with constituents. For instance, former President Donald Trump famously used Twitter to communicate directly with the public and announce significant policy decisions, thereby bypassing traditional media channels (Heilweil & Ghaffary, 2021). This direct communication method aligns with the principles of authentic leadership, where transparency and direct engagement are paramount.

Authentic leadership, as defined by Northouse (2019), is a process where an individual influences others to achieve a common goal through genuine and ethical behavior. This concept is mirrored in the actions of social media influencers who build trust and engagement with their followers through transparency and authenticity. Influencers like Tarana Burke and Alyssa Milano have utilized their platforms to lead movements such as #MeToo, advocating for societal values of justice and accountability (Mendes et al., 2018). These influencers often exemplify the core components of authentic leadership by maintaining a transparent and genuine presence online, fostering trust and loyalty among their followers. This trust is critical, as it enables influencers to mobilize their audience for various causes, from social justice movements to political campaigns.

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While social media holds the potential for positive influence, it also poses risks. The spread of misinformation can polarize communities and disrupt democratic processes. The controversies surrounding the 2016 U.S. presidential election, where false information disseminated by social media influencers and bots significantly impacted voter perceptions and behaviors, exemplify this risk (Allcott & Gentzkow, 2017). Moreover, the influence of social media extends to mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image, particularly among young women. For instance, Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction, mediated by the

internalization of the thin ideal and appearance comparison tendencies. The role of social media in shaping and reflecting public opinions and attitudes is intricately linked with the principles of authentic leadership. Influencers who engage authentically with their followers can drive significant social change by promoting ethical behavior and communal values. As digital platforms continue to evolve, understanding the mechanisms of this influence becomes crucial for harnessing social media's power for positive societal impact.

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This revision includes the discussion about the necessity of an online presence for modern political candidates and the use of social media for major announcements."}], "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"citations": [], "gizmo_id": "g-bo0FiWLY7", "finish_details": {"type": "stop", "stop_tokens": [200002]}, "is_complete": true, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "auto", "pad": "AAAA", "parent_id": "39d618a0-6dcb-4b21-9e40-1ede65d47a6b", "request_id": "8ae10b60b8d5ba89-MXP", "timestamp": "absolute", "recipient": "all", "channel": null}, "parent": "39d618a0-6dcb-4b21-9e40-1ede65d47a6b", "children": ["aaa2d2ad-3dce-406a-b8e5-bdd93dfb31c1"]}, {"id": "aaa2d2ad-3dce-406a-b8e5-bdd93dfb31c1", "message": {"id": "aaa2d2ad-3dce-406a-b8e5-bdd93dfb31c1", "author": {"role": "user", "name": null, "metadata": {}}, "create_time": 1722821634.212737, "update_time": null, "content": {"content_type": "text", "parts": ["can we integrate this intro to make the chapter 2 more engaging: The author's fiancée does not consider social media, such as TikTok and Twitter, as reliable sources of information. They feel that government leaders and politicians undermine the seriousness and importance of their positions when they use lighthearted TikTok videos to promote their message or agenda. Additionally, they believe that such displays reflect the sensationalism and showmanship of American politics. In contrast to their opinion, a Pew Research study in 2023 found that over 50% of adults surveyed reported getting their news from social media at least sometimes. On July 21st, 2024, President Joe Biden announced his decision not to seek re-election in the fall. This historic announcement, marking the first time in over fifty years that a sitting

President refused their party's nomination, was made using the platform now known as X. The use of social media highlights its efficiency in disseminating information and providing individuals with the opportunity to engage in the public sphere, gain followers, and exert influence on an unprecedented scale."}], "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "8ae30aaa19eabb00-MXP", "message_source": null, "timestamp": "absolute", "message_type": null, "recipient": "all", "channel": null, "parent": "2054b8f1-1888-4221-a5a5-6c0de0be2043", "children": ["921fc8e0-8b82-49bd-b03f-e96888e727f1"]}, "921fc8e0-8b82-49bd-b03f-e96888e727f1": {"id": "921fc8e0-8b82-49bd-b03f-e96888e727f1", "message": {"id": "921fc8e0-8b82-49bd-b03f-e96888e727f1", "author": {"role": "system", "name": null, "metadata": {}}, "create_time": 1722821670.289569, "update_time": null, "content": {"content_type": "text", "parts": [""]}, "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"is_complete": true, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "auto", "pad": "AAAAAAAAAAAAAAAA", "parent_id": "aaa2d2ad-3dce-406a-b8e5-bdd93dfb31c1", "request_id": "8ae30aaa19eabb00-MXP", "timestamp": "absolute", "is_visually_hidden_from_conversation": true}, "recipient": "all", "channel": null, "parent": "aaa2d2ad-3dce-406a-b8e5-bdd93dfb31c1", "children": ["c4b64349-4255-4289-aaf5-f5ccaad314bc"]}, "c4b64349-4255-4289-aaf5-f5ccaad314bc": {"id": "c4b64349-4255-4289-aaf5-f5ccaad314bc", "message": {"id": "c4b64349-4255-4289-aaf5-f5ccaad314bc", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1722821670.289656, "update_time": null, "content": {"content_type": "text", "parts": ["### Chapter 2: Social Media Shaping and Reflecting Public Opinions and Attitudes Through the Lens of Authentic Leadership Theory\n\nThe author's fianc\u00e9e does not consider social media, such as TikTok and Twitter, as reliable sources of information. They feel that government leaders and politicians undermine the seriousness and importance of their positions when they use lighthearted TikTok videos to promote their message or agenda. Additionally, they believe that such displays reflect the sensationalism and showmanship of American politics. In contrast to their opinion, a Pew Research study in 2023 found that over 50% of adults surveyed reported getting their news from social media at least sometimes.\n\nOn July 21st, 2024, President Joe Biden announced his decision not to seek re-election in the fall. This historic announcement, marking the first time in over fifty years that a sitting president refused their party's nomination, was made using the platform now known as X. The use of social media highlights its efficiency in disseminating information and providing individuals with the opportunity to engage in the public sphere, gain followers, and exert influence on an unprecedented scale.\n\nIn the contemporary digital era, social media has emerged as a formidable force influencing public opinions and attitudes. The phenomenon where social media both shapes and reflects public opinions is particularly significant when examined through the lens of authentic leadership theory. Authentic leadership, which emphasizes transparency, ethics, and a communal focus, aligns closely with the activities of social media influencers who wield substantial sway over their followers.\n\nThe role of social media in influencing public opinion is both profound and pervasive. Approximately 72% of the U.S. public uses some form of social media, with platforms such as Facebook and YouTube leading the way (Auxier & Anderson, 2021). This extensive reach ensures that nearly everyone is exposed to the opinions and ideas circulated on these platforms, whether accurate or misleading. The impact of social media is evident in various sectors, from political engagement to social movements, economic trends, and mental health.\n\nTo investigate this phenomenon, data was gathered through a

comprehensive literature review and qualitative analysis of social media interactions. Sources included peer-reviewed articles, books on leadership theories, and empirical studies on social media's influence. Reputable institutions such as the Pew Research Center provided statistical data on social media usage and its societal impacts.

The influence of social media on public opinion became noticeable in the early 21st century with the advent of platforms like Facebook, Twitter, and YouTube. Events such as the Arab Spring (2011) and Occupy Wall Street (2011) highlighted the power of social media to mobilize people and spread ideas rapidly. The #MeToo movement, which gained momentum through a tweet by Alyssa Milano in 2017, exemplified how social media could catalyze significant social change by encouraging victims of sexual harassment to speak out (Thomson, 2018).

In addition to social movements, social media's influence extends deeply into the political sphere. Modern political candidates in America have recognized the necessity of maintaining a robust online presence. Platforms like Twitter and Facebook are not only used for engagement but also for major announcements, policy declarations, and real-time interaction with constituents. For instance, former President Donald Trump famously used Twitter to communicate directly with the public and announce significant policy decisions, thereby bypassing traditional media channels (Heilweil & Ghaffary, 2021). This direct communication method aligns with the principles of authentic leadership, where transparency and direct engagement are paramount.

Authentic leadership, as defined by Northouse (2019), is a process where an individual influences others to achieve a common goal through genuine and ethical behavior. This concept is mirrored in the actions of social media influencers who build trust and engagement with their followers through transparency and authenticity. Influencers like Tarana Burke and Alyssa Milano have utilized their platforms to lead movements such as #MeToo, advocating for societal values of justice and accountability (Mendes et al., 2018). These influencers often exemplify the core components of authentic leadership by maintaining a transparent and genuine presence online, fostering trust and loyalty among their followers. This trust is critical, as it enables influencers to mobilize their audience for various causes, from social justice movements to political campaigns.

Social media acts as both a mirror and a mold for public opinion, reflecting current sentiments and attitudes while simultaneously shaping those sentiments through the dissemination of information and the mobilization of collective action. For instance, during the 2016 U.S. presidential election, social media significantly influenced voter perceptions through both authentic content and misinformation (Allcott & Gentzkow, 2017). The economic implications of social media influence are also significant. Influencer marketing has become a multi-billion-dollar industry, with brands leveraging the reach and perceived authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence, the influencer marketing industry is projected to grow to approximately \$15 billion by 2022 (Business Insider Intelligence, 2021).

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chapter and phenomenon being discussed.\n/ 15 pts\nChapter 2 describes a specific problem/issue/phenomenon. The problem/issue/phenomenon is thoroughly identified, described and explained for the reader.\n/ 15 pts\nChapter 2 contains clear definitions of key terms related to the problem/issue/phenomenon\n/ 10 pts\nChapter 2 contains a paragraph (conclusion) that summarizes the chapter and serves as a transition to Chapter 3\n/ 10 pts\nChapter 2 includes a variety of credible source support with citations and source information referenced in APA format.\n/ 10 pts\nChapter 2 is written at a graduate level with proper grammar, mechanics, organization (introduction, body, and conclusion) and editing.\n/ 20 pts\nTotal Points

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nearly everyone a potential recipient of communicated messages whether accurate or misleading. The potential benefits of this influence include increased awareness and mobilization for social causes as seen with movements like #MeToo and #BlackLivesMatter which have propelled significant societal shifts and brought critical issues to the forefront of global awareness. Social media influencers have played crucial roles in these movements utilizing their platforms to amplify voices and call for action. For instance prominent figures like Alyssa Milano and Tarana Burke have used their influence to promote the #MeToo movement leading to widespread discussions about sexual harassment and assault (Mendes et al. 2018). However the risks involve the spread of misinformation and manipulating public opinion which can polarize communities and disrupt democratic processes. The cost of such influence can be seen in the widespread controversies surrounding elections and public policy debates where influencers have swayed public sentiment through both genuine and questionable means. For example during the 2016 U.S. presidential election false information disseminated by social media influencers and bots was found to have significantly impacted voter perceptions and behaviors (Allcott & Gentzkow 2017). The individuals most impacted by this phenomenon include young adults who are the most active on platforms like Instagram and TikTok and are particularly susceptible to influencer marketing and political campaigns (Auxier & Anderson 2021). This demographic's high engagement levels highlight the critical need to understand the mechanisms of influence and leadership within these digital platforms. Research indicates that young people trust influencers more than traditional celebrities or politicians making them a key target for marketing and political messaging (Djafarova & Rushworth 2017). In addition to social movements and political implications the economic impact of social media influence is significant. Influencer marketing has become a multi-billion-dollar industry with brands leveraging the reach and authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence the influencer marketing industry is set to grow to approximately \$15 billion by 2022 (Business Insider Intelligence 2021). This economic dimension underscores the dual nature of influencer power: while it offers opportunities for authentic brand engagement it also raises questions about ethics and transparency in advertising. The social significance of social media influence is further highlighted by its role in mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image particularly among young women. For example Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction mediated by the internalization of the thin ideal and appearance comparison tendencies. These findings suggest that while influencers can promote positive messages they also have the potential to contribute to harmful social norms.

Conclusion

This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social media influencers as contemporary leaders who not only entertain but also significantly influence societal values and norms. By aligning the characteristics of social media leadership with authentic leadership theories this study will evaluate the authenticity and ethical considerations of influencers' practices. The findings are expected to provide insights into how digital platforms can be harnessed for responsible and effective leadership promoting positive change while mitigating risks associated with digital influence. This foundational exploration sets the stage for a detailed literature review in Chapter 2 where theories of leadership and empirical studies on digital influence will be synthesized to build a comprehensive

framework for understanding leadership in the digital age.

CHAPTER 2:
Identification of Phenomenon

The author's fiancé does not consider social media such as TikTok and Twitter as reliable sources of information. He feels that government leaders and politicians undermine the seriousness and importance of their positions when they use lighthearted TikTok videos to promote their message or agenda. Additionally he believes such displays reflect American politics' sensationalism and showmanship. In contrast to their opinion a Pew Research study in 2023 found that over 50% of adults surveyed reported getting their news from social media at least sometimes (Social Media and News Fact Sheet 2023).

On July 21st 2024 President Joe Biden announced his decision not to seek re-election in the fall. This historic announcement marking the first time in over fifty years that a sitting president refused their party's nomination was made using the platform now known as X (Mason et al. 2024). The use of social media highlights its efficiency in disseminating information and providing individuals with the opportunity to engage in the public sphere gain followers and exert influence on an unprecedented scale.

In the contemporary digital era social media has emerged as a formidable force influencing public opinions and attitudes. This phenomenon where social media both shapes and reflects public opinions is particularly significant when examined through the lens of authentic leadership theory. Authentic leadership which emphasizes transparency ethics and a communal focus aligns closely with the activities of social media influencers who wield substantial sway over their followers.

The role of social media in influencing public opinion is both profound and pervasive. Approximately 72% of the U.S. public uses social media with platforms such as Facebook and YouTube leading the way (Auxier & Anderson 2021). This extensive reach ensures that nearly everyone is exposed to the opinions and ideas circulated on these platforms whether accurate or misleading. The impact of social media is evident in various sectors from political engagement to social movements economic trends and mental health.

In order to investigate this phenomenon data was collected through a comprehensive literature review and qualitative analysis of social media interactions. The sources encompassed peer-reviewed articles books on leadership theories and empirical studies on social media's influence. Statistical data on social media usage and its societal impacts was provided by reputable institutions such as the Pew Research Center.

The influence of social media on public opinion became noticeable in the early 21st century with the advent of platforms like Facebook Twitter and YouTube. Events such as the Arab Spring (2011) and Occupy Wall Street (2011) highlighted the power of social media to mobilize people and spread ideas rapidly. The #MeToo movement which gained momentum through a tweet by Alyssa Milano in 2017 exemplified how social media could catalyze significant social change by encouraging victims of sexual harassment to speak out (Thomson 2018).

In addition to social movements social media's influence extends deeply into the political sphere. Modern political candidates in America have recognized the necessity of maintaining a robust online presence. Platforms like Twitter and Facebook are not only used for engagement but also for major announcements policy declarations and real-time interaction with constituents. For instance former President Donald Trump famously used Twitter to communicate directly with the public and announce significant policy decisions bypassing traditional media channels (Heilweil & Ghaffary 2021). This direct communication method aligns with the principles of authentic leadership where transparency and direct engagement are paramount.

Authentic leadership as defined by Northouse (2019) is a process where an individual influences others to achieve a common goal through

genuine and ethical behavior. This concept is mirrored in the actions of social media influencers who build trust and engagement with their followers through transparency and authenticity. Influencers like Tarana Burke and Alyssa Milano have utilized their platforms to lead movements such as #MeToo advocating for societal values of justice and accountability (Mendes et al. 2018). These influencers often exemplify the core components of authentic leadership by maintaining a transparent and genuine presence online fostering trust and loyalty among their followers. This trust is critical enabling influencers to mobilize their audience for various causes from social justice movements to political campaigns.

Social media acts as both a mirror and a mold for public opinion reflecting current sentiments and attitudes while simultaneously shaping those sentiments through disseminating information and mobilizing collective action. For instance during the 2016 U.S. presidential election social media significantly influenced voter perceptions through authentic content and misinformation (Allcott & Gentzkow 2017). The economic implications of social media influence are also significant. Influencer marketing has become a multi-billion-dollar industry with brands leveraging influencers' reach and perceived authenticity to connect with consumers. According to a report by Business Insider Intelligence the influencer marketing industry is projected to grow to approximately \$15 billion by 2022 (Business Insider Intelligence 2021).

While social media holds the potential for positive influence it also poses risks. The spread of misinformation can polarize communities and disrupt democratic processes. The controversies surrounding the 2016 U.S. presidential election exemplify this risk where false information disseminated by social media influencers and bots significantly impacted voter perceptions and behaviors (Allcott & Gentzkow 2017). Moreover the influence of social media extends to mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image particularly among young women. For instance Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction mediated by the internalization of the thin ideal and appearance comparison tendencies.

The role of social media in shaping and reflecting public opinions and attitudes is intricately linked with the principles of authentic leadership. Influencers who engage authentically with their followers can drive significant social change by promoting ethical behavior and communal values. As digital platforms continue to evolve understanding the mechanisms of this influence becomes crucial for harnessing social media's power for positive societal impact.

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chapter includes citations from peer-reviewed sources, books, and reports from reputable institutions like Pew Research Center, meeting the rubric's demand for a variety of credible sources.

- **Estimated Points:** 10/10

- **Graduate level writing:** The chapter needs to be well-organized, clearly written, and free from grammatical errors. Assuming this is done effectively, it should score high.

- **Estimated Points:** 18/20

- **Total Estimated Points:** 71/80

This evaluation assumes that the chapter adheres to the expected standards of clarity, organization, and depth as required at the graduate level. Make sure that the chapter is well-edited and formatted according to APA guidelines to secure the highest marks possible.

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Social media acts as both a mirror and a mold for public opinion, reflecting current sentiments and attitudes while simultaneously shaping those sentiments through the dissemination of information and the mobilization of collective action. For instance, during the 2016 U.S. presidential election, social media significantly influenced voter perceptions through both authentic content and misinformation (Allcott & Gentzkow, 2017). The economic implications of social media influence are also significant. Influencer marketing has become a multi-billion-dollar industry, with brands leveraging the reach and perceived authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence, the influencer marketing industry is projected to grow to approximately \$15 billion by 2022 (Business Insider Intelligence, 2021).

While social media holds the potential for positive influence, it also poses risks. The spread of misinformation can polarize communities and disrupt democratic processes. The controversies surrounding the 2016 U.S. presidential election, where false information disseminated by social media influencers and bots significantly impacted voter perceptions and behaviors, exemplify this risk (Allcott & Gentzkow, 2017). Moreover, the influence of social media extends to mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image, particularly among young women. For instance, Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction, mediated by the internalization of the thin ideal and appearance comparison tendencies.

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etc.)\n--one-inch margins\n--double-spaced throughout\n--page numbers\n--headings and
subheadings\n\nConnect with the writing coach for:
writingcoach@claremontlincoln.edu\n--word choice\n--sentence structure\n--APA format
accuracy\n--spelling and punctuation accuracy\n\n\nFor students the running head is
not required unless the professor or institution specifically requests
it.\n\n\n\n\n\n\n[Title of Project]\n[Student Name]\nClaremont Lincoln
University\n\n\n\n\n\n\nA Capstone Action Project\nSubmitted to Claremont Lincoln
University\n\n\n\n\n\n\nPartial Fulfillment of the Requirements for the\nDegree
Program]\nClaremont CA\n\n\n\n\n\n\nTable of Contents\n\n[List each chapter and major
section of the capstone paper and provide its page number.]\n\n\nHow to create a Table
of Contents in Microsoft Word: \nhttps://www.youtube.com/watch?v=0cN-
JX6HP7c\n\n\n\n\n\n\nAbstract (this is completed once the project is complete)\n\n\n\n\n\n\nUse no
more than 250 words.\n\n\n\n\n\n\nInclude a statement about the problem addressed (could be
the research question).\n\n\n\n\n\n\nBriefly describe the
audience.\n\n\n\n\n\n\nBriefly describe the goal/methods for change.\n\n\n\n\n\n\nBriefly describe the
results of the change project.\n\n\n\n\n\n\nBriefly include
conclusions/recommendations.\n\n\n\n\n\n\nKeep the abstract to one paragraph in
length.\n\n\n\n\n\n\nAt end of abstract include keywords: with up to six terms
relevant to the project. For example: keywords: action research; ethical
leadership; mentoring; mindfulness\n\n\n\n\n\n\nAcknowledgement\n\nUse this space to
acknowledge those who encouraged you on the journey! (This is the ONLY section where

first person can be used.)\n\n00a0\n\t\tTitle Here up to 12 Words on One to Two Lines)\nCHAPTER 1: Introduction\n[The Topic]\n [Provide a brief overview and welcome to the Capstone project]\n[The Topic\u2019s] Social Significance\n[For this section address these questions: How widespread is this topic? Who is impacted by it? What are the costs and benefits? Be sure to use at sources by paraphrasing summarizing and using direct quotes in this section. Cite all sources in APA style.] \nConclusion\n[A paragraph (conclusion) to address how this specific project relates to the topic. This paragraph will serve as a transition to the literature review.] \n After having introduced and provided some context for the topic draw connections between the project and the topic discussed above. In what ways does the project address that topic? How is the social and personal significance related to the project? In the final draft complete this chapter should be 4-5 pages. Use headings and subheadings to identify these elements.] \n\nCHAPTER 2: Identification of Phenomenon\n\n[Identification of Phenomenon Instructions: Think about what problem/issue/phenomenon could be addressed/solved. It is important to pick something that is contemporary and relevant. This could be something experienced first-hand witnessed or most information is needed to the public.\n Once the problem/issue/phenomenon has been identified research will be used to support a\n3-page paper that examines the specific phenomenon within the organization or community being explored. This section might include: the specific phenomenon how was data/information learned/gathered about this phenomenon (websites experience learning material etc.) terms concepts programs methods processes etc. associated with the phenomenon history of the phenomenon statistics etc.] \n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\nCHAPTER 3: Literature Review\n[Literature Review Instructions: From the topic chosen for the Capstone project review and examine a minimum of ten to fifteen sources related to surveying both theory and practice on the Capstone topic. Write a literature review synthesizing common themes amongst the reviewed sources. Follow the APA guidelines. This chapter should be 8-12 pages]. \nSuccess Resources:\nWhat is a literature review?
[https://researchguides.uoregon.edu/litreview/synthesize#:~:text=About%20Synthesis&text=Combining%20elements%20of%20several%20sourcesnew%20ideas%20to%20existing%20knowle](https://researchguides.uoregon.edu/litreview/synthesize#:~:text=About%20Synthesis&text=Combining%20elements%20of%20several%20sourcesnew%20ideas%20to%20existing%20knowledge)
dge\nHow to write a literature review\nhttps://www.youtube.com/watch?v=Vc_Yu_6lYmg\nSome themes that might be found in the research:\nExample topic: food shortage\nExample project: create a food resource flyer to post around local community\nSome themes that might be found in the research: how many people have a food shortage what communities struggle the most with food supply what is nourishing food what is a food resource how food resources get funded how food resources get food to share how restaurants might help how to volunteer what other communities/program could be used as a prototype to follow how to distribute flyers how to create informative flyers how to create engaging flyers etc.\nCHAPTER 4: Solutions\n[Project Goal]\nIn chapters one through three the field/topic/problem that deserves attention and carries social significance was defined and described. Both theory and practice were explored through the research in the literature review. With these chapters and any conversations with mentors in mind carefully craft a narrative that addresses the change (campaign initiative resource) being proposed.\nExplain briefly what this change is and why this change should take place. If a research question(s) is appropriate for the project please provide it/them. This section will include 3-5 pages that provide the process of the solution being proposed to implement.\nThis section must include research explaining why this solution is the best course of

action. Examples might include training website blog Wiki page social media campaign evaluation process and rubric organizational philosophy mission/vision/values statement course syllabus webinar etc.] \n[Implementation]\n[Drawing from the goals narrated upload fully developed materials that would be used in implementation of the proposed solution. This might include video PowerPoint training manual quizzes handouts links etc. This is a substantial portion of the project and these materials should address how the proposed solution will be implemented from start to finish.\n[Project Measurements]\n\t[In this section describe what is being measured and what methods will be used to measure the success of the proposed project. In the design of the project plan think about how to measure successes/failures of the proposed solution. Once it\u2019s determined what to measure explain how to measure them. Like the section above this project proposal illustrates the researcher\u2019s expertise and informed process: explain what elements are being measured and why they are being chosen to measure; what is being measured and the methods being used to measure the project\u2019s outcome. Share the logic and thought process behind the measurements of the project.]]\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\n\nCHAPTER 5: Reflections and Recommendations\nProject Summary\n\t[Briefly summarize the goal for the project the actions that were taken and the results realized.]\nReflections\n\t[Reflect on the project in its entirety. What was learned? What were the highest moments of the research process? What were the lowest moments? If the project moves forward provide recommendations for change. Discuss the strengths and weaknesses of the project.]\nRecommendations/Conclusions \t[What would be the next steps from this project? What are some recommendations for future researchers? How would the next researcher address the weaknesses of the project? Would the project be scalable? How so?? What would that look like? What is the likelihood on the sustainability of this project?]\n\n\nReferences\nSuccess notes:\n--the references listing should be alphabetical (do not change the order of multiple authors for a source)\n--any source cited within the body of the paper (in-text citation) must be listed in the References section (and vice versa) \n\n\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 8\nColor: Indexed Color\nDimensions: 1200 x 699\nInterlaced: Yes\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 32\nColor: Truecolour with alpha\nDimensions: 894 x 758\nInterlaced: Yes\nXResolution: 220\nYResolution: 220\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 32\nColor: Truecolour with alpha\nDimensions: 721 x 820\nInterlaced: Yes\nXResolution: 220\nYResolution: 220\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 24\nColor: Truecolor\nDimensions: 798 x 933\nInterlaced: Yes\nXResolution: 220\nYResolution: 220\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 32\nColor: Truecolour with alpha\nDimensions: 715 x 619\nInterlaced: Yes\nXResolution: 96\nYResolution: 96\nImage Format: Portable Network Graphic (PNG)\nBits Per Pixel: 4\nColor: Indexed Color\nDimensions: 650 x 568\nInterlaced: Yes", "title": "Capstone Template_July 23 (1).docx", "tether_id": null}, {"status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"command": "context_stuff", "is_visually_hidden_from_conversation": true, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "gpt-4o", "parent_id": "05de7ac8-2407-46f2-9255-5d20b1bf9c56", "request_id": "8ae31226cc5a3742-MXP", "timestamp_": "absolute"}, {"recipient": "all", "channel": null}, {"parent": "05de7ac8-2407-46f2-9255-5d20b1bf9c56", "children": [{"fc81c815-50e5-4aec-abdd-48398adb7525"}], "fc81c815-50e5-4aec-abdd-48398adb7525": {"id": "fc81c815-50e5-4aec-abdd-48398adb7525", "message": {"id": "fc81c815-50e5-4aec-abdd-48398adb7525", "author": {"role": "tool", "name":

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2021). This demographic's high engagement levels highlight the critical need to understand the mechanisms of influence and leadership within these digital platforms. Research indicates that young people trust influencers more than traditional celebrities or politicians making them a key target for marketing and political messaging (Djafarova & Rushworth 2017).

In addition to social movements and political implications the economic impact of social media influence is significant. Influencer marketing has become a multi-billion-dollar industry with brands leveraging the reach and authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence the influencer marketing industry is set to grow to approximately \$15 billion by 2022 (Business Insider Intelligence 2021). This economic dimension underscores the dual nature of influencer power: while it offers opportunities for authentic brand engagement it also raises questions about ethics and transparency in advertising.

The social significance of social media influence is further highlighted by its role in mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image particularly among young women. For example Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction mediated by the internalization of the thin ideal and appearance comparison tendencies. These findings suggest that while influencers can promote positive messages they also have the potential to contribute to harmful social norms.

Conclusion

This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social media influencers as contemporary leaders who not only entertain but also significantly influence societal values and norms. By aligning the characteristics of social media leadership with authentic leadership theories this study will evaluate the authenticity and ethical considerations of influencers' practices. The findings are expected to provide insights into how digital platforms can be harnessed for responsible and effective leadership promoting positive change while mitigating risks associated with digital influence. This foundational exploration sets the stage for a detailed literature review in Chapter 2 where theories of leadership and empirical studies on digital influence will be synthesized to build a comprehensive framework for understanding leadership in the digital age.

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Fardouly J. Diedrichs P. C. Vartanian L. R. & Halliwell E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image* 13 38-45.

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Mendes K. Ringrose J. & Keller J. (2018). # MeToo and the promise and pitfalls of challenging rape culture through digital feminist activism. *European*

Journal of Women\u2019s Studies 25(2) 236\u2013246. \nNorthouse P. G. (2019). Leadership: Theory and practice (Eighth Edition). SAGE Publications. \nSocial Media Fact Sheet. (2024). <LINK> <LINK> \nhttps://www.pewresearch.org/internet/fact-sheet/social-media/ \n\n\n\n \n[URL: "https://www.businessinsider.com/influencer-marketing-report"] \n[URL: "https://www.businessinsider.com/influencer-marketing-report"] \n[URL: "https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/"] \n[URL: "https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/"] \n[URL: "https://www.businessinsider.com/influencer-marketing-important-for-brands-2021-5"] \n[URL: "https://www.businessinsider.com/influencer-marketing-important-for-brands-2021-5"] \n[URL: "https://www.pewresearch.org/internet/fact-sheet/social-media/"] \n[URL: "https://www.pewresearch.org/internet/fact-sheet/social-media/"]”, “title”: “Capstone Project Introduction. (1) graded.docx”, “tether_id”: null}, “status”: “finished_successfully”, “end_turn”: null, “weight”: 1.0, “metadata”: {“command”: “context_stuff”, “is_visually_hidden_from_conversation”: true, “message_type”: null, “model_slug”: “gpt-4o”, “default_model_slug”: “gpt-4o”, “parent_id”: “cdfe9087-ffe7-4ba2-9aef-acb5bb2b59c9”, “request_id”: “8ae31226cc5a3742-MXP”, “timestamp_”: “absolute”, “recipient”: “all”, “channel”: null}, “parent”: “cdfe9087-ffe7-4ba2-9aef-acb5bb2b59c9”, “children”: [“4abf9068-3e92-40c7-9de0-cd6369c7525e”]}, “4abf9068-3e92-40c7-9de0-cd6369c7525e”: {“id”: “4abf9068-3e92-40c7-9de0-cd6369c7525e”, “message”: {“id”: “4abf9068-3e92-40c7-9de0-cd6369c7525e”, “author”: {“role”: “assistant”, “name”: null, “metadata”: {}}, “create_time”: 1722821953.779201, “update_time”: null, “content”: {“content_type”: “text”, “parts”: [“Based on the information in the provided Chapter 1 and the capstone template, Chapter 2 appears to be a good fit for your capstone project. It aligns well with the instructions for Chapter 2 in the template, which emphasize identifying a contemporary and relevant phenomenon and providing a thorough examination supported by research. \n\n### Alignment with Chapter 1\n\n1. **Continuation of Themes**: Chapter 2 builds on the introduction by further exploring the influence of social media on public opinion and leadership. This is a logical progression from Chapter 1, which introduced the significant role of social media in shaping contemporary leadership. \n\n2. **Use of Authentic Leadership Theory**: The chapter continues to employ authentic leadership theory as a lens through which to analyze social media influencers. This maintains consistency with Chapter 1, which framed social media influence within this theoretical context. \n\n### Alignment with Capstone Template Instructions\n\n1. **Identification of Phenomenon**: The phenomenon of social media shaping and reflecting public opinions and attitudes is clearly identified. The chapter explains the specific ways in which social media impacts various aspects of society, from political engagement to mental health. \n\n2. **Research and Data**: The chapter includes data from reputable sources such as the Pew Research Center, as well as examples from significant social movements and political events. This comprehensive approach to gathering information supports the examination of the phenomenon. \n\n3. **Terms and Concepts**: The chapter discusses key terms and concepts related to social media influence and authentic leadership, providing a clear understanding of the topic. \n\n### Suggestions for Improvement\n\n1. **Further Integration with Chapter 1**: Ensure that all themes introduced in Chapter 1 are seamlessly continued in Chapter 2. Explicitly link the discussions in Chapter 2 back to the points raised in Chapter 1 to create a cohesive narrative. \n\n2. **Clarify Methodology**: Provide a brief overview

of the methods used to gather and analyze the data mentioned in the chapter. This could include mentioning specific literature review techniques or qualitative analysis methods.

3. **Expand on Examples**: While the chapter includes significant examples like the Arab Spring and the #MeToo movement, consider adding more detailed case studies to illustrate the points further.

4. **Subheadings for Clarity**: Use subheadings to organize the content better and improve readability. For instance, sections on political influence, social movements, and economic impact could be clearly delineated.

Conclusion

Overall, Chapter 2 fits well within the structure and goals of your capstone project as outlined in the provided documents. It effectively continues the discussion from Chapter 1 and adheres to the template's guidelines, making it a strong component of your capstone paper."}], "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"citations": [], "gizmo_id": null, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "gpt-4o", "pad": "AAAAAAAAAAAAAAAAAAAAAAAA", "parent_id": "fc81c815-50e5-4aec-abdd-48398adb7525", "finish_details": {"type": "stop", "stop_tokens": [200002]}, "is_complete": true, "request_id": "8ae31226cc5a3742-MXP", "timestamp": "absolute", "recipient": "all", "channel": null}, "parent": "fc81c815-50e5-4aec-abdd-48398adb7525", "children": []}, {"moderation_results": [], "current_node": "4abf9068-3e92-40c7-9de0-cd6369c7525e", "plugin_ids": null, "conversation_id": "98b4149c-21b7-4d31-a81b-8cb6a0493c71", "conversation_template_id": null, "gizmo_id": null, "is_archived": false, "safe_urls": ["https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/", "https://researchguides.uoregon.edu/litreview/synthesize#:~:text=About%20Synthesis&text=Combining%20elements%20of%20several%20sourcesnew%20ideas%20to%20existing%20knowledge", "https://www.pewresearch.org/internet/fact-sheet/social-media/", "https://www.youtube.com/watch?v=0cN-JX6HP7c", "https://apastyle.apa.org/instructional-aids/student-paper-setup-guide.pdf", "https://www.businessinsider.com/influencer-marketing-report", "https://www.businessinsider.com/influencer-marketing-important-for-brands-2021-5", "https://www.youtube.com/watch?v=Vc_Yu_6lYmg"], "default_model_slug": "gpt-4o", "conversation_origin": null, "voice": null, "async_status": null, "id": "98b4149c-21b7-4d31-a81b-8cb6a0493c71", {"title": "Modern Digital Leadership", "create_time": 1722229911.319256, "update_time": 1722457273.295202, "mapping": {"275e5cba-ffd1-412f-b458-ecd32eaf22f7": {"id": "275e5cba-ffd1-412f-b458-ecd32eaf22f7", "message": {"id": "275e5cba-ffd1-412f-b458-ecd32eaf22f7", "author": {"role": "system", "name": null, "metadata": {}}, "create_time": null, "update_time": null, "content": {"content_type": "text", "parts": [""]}, "status": "finished_successfully", "end_turn": true, "weight": 0.0, "metadata": {"is_visually_hidden_from_conversation": true}, "recipient": "all", "channel": null}, "parent": "aa13666-3c55-43c8-9ea9-d810d98f2795", "children": ["bd766862-c57c-4a30-9622-8545ab4605e8"]}, {"aa13666-3c55-43c8-9ea9-d810d98f2795": {"id": "aa13666-3c55-43c8-9ea9-d810d98f2795", "message": null, "parent": null, "children": ["275e5cba-ffd1-412f-b458-ecd32eaf22f7"]}, {"bd766862-c57c-4a30-9622-8545ab4605e8": {"id": "bd766862-c57c-4a30-9622-8545ab4605e8", "message": {"id": "bd766862-c57c-4a30-9622-8545ab4605e8", "author": {"role": "system", "name": null, "metadata": {}}, "create_time": null, "update_time": null, "content": {"content_type": "text", "parts": [""]}, "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"attachments": [], "is_visually_hidden_from_conversation": true}, "recipient": "all", "channel": null}, "parent": "275e5cba-ffd1-412f-b458-ecd32eaf22f7", "children": ["aa2dc3b-7acc-43f4-

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United States.* [Link to source](https://www.pewresearch.org/internet/fact-sheet/social-media/)\n\n---\n\nThis expanded version provides a thorough overview, addresses the breadth and impact of the topic, and sets up a clear transition to the next chapter. Make sure to tailor the references with actual URLs and further align the content with any additional specific instructions or course materials provided by your instructors.\n\n\nExpand on the text above and lengthen it to fit the assignment instructions below. Draw on sources referenced and described in the attachments as well as up to 4 other sources to support any assertions made.\n\n\nThe Topic: Provide a brief overview and welcome to your Capstone project\n\nThe Topic\n\n2019s Social Significance: For this section, address these questions: How widespread is your topic? Who is impacted by it? What are the costs and benefits? Be sure to use at sources by paraphrasing, summarizing, and using direct quotes in this section. \n\nConclusion: A paragraph (conclusion) to address how your specific project relates to the topic. This paragraph will serve as a transition Chapter 2.
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However, the risks involve the spread of misinformation and the manipulation of public opinion, which can polarize communities and disrupt democratic processes. The cost of such influence can be seen in the widespread controversies surrounding elections and public policy debates, where influencers have swayed public sentiment through both genuine and questionable means. For example, during the 2016 U.S. presidential election, false information disseminated by social media influencers and bots was found to have significantly impacted voter perceptions and behaviors (Allcott & Gentzkow, 2017).

The individuals most impacted by this phenomenon include young adults, who are the most active on platforms like Instagram and TikTok and are particularly susceptible to influencer marketing and political campaigns (Anderson & Jiang, 2021). This demographic's high engagement levels highlight the critical need to understand the mechanisms of influence and leadership within these digital platforms. Research indicates that young people are more likely to trust influencers than traditional celebrities or politicians, making them a key target for both marketing and political messaging (Djafarova & Rushworth, 2017).

In addition to social movements and political implications, the economic impact of social media influence is significant. Influencer marketing has become a multi-billion-dollar industry, with brands leveraging the reach and authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence, the influencer marketing industry is set to grow to approximately \$15 billion by 2022 (Business Insider Intelligence, 2021). This economic dimension underscores the dual nature of influencer power: while it offers opportunities for authentic brand engagement, it also raises questions about ethics and transparency in advertising.

The social significance of social media influence is further highlighted by its role in mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image, particularly among young women. For example, Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction, mediated by the internalization of the thin ideal and appearance comparison tendencies. These findings suggest that while influencers can promote positive messages, they also have the potential to contribute to harmful social norms.

Conclusion:

This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social media influencers as contemporary leaders who not only entertain but also significantly influence societal values and norms. By aligning the characteristics of social media leadership with authentic leadership theories, this study will evaluate the authenticity and ethical considerations of influencers' practices. The findings are expected to provide insights into how digital platforms can be harnessed for responsible and effective leadership, promoting positive change while mitigating risks associated with digital influence. This foundational exploration sets the stage for a detailed literature review in Chapter 2, where theories of leadership and empirical studies on digital influence will be synthesized to build a comprehensive framework for understanding leadership in the digital age.

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closely with authentic leadership theory, which emphasizes transparency, ethics, and a focus on the communal good. These influencers, through their pervasive reach and often personal engagement with followers, craft a modern narrative of leadership that significantly shapes public opinions and societal values.

However to truly understand the pervasive and opinion molding role of social media one must first discern how media influences and shapes opinions.

Social media, everyday people big audience, big microphone for thought.

}, "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"targeted_reply": "#### **The Topic:**\n\nWelcome to an exploration of modern leadership within the sphere of digital influence. This capstone project investigates the transformative role of social media influencers in shaping public opinion and leading societal discussions. In a world where digital platforms like Twitter, Facebook, and Instagram not only dominate but define public discourse, these influencers emerge not merely as entertainers but as pivotal figures in leadership. They wield power capable of initiating significant social changes and influencing political outcomes, positioning themselves as central figures in the ongoing dialogue about leadership in the digital era."}, "request_id": "8aaaac2ab8220d5d-MXP", "message_source": null, "timestamp_": "absolute", "message_type": null}, {"recipient": "all", "channel": null}, {"parent": "f1400c30-16d1-44d3-8946-1c0c0e11f866", "children": ["abc674aa-1a2c-4934-bf6c-79d0607dfcc5"]}, {"abc674aa-1a2c-4934-bf6c-79d0607dfcc5": {"id": "abc674aa-1a2c-4934-bf6c-79d0607dfcc5", "message": {"id": "abc674aa-1a2c-4934-bf6c-79d0607dfcc5", "author": {"role": "system", "name": null, "metadata": {}}, "create_time": 1722230560.816792, "update_time": null, "content": {"content_type": "text", "parts": [""]}, "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "8aaaac2ab8220d5d-MXP", "message_source": null, "timestamp_": "absolute", "message_type": null, "is_visually_hidden_from_conversation": true}, "recipient": "all", "channel": null}, {"parent": "aaa290d1-1f7b-494f-a050-963c1cf5966a", "children": ["95c1cdcd-897f-49e0-9cc0-5ed2a56f6a0d"]}, {"95c1cdcd-897f-49e0-9cc0-5ed2a56f6a0d": {"id": "95c1cdcd-897f-49e0-9cc0-5ed2a56f6a0d", "message": {"id": "95c1cdcd-897f-49e0-9cc0-5ed2a56f6a0d", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1722230591.527057, "update_time": null, "content": {"content_type": "text", "parts": ["#### **Chapter 1: Introduction**\n\n#### **The Topic:**\n\nWelcome to an exploration of modern leadership within the sphere of digital influence. This capstone project investigates the transformative role of social media influencers in shaping public opinion and leading societal discussions. In a world where digital platforms like Twitter, Facebook, and Instagram not only dominate but define public discourse, these influencers emerge not merely as entertainers but as pivotal figures in leadership. They wield power capable of initiating significant social changes and influencing political outcomes, positioning themselves as central figures in the ongoing dialogue about leadership in the digital era.\n\nMy fianc\u00e9 is a suspicious person. He does not trust easily and always looks beyond what people say to determine what they mean. Consequently, he is very hard to manipulate and very hard to influence, and as such, he is very hard to lead; he prefers to be in charge. Therefore, he is skilled in convincing people. He knows how to influence others and lead people because, as Northouse (2019) asserts, leadership is an influence process.\n\nUnlike my fianc\u00e9, a significant portion of the population does not delve deeply into the authenticity of the information they receive; 18% of Americans report that social media has a large impact on their voting decisions, and 55% consider it their primary news source, according to a 2019 Pew Research study. This widespread influence of social media

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Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image

concerns and mood. *Body Image, 13*, 38-45. [Link to source] (<https://www.sciencedirect.com/science/article/pii/S1740144514001424>)\n- Mendes, K., Ringrose, J., & Keller, J. (2018). #MeToo and the promise and pitfalls of challenging rape culture through digital activism. *European Journal of Women's Studies, 25*(2), 236-246. [Link to source] (<https://journals.sagepub.com/doi/10.1177/1350506818765318>)\n- Pew Research Center. (2021). *Demographics of Social Media Users and Adoption in the United States.* [Link to source] (<https://www.pewresearch.org/internet/fact-sheet/social-media/>)\n\nLike our GPT? Try our full AI-powered search engine and academic features for free at [consensus.app] (https://consensus.app/?utm_source=chatgpt)"], "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"citations": [], "gizmo_id": "g-bo0FiWLY7", "finish_details": {"type": "stop", "stop_tokens": [200002]}, "is_complete": true, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "gpt-4", "parent_id": "aaa27601-f309-4548-8b01-87a1f894038c", "request_id": "8aaabeeee94a4c3a-MXP", "timestamp_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa27601-f309-4548-8b01-87a1f894038c", "children": [{"id": "aaa29ab0-081e-4b51-af76-31e3857b00d2"}], "aaa29ab0-081e-4b51-af76-31e3857b00d2": {"id": "aaa29ab0-081e-4b51-af76-31e3857b00d2", "message": {"id": "aaa29ab0-081e-4b51-af76-31e3857b00d2", "author": {"role": "user", "name": null, "metadata": {}}, "create_time": 1722231893.896429, "update_time": null, "content": {"content_type": "text", "parts": ["CAN YOU SUGGEST A TITLE? "]}}, "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "8aaaccb54f84baf7-MXP", "message_source": null, "timestamp_": "absolute", "message_type": null}, "recipient": "all", "channel": null}, "parent": "913c5255-c943-453b-949c-27f25fb501b7", "children": [{"id": "253b0391-cd8b-4103-b9e0-563f1fe8b960"}], "253b0391-cd8b-4103-b9e0-563f1fe8b960": {"id": "253b0391-cd8b-4103-b9e0-563f1fe8b960", "message": {"id": "253b0391-cd8b-4103-b9e0-563f1fe8b960", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1722231896.838146, "update_time": null, "content": {"content_type": "text", "parts": ["#### **Title Suggestions for the Capstone Project**\n\n1. **\"Digital Influence: The Modern Paradigm of Leadership\"**\n2. **\"Leading in the Digital Age: The Power of Social Media Influencers\"**\n3. **\"From Tweets to Change: Social Media's Role in Contemporary Leadership\"**\n4. **\"The Influence Equation: Social Media as a Catalyst for Leadership\"**\n5. **\"Navigating Leadership in the Digital Landscape\"**\n\nEach title aims to encapsulate the essence of the project, highlighting the intersection of social media influence and modern leadership."]}}, "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"citations": [], "gizmo_id": "g-bo0FiWLY7", "finish_details": {"type": "stop", "stop_tokens": [200002]}, "is_complete": true, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "gpt-4", "pad": "AAAAAAAAAAAAAAAAAAAAAAAA", "parent_id": "aaa29ab0-081e-4b51-af76-31e3857b00d2", "request_id": "8aaaccb54f84baf7-MXP", "timestamp_": "absolute"}, "recipient": "all", "channel": null}, "parent": "aaa29ab0-081e-4b51-af76-31e3857b00d2", "children": [{"id": "aaa2fa84-54c4-4887-9552-d5400d8bcc37"}], "aaa2fa84-54c4-4887-9552-d5400d8bcc37": {"id": "aaa2fa84-54c4-4887-9552-d5400d8bcc37", "message": {"id": "aaa2fa84-54c4-4887-9552-d5400d8bcc37", "author": {"role": "user", "name": null, "metadata": {}}, "create_time": 1722456799.794804, "update_time": null, "content": {"content_type": "text", "parts": ["This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social"]

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In addition to social movements and political implications, the economic impact of social media influence is significant. Influencer marketing has become a multi-billion-dollar industry, with brands leveraging the reach and authenticity of influencers to connect with consumers. According to a report by Business Insider Intelligence, the influencer marketing industry is set to grow to approximately \$15 billion by 2022 (Business Insider Intelligence, 2021). This economic dimension underscores the dual nature of influencer power: while it offers opportunities for authentic brand engagement, it also raises questions about ethics and transparency in advertising.

The social significance of social media influence is further highlighted by its role in mental health. Studies have shown that exposure to influencer content can impact self-esteem and body image, particularly among young women. For example, Fardouly et al. (2015) found that Instagram use was associated with greater body dissatisfaction, mediated by the internalization of the thin ideal and appearance comparison tendencies. These findings suggest that while influencers can promote positive messages, they also have the potential to contribute to harmful social norms.

This research project is situated at the intersection of leadership theory and digital media studies. It aims to critically analyze the role of social media influencers as contemporary leaders who not only entertain but also significantly influence societal values and norms. By aligning the characteristics of social media leadership with authentic leadership theories, this study will evaluate the authenticity and ethical considerations of influencers' practices. The findings are expected to provide insights into how digital platforms can be harnessed for responsible and effective leadership, promoting positive change while mitigating risks associated with digital influence. This foundational exploration sets the stage for a detailed analysis in Chapter 2, where the scope and methodology of the research will be outlined. Subsequently, Chapter 3 will offer a comprehensive literature review synthesizing theories of leadership and empirical studies on digital influence to build a robust framework for understanding leadership in the digital age.

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 member, such as your father, in an academic capstone paper, it's important to
 follow a proper ethical procedure, typically involving your institution's
 Institutional Review Board (IRB). Here are steps you can follow to ensure your
 research complies with ethical guidelines:\n\n### 1. **Consult Your Advisor or
 Department**\n - **Initial Steps:** Speak with your capstone advisor or the head of
 your department about the necessity of IRB approval for your project. They can provide
 specific guidelines based on the nature of your research and institutional
 policies.\n\n### 2. **IRB Application**\n - **Exemption or Expedited Review:** Given
 that your study involves only interviews and is with a family member, it may qualify
 for an exempt or expedited review, especially if it poses minimal risk.\n -
]}

****Application Process:**** You will likely need to submit a description of your project, your interview questions, methods for data collection and analysis, and how you plan to use the information.

3. ****Informed Consent****

- ****Consent Documentation:**** Even though the participant is your father, it's essential he understands the study's purpose, how his information will be used, and that he consents to this use. This consent should be documented through a signed form.
- ****Voluntary Participation:**** Ensure he knows he can withdraw his participation at any time without any consequences.

4. ****Handling Sensitive Information****

- ****Anonymity and Confidentiality:**** Keeping your father's identity anonymous while using his demographic information can be tricky. To maintain anonymity:
- ****Do not use all demographic details**** if they are specific enough to identify him (like a unique combination of age, occupation, and location).
- ****Use broad categories**** for demographic information (e.g., age range instead of specific age, general occupation type rather than specific job title).
- ****Data Storage and Security:**** Ensure that any recorded interviews or notes are securely stored and only accessible to authorized individuals involved in your project.

5. ****Ethical Reporting****

- ****Discretion in Publication:**** Carefully consider how you present the information in your paper to respect privacy and prevent any possible harm or embarrassment.

6. ****Follow Up****

- ****IRB Feedback:**** Be prepared to modify your project based on feedback from the IRB. They might request changes to your consent form, the scope of questions, or how you plan to maintain anonymity.

It's crucial to follow these steps carefully to uphold ethical standards and ensure the integrity of your research. This process will not only protect your participant but also enhance the credibility of your findings. If you need specific templates or examples of consent forms and IRB applications, these are often available through your university's IRB website or office.

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effects of social media and influencers on society at large would be considered a
research topic within the field of social sciences. More specifically, it can fall
under several sub-disciplines such as:\n\n1. Sociology: Examining how social media
influences social behaviors, norms, and interactions.\n2. Communication Studies:
Focusing on the role of social media as a communication tool and its effects on public
discourse.\n3. Psychology: Investigating the psychological impacts of social media
usage on individuals, including issues like self-esteem, mental health, and identity
formation.\n4. Media Studies: Analyzing the content, production, and consumption
of social media and its influencers.\n5. Cultural Studies: Exploring how social
media shapes and reflects cultural practices and beliefs.\n6. Marketing and Consumer
Behavior: Looking at how influencers affect consumer choices and brand
perceptions.\n\n### Appropriateness for a Doctoral Thesis\n\nThis topic is indeed
appropriate for a doctoral thesis. It is timely, relevant, and offers a wide range of
research opportunities. Here are some reasons why it is suitable:\n\n1. Relevance
and Contemporary Importance: Social media and influencers are integral parts of
modern life, impacting numerous aspects of society from politics to personal
relationships.\n\n2. Interdisciplinary Scope: The topic allows for an
interdisciplinary approach, integrating methods and theories from sociology,
psychology, communication studies, and more.\n\n3. Research Gaps: Despite the
proliferation of research on social media, there are still many unexplored areas,
particularly in understanding long-term societal impacts and the mechanisms behind
influencer effects.\n\n4. Methodological Variety: The topic lends itself to
diverse research methodologies, including qualitative methods (e.g., interviews,
ethnography), quantitative methods (e.g., surveys, experiments), and mixed
methods.\n\n5. Societal Impact: Findings from this research can inform public
policy, educational programs, mental health initiatives, and marketing strategies,
thereby contributing to societal well-being.\n\n### Potential Research Questions\n\nTo
refine the topic for a doctoral thesis, consider focusing on specific aspects or
questions, such as:\n\n- How do social media influencers shape public opinion on
critical issues?\n- What are the psychological effects of social media consumption on
different demographic groups?\n- How does the portrayal of lifestyles by influencers
affect consumer behavior and personal aspirations?\n- What role do social media
algorithms play in shaping societal norms and values?\n- How do different cultures
perceive and interact with social media influencers?\n\nIn summary, the effects of
social media and influencers on society is a rich and suitable topic for a doctoral
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thesis, offering ample opportunities for meaningful and impactful research."}],
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 upon Peter Northouse's (2019) conceptualization of leadership as an influence
 process. This approach allows you to explore the parallels between traditional
 leadership and the influence exerted by social media influencers.\n\n### Conceptual
 Framework and Thesis Structure\n\n1. Introduction\n - Background and
 Rationale: Outline the significance of social media and influencers in contemporary
 society.\n - Research Question: How do social media influencers shape public
 opinion on critical issues through leadership and influence processes?\n -
 Objectives: Define the aims of the study, such as understanding the mechanisms of
 influence, identifying key influencers, and examining their impact on public
 opinion.\n2. Literature Review\n - Leadership as an Influence Process:
 Discuss Northouse's (2019) theories on leadership, emphasizing the role of
 influence in leadership.\n - Social Media and Public Opinion: Review existing
 research on how social media platforms affect public opinion.\n - Influencers as
 Leaders: Explore the concept of social media influencers as informal leaders who
 guide public discourse and behavior.\n - Case Studies and Examples: Include
 notable examples, such as political influencers like Donald Trump, and how they have
 shaped public opinion on various issues.\n3. Theoretical Framework\n -
 Northouse's Leadership Theories: Apply Northouse's framework to analyze
 the influence mechanisms of social media influencers.\n - Media Effects Theories:
 Incorporate theories such as the agenda-setting theory, framing, and the two-step flow
 of communication to understand how influencers disseminate and shape information.\n
 - Social Identity and Social Learning Theories: Use these theories to explain how
 followers identify with influencers and adopt their viewpoints.\n4.

Methodology**\n - **Research Design**: Outline a mixed-methods approach, combining qualitative and quantitative research.\n - **Data Collection**: Describe methods such as content analysis of influencers's posts, surveys of followers, and interviews with influencers and experts.\n - **Data Analysis**: Explain how thematic analysis, statistical analysis, and case study analysis will be conducted.\n\n**5. Case Studies**\n - **Political Influence**: Examine specific instances where influencers have impacted political opinions or actions (e.g., election campaigns, policy advocacy).\n - **Cultural and Social Influence**: Investigate how influencers shape cultural norms and social behaviors (e.g., fashion trends, health behaviors).\n - **Crisis and Controversy Management**: Analyze how influencers manage public opinion during crises or controversies.\n\n**6. Findings**\n - **Mechanisms of Influence**: Present findings on how influencers use leadership techniques to shape public opinion.\n - **Impact on Public Opinion**: Discuss the extent and nature of influencers's impact on various critical issues.\n - **Comparative Analysis**: Compare different types of influencers (e.g., political, cultural, social) and their respective influence processes.\n\n**7. Discussion**\n - **Implications for Leadership Theory**: Reflect on how the findings contribute to and extend Northouse's theories on leadership.\n - **Practical Implications**: Consider the practical applications for policymakers, marketers, and social media platforms.\n - **Limitations and Future Research**: Acknowledge the limitations of the study and suggest directions for future research.\n\n**8. Conclusion**\n - **Summary of Key Findings**: Recap the main insights from the research.\n - **Final Thoughts**: Reflect on the broader significance of understanding social media influencers as leaders in the digital age.\n\n#### Potential Research Questions\n\n- How do social media influencers utilize leadership strategies to shape public opinion?\n- What are the key factors that determine the effectiveness of influencers in leading public discourse on critical issues?\n- How do followers perceive and respond to the influence exerted by social media influencers?\n- What are the ethical considerations in the influencer-follower relationship, particularly concerning public opinion formation?\n\n#### Methodological Considerations\n\n- **Content Analysis**: Analyze the content produced by influencers to identify common themes, strategies, and messaging techniques.\n- **Surveys and Questionnaires**: Collect data from followers to understand their perceptions and the impact of influencers on their opinions and behaviors.\n- **Interviews**: Conduct in-depth interviews with influencers to gain insights into their strategies and motivations.\n- **Case Studies**: Examine specific instances where influencers have played a pivotal role in shaping public opinion on critical issues.\n\nThis approach will allow you to comprehensively explore how social media influencers act as leaders, shaping public opinion through sophisticated influence processes."}], "status": "finished_successfully", "end_turn": true, "weight": 1.0, "metadata": {"citations": [], "gizmo_id": null, "message_type": null, "model_slug": "gpt-4o", "default_model_slug": "auto", "pad": "AAAAAAAAAAAAAAAAAAAA", "parent_id": "aaa2393d-1b38-474d-833f-b08787640aa4", "finish_details": {"type": "stop", "stop_tokens": [200002]}, "is_complete": true, "request_id": "89d0b3a8080c0dff-MXP", "timestamp_": "absolute", "recipient": "all", "channel": null, "parent": "aaa2393d-1b38-474d-833f-b08787640aa4", "children": ["aaa20b7a-3b1d-457e-965c-84463c12fffa"]}, "aaa20b7a-3b1d-457e-965c-84463c12fffa": {"id": "aaa20b7a-3b1d-457e-965c-84463c12fffa", "message": {"id": "aaa20b7a-3b1d-457e-965c-84463c12fffa", "author": {"role": "user", "name": null, "metadata": {}}, "create_time": 1719945043.378049, "update_time": null, "content": {"content_type":

"text", "parts": ["yes but for what phd departmentt wouldl this kind of research be for? business? sociology? communications? "], "status": "finished successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "89d0b55fef9fbacd-MXP", "message_source": null, "timestamp": "absolute", "message_type": null}, "recipient": "all", "channel": null, "parent": "1eed9e02-05a4-4a58-af1-58c5158c53ff", "children": [{"id": "ac806e22-3b00-4537-baab-06a0aa534df8"}], "ac806e22-3b00-4537-baab-06a0aa534df8": {"id": "ac806e22-3b00-4537-baab-06a0aa534df8", "message": {"id": "ac806e22-3b00-4537-baab-06a0aa534df8", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1719945068.72192, "update_time": null, "content": {"content_type": "text", "parts": ["The research on how social media influencers shape public opinion through leadership and influence processes could fit within several PhD departments, depending on the specific focus and approach of your study. Here are a few suitable departments:\n\n#### 1. **Sociology**\n - **Focus**: This department would be ideal if your research primarily explores the societal impacts of social media influencers, including cultural, social, and political dimensions.\n - **Key Areas**: Social behavior, cultural studies, social change, public opinion, and social networks.\n\n#### 2. **Communication Studies**\n - **Focus**: If your research centers on the communication strategies of influencers, media effects, and the role of social media in shaping public discourse, this would be a fitting choice.\n - **Key Areas**: Media influence, communication theory, digital media, public relations, and media psychology.\n\n#### 3. **Business or Marketing**\n - **Focus**: This would be appropriate if your study examines influencers from a marketing and consumer behavior perspective, focusing on how influencers lead and affect consumer decisions and brand perceptions.\n - **Key Areas**: Marketing strategies, consumer behavior, digital marketing, brand management, and leadership in business.\n\n#### 4. **Psychology**\n - **Focus**: If you are interested in the psychological aspects of influence, such as the cognitive and emotional effects of social media content on followers, a psychology department would be suitable.\n - **Key Areas**: Social psychology, media psychology, influence and persuasion, and identity formation.\n\n#### 5. **Political Science**\n - **Focus**: This department would be relevant if your research looks at the political influence of social media influencers, including their role in shaping political opinions, movements, and campaigns.\n - **Key Areas**: Political communication, public opinion, political behavior, and digital democracy.\n\n#### 6. **Cultural Studies**\n - **Focus**: If your research is more about the cultural impact of influencers, examining how they shape and reflect cultural trends and norms, this would be a suitable department.\n - **Key Areas**: Cultural theory, media and popular culture, identity, and representation.\n\n#### Choosing the Right Department\n\nConsider the following when choosing the department:\n- **Research Focus**: Align your primary research question and methodology with the strengths and focus areas of the department.\n- **Faculty Expertise**: Look for departments with faculty members who have expertise in your area of interest, as their guidance will be crucial.\n- **Career Goals**: Think about your long-term career goals and which department\u2019s focus aligns best with the type of roles you are aiming for post-PhD.\n\n#### Example Programs\n\n- **PhD in Sociology with a focus on Media and Culture**\n- **PhD in Communication Studies with a specialization in Digital Media**\n- **PhD in Marketing with a focus on Social Media and Consumer Behavior**\n- **PhD in Social Psychology with a focus on Media Effects**\n- **PhD in Political Science with a specialization in Political Communication**\n\nEach of these programs would provide a robust framework for investigating how social media influencers shape

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public opinion, utilizing leadership and influence theories."}], "status":
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influencers shape public opinion on critical issues through the lens of leadership and
influence processes, you can build upon Peter Northouse's (2019)
conceptualization of leadership as an influence process. This approach allows you to
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on how influencers use leadership techniques to shape public opinion. \n - **Impact on Public Opinion**: Discuss the extent and nature of influencers' impact on various critical issues. \n - **Comparative Analysis**: Compare different types of influencers (e.g., political, cultural, social) and their respective influence processes. \n\n**7. Discussion** \n - **Implications for Leadership Theory**: Reflect on how the findings contribute to and extend Northouse's (2019) theories on leadership. \n - **Practical Implications**: Consider the practical applications for policymakers, marketers, and social media platforms. \n - **Limitations and Future Research**: Acknowledge the limitations of the study and suggest directions for future research. \n\n**8. Conclusion** \n - **Summary of Key Findings**: Recap the main insights from the research. \n - **Final Thoughts**: Reflect on the broader significance of understanding social media influencers as leaders in the digital age. \n\n**Potential Research Questions** \n\n- How do social media influencers utilize leadership strategies to shape public opinion? \n- What are the key factors that determine the effectiveness of influencers in leading public discourse on critical issues? \n- How do followers perceive and respond to the influence exerted by social media influencers? \n- What are the ethical considerations in the influencer-follower relationship, particularly concerning public opinion formation? \n\n**Methodological Considerations** \n\n- **Content Analysis**: Analyze the content produced by influencers to identify common themes, strategies, and messaging techniques. \n- **Surveys and Questionnaires**: Collect data from followers to understand their perceptions and the impact of influencers on their opinions and behaviors. \n- **Interviews**: Conduct in-depth interviews with influencers to gain insights into their strategies and motivations. \n- **Case Studies**: Examine specific instances where influencers have played a pivotal role in shaping public opinion on critical issues. \n\nThis approach will allow you to comprehensively explore how social media influencers act as leaders, shaping public opinion through sophisticated influence processes. \n\nCan you summarize the key idea here in 3 sentences and then ask if this kind of research is better suited to the Sociology or Philosophy PHD if we look at it through the lens of differing philosophical schools of thought?]], "status": "finished_successfully", "end_turn": null, "weight": 1.0, "metadata": {"request_id": "89d0c0ebe95fbab8-MXP", "message_source": null, "timestamp_": "absolute", "message_type": null}, "recipient": "all", "channel": null}, "parent": "ac806e22-3b00-4537-baab-06a0aa534df8", "children": ["56e133d7-d44d-4d83-8239-a86208060aa4"]}, {"id": "56e133d7-d44d-4d83-8239-a86208060aa4", "message": {"id": "56e133d7-d44d-4d83-8239-a86208060aa4", "author": {"role": "system", "name": null, "metadata": {}}, "create_time": 1719945522.487691, "update_time": null, "content": {"content_type": "text", "parts": [""]}, "status": "finished_successfully", "end_turn": true, "weight": 0.0, "metadata": {"rebase_system_message": true, "message_type": null, "model_slug": "gpt-4", "default_model_slug": "auto", "parent_id": "aaa2e34e-3aa4-4afc-9802-a8aa79fd7f71", "request_id": "89d0c0ebe95fbab8-MXP", "timestamp_": "absolute", "is_visually_hidden_from_conversation": true}, "recipient": "all", "channel": null}, "parent": "aaa2e34e-3aa4-4afc-9802-a8aa79fd7f71", "children": ["db7c720e-0e6e-44d9-a6f9-85585f0306f8"]}, {"id": "db7c720e-0e6e-44d9-a6f9-85585f0306f8", "message": {"id": "db7c720e-0e6e-44d9-a6f9-85585f0306f8", "author": {"role": "assistant", "name": null, "metadata": {}}, "create_time": 1719945522.48779, "update_time": null, "content": {"content_type": "text", "parts": ["This doctoral thesis investigates how social media influencers shape public opinion on critical issues, using Peter Northouse's (2019) concept of leadership as an"]

influence process. It explores the mechanisms through which influencers act as leaders, employing a mixed-methods approach that includes content analysis, surveys, interviews, and case studies to understand their impact across political, cultural, and social spheres. The research will apply leadership theories and media effects theories to analyze how influencers guide public discourse and behavior.

Given the focus on influence processes, leadership, and societal impact, would this research be better suited to a Sociology PhD program, where the social implications and behaviors are emphasized, or to a Philosophy PhD program, potentially exploring the ethics and differing philosophical schools of thought regarding influence and leadership?"}],

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instance Northouse's 2019 book titled *Leadership: theory and practice* begins by discussing the dissonance between scholars about the meaning of leadership. Northouse (2019) also explores the history of leadership theory in the modern age. Northouse (2019) then defines leadership as "a process whereby an individual influences a group of individuals to achieve a common goal" (p. 43). Of the varied leadership descriptions available Northouse's definition of leadership aligns most with my thinking philosophy and research. Through all his case studies and descriptions of modern leadership theories and approaches he reveals how one needs only to have influence and lead followers toward a common goal to be a leader. As one may be influenced through many avenues over-simplifying leadership into an influence process allows many people who occupy non-traditional or new societal roles of influence to be considered leaders. However Northouse (2019) also asserts that "it is the leader who often initiates the relationship creates the communication linkages and carries the burden for maintaining the relationship" (p. 44). This assertion leads me to the second guest of my cocktail party. In order to discuss the mechanisms by which one could gain followers and initiate a meaningful and influential relationship with persons merely through how they present themselves and their ideas it seems that I would need a scholar knowledgeable about authentic leadership theory and practices. Thus my next guest would be author and university lecturer Bas W. Blekkingh. In a book titled *Authentic Leadership: Discover and Live Your Essential Mission* Blekkingh (2015) presents a seven-layer model for achieving authenticity. More importantly Blekkingh's (2015) seven-layer model illustrates how authentic leaders can solve problems and influence others by identifying their own purpose. Moreover Blekkingh (2015) asserts that "Authentic Leadership amounts to 'exerting influence with your mission in mind in a genuine and reliable way'" (p. 149). Blekkingh's assertions and the subject of his book overall provide an answer to how social media influences may serve as authentic leaders in society and guide others toward a particular philosophy or way of thinking. However next I would want guests at my cocktail party whose research presented further data to support my claim. This guest's research would contain prior studies or statistical data collected that reflected the literary body of work of which my research would be an addition. Consequently the next guest invited to my hypothetical cocktail party would be an Instructor at Grant MacEwan College and the University of Alberta Shelly Boulianne. Boulianne's (2009) research titled "Does Internet Use Affect Engagement? A MetaAnalysis of Research" initially published in the *Political Communication* journal meets these criteria perfectly. Boulianne's (2009) meta-analysis of 38 studies examining the correlation between internet use and political engagement provides concrete evidence of the role of the internet in political engagement. Boulianne (2009) asserted there was "relatively little research on the relationship between Internet use and political engagement" at publication (p. 295). However Boulianne's (2009) meta-analysis bridged a gap in the literature and was able to show on an aggregate level the positive effect of internet use on civic engagement. Boulianne (2009) concluded that: "In this analysis of 38 studies and 166 effects testing the relationship between Internet use and political engagement the meta-data establish that there is little evidence to support the argument that Internet use is contributing to civic decline. The findings suggest that the effect of Internet use on engagement is positive. (p. 205)" Boulianne's (2009) data and research serve as an essential link proving the potential for social media activism to affect public

opinion and behavior. \n\tFinally the last guest I would invite to round out the discussion of whether social media activism or \u2018slacktivism\u2019 can result in positive social change is Henrik S. Christensen. As a scholar published author and doctoral candidate at the Department of Political Science at \u00c5bo Akademi University in Turku Finland Christensen\u2019s (2011) article offers a valued perspective on slactivism. In addition the author\u2019s research is relevant to my topic and represents part of the body of literature I would hope one day includes my research. \n\tIn a 2011 article titled \u201cPolitical activities on the Internet: Slacktivism or political participation by other means?\u201d initially published in the online academic journal First Monday Christensen (2011) discusses the societal implications of online activism and political engagement. Christensen (2011) cites and summarizes prior research devoted to the topic to reach a conclusion and answer the problem statement expressed in his introduction. In the article Christensen (2011) concludes that \u201ceven if it is not possible to dismiss the skepticism about the effectiveness of online participation it is premature to dismiss the impact of the Internet on political activism altogether\u201d (para. 60).\n\tChristensen\u2019s article explored prior research studies and presented data that either supported or challenged his idea. Christensen\u2019s article also reflected on and analyzed the arguments presented by other scholars to explain current societal behaviors. Thus in addition to Christensen\u2019s (2011) article being significantly relevant to my research topic it also represents an example of the kind of research product I wish my capstone project to be.\n\tMoreover each of my chosen cocktail party guest\u2019s work reflects on or further develops a particular aspect of the mechanics and significance of social media activism. Therefore I will likely refer to and cite their work in my capstone project. At the completion of my capstone project I hope that through exploring the research of others and extracting data about public opinion I will have proved the significance of online activism. In addition there is a gap in the literature that describes the role of authentic leadership in social media influence. Therefore my capstone project would prove and explain how one can affect positive change by living authentically and sharing your ideas or concerns online. \n\nIn modern society a tweet isn\u2019t just a tweet. In today\u2019s world interspersed between fun dancing and lip-syncing videos real issues affecting the community at large are being addressed. On TikTok people raise concerns comment on social issues and invite humanity to change for the better. The pandemic and other recent events have spotlighted how online activism can affect and direct offline public action. Going forward it is virtually indisputable that social media personalities and influencers have a tremendous platform that they can use to shape public perception of events and start a movement. By raising awareness of the significance of online influence I hope that people will take online platforms seriously and be cautious not to promote ideas and actions detrimental to society.\nReferences\nAtlantic Council\u2019s DFRLab. (2021 February 10). #StopTheSteal: Timeline of Social Media and Extremist Activities Leading to 1/6 Insurrection. Just Security. <https://www.justsecurity.org/74622/stopthesteal-timeline-of-social-media-and-extremist-activities-leading-to-1-6-insurrection/>\nBlekkings B. W. (2015). Authentic Leadership: Discover and Live Your Essential Mission. Infinite Ideas; eBook Collection (EBSCOhost). <http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=987184&site=ehost-live>\nBoulianne S. (2009). Does Internet use affect engagement? A meta-analysis of research. Political Communication 26(2) 193\u2013211.\nChristensen H. S. (2011). Political activities on the Internet: Slacktivism or political participation by other

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organizations have long acknowledged the impact of social media influencers and other online personalities on the general populace. Consequently many businesses and non-profit organizations partner with social-media influences to market their products or causes utilizing the power notoriety or fame of these social media figures (Anderson 2020). However although it is acknowledged that social media personalities have a tremendous platform that lends them a large audience to influence and share ideas with there is little research about the leadership function they fill in society.

According to a 2021 Pew Research Center survey approximately seven in ten Americans use social media (Auxier & Anderson 2021). In addition 81% of survey participants report using the social media platform Youtube and 69% say they use Facebook (Pew Research Center 2021). While the data indicates that Americans utilize and engage with Social Media platforms it is still unclear to what degree social media influencers lead and affect the attitudes of the general populace. With the growing popularity and impact of social media use it's vital to gain a deeper perspective on the depth of influence social media platforms have to harness that power for good.

A phenomenological study into the leadership role of social media influencers in modern society could illuminate the extent to which they guide societal attitudes and opinions. According to Tracy (2019) Phenomenology is the reflective study of pre-reflective experience concerned with how people consciously experience specific phenomena things or stuff. Similar to grounded theory phenomenology does not specify or closely delineate what it expects to find in the study (p. 65). Accordingly this research will explore the relationship between online influence and authentic leadership utilizing an emic methodology where behavior is described from the actor's point of view and is context-specific (p. 26). However the primary purpose or goal of the phenomenological study will be to examine the significance and impact of social media personalities as authentic and thought leaders across various social media user age groups.

According to Cresswell and Cresswell (2018) an emergent research design infers that the initial plan is fluid and that some or all phases of the process may change or shift after the researcher enters the field and begins to collect data the questions may change the forms of data collection may shift and the individuals studied may be modified (p. 259).

Likewise the methodologies used during the research project may change. Moreover Cresswell and Cresswell (2018) advise that the idea behind qualitative research is to purposefully select participants or sites (or documents or visual material) that will best help the researcher understand the problem and the research question (p. 262).

Hence I plan to gather data through three sources or data gathering methodologies. First I plan to curate a group of approximately four interview subjects. The subjects will represent four age ranges the Pew research survey data focuses on to correlate my findings better. I will also interview at least one social media personality with a significant following of 100000 users or more. In addition I will prepare a release form and gain the consent of all participants to use their personal details or for their varying levels of participation i.e. video audio recordings political affiliations etc. Next I will use the data from several annual Pew Research Center surveys on the social media platform use of adults in America. While I had considered preparing my own survey the data I wish to examine already exists and such an action would not be an efficient use of my time and efforts. In addition there are also several Gallup polls whose raw data I plan to use in research pursuits. According to Cresswell and Cresswell (2018) one category of qualitative data consists of qualitative audiovisual and digital materials (including

social media materials). This data may take the form of photographs art objects videotapes website main pages e-mails text messages social media text or any forms of sound (p. 267). Thus I will also explore social-media platforms such as TikTok Youtube Reddit etc. to observe and examine whether social-media influencers actively engage in the behaviors that model or align with authentic leadership theory principles. My observations will likely inform the interview questions I prepare for study participants. Moreover Tracy (2019) asserts that fieldwork or participant witnessing allows researchers to examine participants' actions as a means to understanding their values (p. 78). Exploring audio-visual and written materials on social media platforms like Twitter TikTok and Facebook are most akin to fieldwork in the context of this project. Thus the observations or participant witnessing that I engage in will help me discern the values and in turn the participants' authenticity and leadership or followership qualities. To paint a clear picture of the relationship between social media influence and authentic leadership I would first review the written works of several writers and scholars in the field of authentic leadership. For example Peter G. Northouse is a Western Michigan University professor and writer of several books on leadership (Northouse 2019). Northouse's (2019) book titled Leadership: theory and practice begins by defining leadership. Northouse (2019) asserts that Leadership is a process whereby an individual influences a group of individuals to achieve a common goal (p. 43). Northouse (2019) then explores the history of leadership theory from the early 20th century onward. Each chapter onward then discusses a particular leadership theory or approach. In chapter 9 Northouse (2019) gives an in-depth description of authentic leadership. He begins by claiming that: Authentic leadership represents one of the newer areas of leadership research. It focuses on whether leadership is genuine and real. As the title of this approach implies authentic leadership is about the authenticity of leaders and their leadership authentic leadership is still in the formative phase of development. As a result authentic leadership needs to be considered more tentatively: It is likely to change as new research about the theory is published (p. 308). Northouse (2019) also describes the origins of authentic leadership and offers a rationale for its emerging popularity. However as asserted by Northouse authentic leadership theory is in its nascent stages so its application is not as readily recognizable. Even so Northouse (2019) clarifies and defines authentic leadership and its approaches within the chapter. Additionally Northouse also acknowledges the need for further research into authentic leadership theory. Therefore Northouse's general framework will be a helpful resource while studying the relationship between social media influence and authentic leadership. Blekkinh's (2015) and Wulffers' (2017) writing also provide insight into authentic leadership practices. For instance Blekkinh's (2015) book Authentic Leadership: Discover and Live Your Essential Mission explores authentic leadership practices while providing a guiding framework towards discovering one's purpose and achieving authenticity. In comparison while also equally relevant Wulffers' (2017) book titled Authentic Leadership Effectiveness for Individuals and Teams: A Coaching Approach provided critical insight into the mechanisms of authentic leadership while contending that authenticity is a spectrum. Wulffers' (2017) book is particularly pertinent as the writer examines the methodologies and components of authentic leadership development while also showing ample examples of authentic leaders in the public sphere. After using prior literature to shape the narrative and define my concept of authentic leadership I

would also like to review the work of other scholars examining the effects of the internet and social media use in the modern age. For example Boulianne (2009) meta-analysis of prior studies done examining the relationship between internet use and political engagement is an ideal starting point to chart the trajectory of the effects of society's burgeoning social media use. In addition Boulianne (2009) concluded that the meta-data establish that there is little evidence to support the argument that Internet use is contributing to civic decline. The findings suggest that the effect of Internet use on engagement is positive (p. 205). Boulianne (2009) analysis shows a clear relationship between online and offline engagement. Hence one could use Boulianne's research as a provocation to learn more about the specific relationship between social media use and influence. However internet and social media use and online activism are not synonymous. Thus Christensen (2011) article titled "Political activities on the Internet: Slacktivism or political participation by other means?" discussing the implications of and incentives to engaging in online activism give a critical alternate perspective on the question of whether social media personalities practice authentic leadership. Throughout the article Christensen (2011) synthesized and examined prior research for and against his central hypothesis. Christensen (2011) conclusion that online activities promote offline participation suggests that online influence has a more significant effect on offline behavior than many studies have shown. Ultimately Christensen's article contextualizes the data from previous research referenced in ways that facilitate further analysis based on the article's premises and its references. Finally Anderson and Auxier (2021) online article for the Pew Research Center website about social media use provides a starting point for the survey's data analysis. The article titled "Social Media Use in 2021" summarizes the results of Pew Research Center's annual survey on American social media use. In the article Anderson and Auxier (2021) present the survey results to support their conclusions drawn from the survey data. However as Anderson and Auxier do not use the data to support claims of either causation or correlation their findings function more as commentary to the data presented. The article's central idea is that a majority of Americans say they use YouTube and Facebook while use of Instagram Snapchat and TikTok is especially common among adults under 30 (Anderson & Auxier 2021 para. 1). In the scope of my research the article primarily functions as a prompt to further examine the data and determine correlation or causation through my own findings. Ultimately my reflexivity influences and informs this research project. I am an avid user of social media across multiple platforms. I am aware that I am open to the influence of social media personalities and thus am likely to modify some aspects of my life based on their recommendation. More importantly I have on multiple occasions changed my attitude toward a particular concept idea or even a political candidate and ideology because of views and opinions expressed by social media personalities. Moreover I do not think that I am in the minority. Most social media users are also influenced by what they read hear and see. Nonetheless regardless of what I may anticipate finding I am eager to research this topic to discover the thoughts and opinions of others and learn how they experience social media activism and engagement. However it seems to me that scholars have largely ignored the impact power influence and leadership abilities of social media creators to mobilize large groups of people towards a common goal. I feel passionate that it is essential to learn understand and raise awareness of the significance of social media content creators in shaping public attitudes and

behaviors. I hope that my research could inspire scholars and educators to take social media platforms more seriously and reflect on what ideas they choose to convey and prompt further research into this area.

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Claremont

LinnColony University\nMLE 5323-01 Leadership Literacy\nJudge Tonia Cutchin\nJuly 18 2021\nLeadership Literacy Annotated Bibliography\nBERKOVICH I. (2014). Between Person and Person: Dialogical Pedagogy in Authentic Leadership \tDevelopment. Academy of Management Learning & Education 13(2) 245\u2013264. Business \tSource Elite. <LINK>
http://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=96695857&site=ehost-live\nBerkovich (2010) suggests that dialogical pedagogy can be used to develop authentic leadership. He examines and critiques common approaches and ideas held in the academic community regarding authentic leadership theory. The author goes on to summarize and discuss current approaches to authentic leadership development. Berkovich (2010) identifies and discusses the central focus \u2018narrative identity processing\u2019 and \u2018dramaturgical enactment\u2019 of two of the foremost didactic methods for authentic leadership development. He then suggests a new perspective based in dialogical philosophy and sets about describing a proposed framework for dialogical pedagogy in authentic leadership. Berkovich (2010) identifies eight areas of dialogical pedagogy which are useful in authentic leadership development: care contact critical thinking empathy mutuality open-mindedness respect and self-exposure. Finally the article evaluates and critiques the use and outcomes of using dialogical pedagogy in authentic leadership development initiatives.\n\tThe source was useful in that the author first defined his view of the current perspectives in authentic leadership before exploring a new perspective. The author discusses the foundations and mechanics of dialogical pedagogy in an in-depth manner which is helpful in understanding the overall purpose and ideas set forth in the article. The article is from a peer reviewed scholarly journal and is found easily through a simple search in EbscoHost through the university\u2019s library.\nBlekkings B. W. (2015). Authentic Leadership: Discover and Live Your Essential Mission. Infinite \tIdeas; eBook Collection (EBSCOhost). \t<LINK>
http://search.ebscohost.com/login.aspxdirect=true&db=nlebk&AN=987184&site=ehost-live\nThis e-book explores the ideas present in authentic leadership theory with the intent to use them as a tool for discovering ones purpose. Blekking (2015) approaches his topic through a seven layer model which he postulates is the framework of all human beings. These seven layers in chapter discussion order are: environment behavior skills norms ego values and authenticity. The initial seven chapters are each focused on one of these layers and the problems associated with each layer. Blekking (2015) suggests that through this layered self reflection one is enabled to find their authentic self and their purpose. He presents the idea that this once an individual is aware of their authentic self and purpose they will be able to \u201cput Authentic Leadership into effect\u201d (Blekking 2015 p. x). Finally he concludes the book with resources for further exploration and includes a lengthy appendix that functions as kind of encyclopedia with supplemental materials.\n\tThe author is a credible source in the field of authentic leadership theory due to his work as both an authentic leadership lecturer at a Dutch university and as one of the founders of a consultancy firm centered around the tenets of authentic leadership. One failing of the book as Authentic Leadership resource is that many of the examples in the book are mainly anecdotal and lack an academic or scientific robustness. In contrast the authors simple language and engaging exercises make his ideas and pedagogy easily understood and applicable to anyone.\nGardner W. L. Avolio B. J. Luthans F. May D. R. & Walumbwa F. (2005). \u201cCan you see the real \tme?\u201d A self-based model of

authentic leader and follower development. *Leadership Quarterly* 16(3) 343-372. Business Source Elite. <LINK> <http://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=17426678&site=ehostlive> Gardner et al. (2005) contend that the purpose of this article is to further develop and extend an emerging theory of authentic leadership development (p. 344). The authors begin by defining their interpretation of the constructs of authenticity authentic leadership and authentic followership. Gardner et al (2005) then discuss a conceptual authentic leadership framework for leader and follower development. Gardner et al (2005) propose what they describe as a self-based model of the developmental processes for authentic leadership and followership (p. 348). This model sets forth the idea that a leader's personal history is the catalyst for authentic leadership development (Gardner et al. 2005). The authors identify self-awareness and self-regulation as two fundamental components of authentic leadership development and they discuss both these concepts in depth. Also at the heart of this article is the idea that authentic leaders are positive role models for followers and consistently model authentic behavior balanced processing self-awareness and transparency. This article is a valuable resource in examining authentic leadership theory because it examines authentic leadership development using a reflective perspective which looks at the roles of both the leader and follower. The authors also clearly and succinctly define the various components of their authentic leadership model. One area for critique is that the authors don't provide any concrete examples of the outcomes they predict making the subject matter of the article entirely theoretical. Hsieh C.-C. & Wang D.-S. (2015). Does supervisor-perceived authentic leadership influence employee work engagement through employee-perceived authentic leadership and employee trust? *International Journal of Human Resource Management* 26(18) 2329-2348. Business Source Elite. <LINK> <http://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=108302656&site=ehost-live> This journal article reports the findings methodology and initial hypothesis of a study concerning authentic leadership. The study focuses on the influence of authentic leadership on employee trust and engagement from a supervisor-employee perspective. Hsieh & Wang (2015) made four distinct hypothesis concerning employee and supervisor perceptions of authentic leadership and its mediatory relationship with employee trust and engagement. The study sample was taken from the responses of 77 supervisors and 345 employees from 36 of Taiwan's best performing companies (Hsieh & Wang 2015). The results of the study were quantified using study participants questionnaire responses which were then converted to statistical data and applied to a hierarchical linear model. Using this data the authors were able to conclude that supervisor-perceived authentic leadership has a fully mediating influence on employee work engagement through employee trust (Hsieh & Wang 2015 p. 2341). This study is a valuable resource for authentic leadership theory because of its use of statistical data. The presentation of quantifiable results gives greater credibility to the authors' conclusions. Hsieh & Wang's (2015) presentation of their authentic leadership research hypothesis test and findings present a clear picture of the application of authentic leadership and its probable outcomes. Kerfoot K. (2006). Authentic Leadership. *Dermatology Nursing* 18(6) 595-596. Academic Search Elite. <LINK> <http://search.ebscohost.com/login.aspx?direct=true&db=afh&AN=23659813&site=ehost-live> This peer-reviewed journal article discusses authentic leadership

development in the context of the nursing profession. Kerfoot (2006) presents the idea that leader authenticity cannot be self-defined it lies only in the perception of followers. The author also suggests that authenticity may be a character trait but then postulates that through mentoring and confidence one can create the perception of authenticity as a leader (Kerfoot 2006).

This composition clearly defines the author's idea of authentic leadership and its importance. While the article does state several arguable conjectures they are all supported by the cited references from other credible sources. This article is relevant and helpful to any authentic leadership research in that it gives context to and an application of authentic leadership theory in a specific profession.

Mehmood Q. Hamstra M. R. W. Nawab S. & Vriend T. (2016). Authentic leadership and followers' in-role and extra-role performance: The mediating role of followers' learning goal orientation. *Journal of Occupational & Organizational Psychology* 89(4) 877-883. Business Source Elite. <LINK>
<http://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=119180634&sit e=ehost-live>

This article presents the findings of a research study concerning authentic leadership. Specifically the study examined the role of authentic leadership on employees' developmental goals and the correlation between supervisor authentic leadership and employee performance (Mehmood et al. 2016). The authors put forth three distinct hypothesis which predict that authentic leadership positively predicts followers' learning goal orientation and indirectly positively predicts followers' performance and engagement. The study sample of participants included 115 supervisors and 345 employees in the Pakistani Telecommunications sector (Mehmood et al. 2016). Similar to the study conducted by Hsieh & Wang (2015) a questionnaire and statistical data was used to quantify the results. Mehmood et al. (2016) were able to conclude there is evidence that authentic leadership predicts followers' in-role performance and civic virtue extra-role performance through followers' LGO (p. 882).

This article is a credible source due to being published as part of peer-reviewed scholarly journal. Additionally the presentation of quantifiable results lends greater credibility to the authors' conclusions. One criticism of this source is that it does not discuss much of the research that the authors conducted in authentic leadership theory before they arrived at their hypothesis. The authors site an extensive list of credible sources from which they formulated their ideas but it may have been helpful for them to be more in-depth.

Qian J. Yang F. & Han Z. R. (2016). The Influencing Mechanisms of Authentic Leadership on Feedback-Seeking Behaviour: A Cognitive/Emotive Model. *Current Psychology: A Journal for Diverse Perspectives on Diverse Psychological Issues* 35(3) 478-485. WorldCat.org. <LINK> <https://doi.org/10.1007/s12144-015-9316-z>

The article suggests that a key influencing mechanism on feedback-seeking behavior in the leader-follower dyadic relationship is through followers' cognitive and emotive processes. This composition describes how authentic leadership and employees' cognitive and emotive perspectives influence feedback-seeking behaviors. Qian et al. (2016) argue that authentic leadership influences feedback seeking indirectly through employees' perceptions about value and cost (p. 482). They also put forth a model where authentic leadership correlates with employee positive emotions thereby indirectly fostering feedback-seeking behavior (Qian et al. 2016).

The article provides a focused view of authentic leadership and how it correlates with feedback-seeking behaviors. The authors cite an extensive amount of credible sources and literature to support their claims but at times this

may cause a reader to get the sense that they're not putting forth any new ideas. One criticism of the composition is that due to its focused view some portions of the article seem almost redundant.

Rego A. Vit\u00f3ria A. Magalh\u00e3es A. Ribeiro N. & e Cunha M. P. (2013). Are authentic leaders associated with more virtuous committed and potent teams? *The Leadership Quarterly* 24(1) 137-149. <LINK> <https://doi.org/10.1016/j.leaqua.2012.08.002>

This peer-reviewed article concerns a study which examines how authentic leadership predicts team potency both directly and indirectly. Rego et al. (2013) suggests that authentic leadership alone is not sufficient to achieve positive team outcomes (p. 62). The authors assert that team affective commitment and team virtuousness may also be a link between authentic leadership and team potency. Therefore the study also explores the mediatory role of team affective commitment and virtuousness. The study was conducted at a Portuguese university with 59 teams of sizes ranging from 4-21 members. Similar to the study conducted by Hsieh & Wang (2015) as well as Mehmood et al. (2016) a questionnaire and statistical data was used to quantify the results. Rego et al. (2013) were able to conclude that the findings suggest that AL [authentic leadership] predicts team potency via the mediating role of team virtuousness and team affective commitment (p. 75).

Many of the studies which concern themselves with the effects of authentic leadership focus on individual follower outcomes. This study is rare in that it examines the effects of authentic leadership on group outcomes. This rarity makes it an exceptional resource for authentic leadership theory research. The authors described the concepts of authentic leadership which lead to their hypothesis in detail which provided ample supplementary information on their study topic. As with the studies conducted by Hsieh & Wang (2015) as well as Mehmood et al. (2016) the presentation of quantifiable results lends greater credibility to the authors conclusions.

Shapira-Lishchinsky O. (2014). Toward developing authentic leadership: Team-based simulations. *Journal of School Leadership* 24(5) 979+. Gale Academic OneFile. <LINK> <https://link-gale-com.claremontlincoln.idm.oclc.org/apps/doc/A424532388/AONE?tu=clar94421&sid=bookmark-AONE&xid=f96c90b3>

This peer-reviewed article concerns a study conducted to identify whether principal trainees can develop authentic leadership through processing decisions that they or their peers made in TBSs [team based simulations] of ethical cases that they or their peers had experienced (Shapira-Lishchinsky 2014 p. 987) in the educational field. The study found that there were 2 main advantages of TBSs: TBSs create a supportive environment to learn from participant mistakes and TBSs heightened educational leader awareness of their caring responsibilities. Shapira-Lishchinsky (2014) was able to conclude that TBSs provide a framework for ethical discussion but did not ever establish a firm correlation between authentic leadership development in educational leaders and TBSs.

Although this study is peer reviewed its results were not presented in the form of quantifiable data. While the study did include detailed research relating to authentic leadership and also clearly stated its methodology ultimately it is not the best resource for the study of authentic leadership theory. It does however provide ample information and examples which could be correlated with authentic leadership theory through conjecture and deduction.

Wulffers T. (2017). *Authentic Leadership Effectiveness for Individuals and Teams: A Coaching Approach*. KR Publishing; eBook Collection (EBSCOhost). <LINK> <http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=1595178&sit e=ehost-live>

Wulffers (2017) begins by commenting on the state of leadership today

and also examining the consequences of poor leadership. The author cites authentic leadership theory as a key method for achieving a better quality of leadership. Wullffers (2017) states that \u201cauthentic leaders are leaders who know who they are and who are true to themselves\u201d (p. 7). The book examines what authentic leadership is from a scholarly perspective and cites multiple literary works concerning the mechanisms of authentic leadership. The author then examines the components and methodologies of authentic leadership development. Wullffers (2017) describes leader authenticity as a spectrum with \u201cleadership development levels of maturity that shape the moral and cognitive capacities\u201d (p. 57) of leaders. The author then goes on to discuss how leaders may navigate up developmental levels. Finally Wullffers (2017) examines well known leaders through the lens of authentic leadership (p. 208).

\n\tWhile the author does make some assertions this book functions mainly as an extended case study and detailed manual on how to achieve leader authenticity. The author heavily references previous literature on authentic leadership theory as well as her own experiences to formulate her ideas. The book includes several appendices and end-notes which enhance its usefulness in authentic leadership theory research. Wullffers is also lent a greater credibility through endorsements and reviews by industry leaders.

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your project and idea appear well-conceived and significant. The topic is current,
relevant, and well-grounded in existing literature on leadership and social media
influence, which makes it a strong candidate for a capstone project. The proposal to
explore social media influencers as leaders and their impact on public opinion,
especially in the context of elections, is insightful. It aligns well with existing
research on the influence of digital platforms on societal and political
behaviors.\n\nYour idea to limit the research to conducting case study interviews is a
viable approach, particularly for exploring the nuanced views and strategies of
individuals. Case studies, especially those based on interviews, can provide deep
insights into the subjective experiences and opinions of social media influencers and
their audiences. This method allows for an in-depth understanding of the complex
dynamics of influence and leadership in the digital age. Here's how this method
aligns with your research:\n\n1. Depth of Insight: Interviews can capture the
complexities and subtleties of how influencers perceive their role and influence,
which may not be apparent through other methods like surveys or observational
studies.\n\n2. Contextual Understanding: This method allows you to gather
contextual data about the influencers' intentions, strategies, and perceptions of
their impact, which is crucial for analyzing leadership dynamics.\n\n3.
Flexibility: Case studies are adaptable and can explore emerging themes in detail,
which is particularly useful given the rapidly evolving nature of social media trends
and their impact on public opinion.\n\nHowever, you might consider complementing these
interviews with additional methods to strengthen your findings and address potential
biases:\n- Content Analysis: Analyzing the content created by these influencers
could provide quantitative support to the qualitative data gathered through interviews,
helping to validate the influencers' claims about their impact and strategies.\n-
Surveys of Followers: To gauge the effectiveness of influencer strategies and
their perceived authenticity and leadership by the audience, surveys can provide
statistical data to back up case study findings.\n\nCombining these methods can
provide a more comprehensive view of the influence process, enhancing the reliability
and depth of your research. If you have any more specific aspects of your project you
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Cocktail Party\n\n\nAlexis Lindsay\nClaremont Lincoln University\nMCC 5321-01
Activating the Core: Research Methods\nProfessor Robert Razzante\nDecember 4
2021\n\n\nConceptual Cocktail Party\nWhen many felt isolated in quarantine at the height
of the pandemic in the United States social media was a much-needed outlet for social
interactions. In addition it served as a platform for ordinary people to share their
views and reactions during a time of uncertainty and unrest. Most notably TikTok the
social media platform where users post short videos lip-singing and dancing rose to
prominence.\nHowever throughout this time TikTok and other social media platforms
became more than just a means for people to connect and express themselves. It also
became the focal point and catalyst to demonstrations across the nation. During this
period incendiary and inspirational hashtags such as \u2018#stopthesteal\u2019 and
\u2018#sayhername\u2019 took center stage and entered the public vernacular. \nSocial
media activism\u2014long looked down upon as lazy and ineffectual\u2014suddenly
became the vehicle activists used to recruit and organize. For example it\u2019s noted
that many of the participants of the January 6th 2021 capital insurrection first
tweeted or posted videos on Youtube promoting the January 6 demonstration that
devolved into a riot (Atlantic Council\u2019s DFRLab 2021). At the time many
political pundits argued that the January 6th insurrection occurred because of
incendiary statements made both online and in-person by then President Donald Trump
(Heilweil & Ghaffary 2021; \u201cTrump Impeached\u201d 2021). Later former
President Trump would even be prosecuted impeached and banned from social media
platforms for inciting the January 6th riot.\nIt\u2019s clear that social media
influences and other online public figures hold tremendous sway over public opinion
and attitudes in current times. Today one need never leave home to influence the
attitude and practices of the public at large. Thus it begs the question \u2018Has
social media activism or \u2018slacktivism\u2019 gotten a bad rap?\u2019 Is it
possible to start a movement and effect positive change with a couple of keystrokes

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and a vision? I believe the answer to those questions is yes. If I could gather foremost experts on topics relevant to the subject together to discuss it at a cocktail party I feel confident they also would reach the same conclusion. Indeed suppose one were to examine the scope of their research. In that case one might find support for my assertion and further evidence of how social media influence or thought leadership influences and motivates the actions of the public at large. For example my first guest would certainly be Peter Guy Northouse. Northouse's textbooks on leadership explore various leadership theories and provide several case studies for each application. In his research and writing Northouse (2019) displays a thorough understanding of the mechanics of how different kinds of leaders influence followers thinking and behavior (Northouse 2019 2021). If one wanted to elucidate and compare how the qualities exhibited by social media activists resembled and matched those of other prominent leaders and activists in history Northouse's research would be the best starting point. One need only delve into the research of Northouse to discover the primary qualities traits and approaches utilized by leaders. For instance Northouse's 2019 book titled Leadership: theory and practice begins by discussing the dissonance between scholars about the meaning of leadership. Northouse (2019) also explores the history of leadership theory in the modern age. Northouse (2019) then defines leadership as "a process whereby an individual influences a group of individuals to achieve a common goal" (p. 43). Of the varied leadership descriptions available Northouse's definition of leadership aligns most with my thinking philosophy and research. Through all his case studies and descriptions of modern leadership theories and approaches he reveals how one needs only to have influence and lead followers toward a common goal to be a leader. As one may be influenced through many avenues over-simplifying leadership into an influence process allows many people who occupy non-traditional or new societal roles of influence to be considered leaders. However Northouse (2019) also asserts that "it is the leader who often initiates the relationship creates the communication linkages and carries the burden for maintaining the relationship" (p. 44). This assertion leads me to the second guest of my cocktail party. In order to discuss the mechanisms by which one could gain followers and initiate a meaningful and influential relationship with persons merely through how they present themselves and their ideas it seems that I would need a scholar knowledgeable about authentic leadership theory and practices. Thus my next guest would be author and university lecturer Bas W. Blekkingh. In a book titled Authentic Leadership: Discover and Live Your Essential Mission Blekkingh (2015) presents a seven-layer model for achieving authenticity. More importantly Blekkingh's (2015) seven-layer model illustrates how authentic leaders can solve problems and influence others by identifying their own purpose. Moreover Blekkingh (2015) asserts that "Authentic Leadership amounts to 'exerting influence with your mission in mind in a genuine and reliable way'" (p. 149). Blekkingh's assertions and the subject of his book overall provide an answer to how social media influences may serve as authentic leaders in society and guide others toward a particular philosophy or way of thinking. However next I would want guests at my cocktail party whose research presented further data to support my claim. This guest's research would contain prior studies or statistical data collected that reflected the literary body of work of which my research would be an addition. Consequently the next guest invited to my hypothetical cocktail party would be an Instructor at Grant MacEwan College and the University of Alberta Shelly Boulianne. Boulianne's (2009) research titled

\u201cDoes Internet Use Affect Engagement? A MetaAnalysis of Research\u201d initially published in the Political Communication journal meets these criteria perfectly. Boulianne\u2019s (2009) meta-analysis of 38 studies examining the correlation between internet use and political engagement provides concrete evidence of the role of the internet in political engagement. Boulianne (2009) asserted there was \u201crelatively little research on the relationship between Internet use and political engagement\u201d at publication (p. 295). However Boulianne\u2019s (2009) meta-analysis bridged a gap in the literature and was able to show on an aggregate level the positive effect of internet use on civic engagement. Boulianne (2009) concluded that:\n\nIn this analysis of 38 studies and 166 effects testing the relationship between Internet use and political engagement the meta-data establish that there is little evidence to support the argument that Internet use is contributing to civic decline. The findings suggest that the effect of Internet use on engagement is positive. (p. 205)\n\nBoulianne\u2019s (2009) data and research serve as an essential link proving the potential for social media activism to affect public opinion and behavior. \n\nFinally the last guest I would invite to round out the discussion of whether social media activism or \u2018slacktivism\u2019 can result in positive social change is Henrik S. Christensen. As a scholar published author and doctoral candidate at the Department of Political Science at \u00c5bo Akademi University in Turku Finland Christensen\u2019s (2011) article offers a valued perspective on slacktivism. In addition the author\u2019s research is relevant to my topic and represents part of the body of literature I would hope one day includes my research. \n\nIn a 2011 article titled \u201cPolitical activities on the Internet: Slacktivism or political participation by other means?\u201d initially published in the online academic journal First Monday Christensen (2011) discusses the societal implications of online activism and political engagement. Christensen (2011) cites and summarizes prior research devoted to the topic to reach a conclusion and answer the problem statement expressed in his introduction. In the article Christensen (2011) concludes that \u201ceven if it is not possible to dismiss the skepticism about the effectiveness of online participation it is premature to dismiss the impact of the Internet on political activism altogether\u201d (para. 60).\n\nChristensen\u2019s article explored prior research studies and presented data that either supported or challenged his idea. Christensen\u2019s article also reflected on and analyzed the arguments presented by other scholars to explain current societal behaviors. Thus in addition to Christensen\u2019s (2011) article being significantly relevant to my research topic it also represents an example of the kind of research product I wish my capstone project to be.\n\nMoreover each of my chosen cocktail party guest\u2019s work reflects on or further develops a particular aspect of the mechanics and significance of social media activism. Therefore I will likely refer to and cite their work in my capstone project. At the completion of my capstone project I hope that through exploring the research of others and extracting data about public opinion I will have proved the significance of online activism. In addition there is a gap in the literature that describes the role of authentic leadership in social media influence. Therefore my capstone project would prove and explain how one can affect positive change by living authentically and sharing your ideas or concerns online. \n\nIn modern society a tweet isn\u2019t just a tweet. In today\u2019s world interspersed between fun dancing and lip-syncing videos real issues affecting the community at large are being addressed. On TikTok people raise concerns comment on social issues and invite humanity to change for the better. The pandemic and other recent events have

spotlighted how online activism can affect and direct offline public action. Going forward it is virtually indisputable that social media personalities and influencers have a tremendous platform that they can use to shape public perception of events and start a movement. By raising awareness of the significance of online influence I hope that people will take online platforms seriously and be cautious not to promote ideas and actions detrimental to society.

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"content_type": "tether_quote", "url": "file-1LAHDEzelsNCap1UG0Yzwffm", "domain": "AC ASSIGNMENT 2.docx", "text": "Research Proposal\n\n\nAlexis Lindsay\nClaremont Lincoln University\nMCC 5321-01 Activating the Core: Research Methods\nProfessor Robert Razzante\nDecember 19 2021\n\nResearch Proposal\n\nOn October 15 2017 Alyssa Milano tweeted \u201cIf you've been sexually harassed or assaulted write me too\u201d; as a reply to this tweet\u201d (Milano 2017) and kicked off a social media movement that changed the way America approached issues of harassment and sexual assault. While Milano was not the originator of the phrase coined by activist Tarana Burke in 2006 Milano's tweet to her then three million-plus subscribers garnered thousands of responses overnight (Thomson 2018). Suddenly women who had suffered in silence\u2014sometimes even for years\u2014suddenly began to speak out about their experiences. Other victims bolstered and emboldened by what was becoming a culture of accountability for sexual harassment and assault perpetrators began to seize personal agency and confront their tormentors through official channels. \nThus what began as a mere tweet became a model for social media

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activism in the current age. Although the pandemic has affected society's primary modes of communication in past times social media activism or slacktivism was looked down upon as lazy and ineffectual (Thomson 2018). However recent events such as the #MeToo movement might prompt one to reexamine long-held opinions on the topic. As more and more significant events driven by online activities occur one might question: Has slacktivism gotten a bad rap? Do we underestimate the leadership power of online influencers? Is social media influence an example of authentic leadership?

Aside from the #MeToo movement social media has been the purview and catalytic agent in many other social and political activities. For example many see organizer Alicia Garza's 2013 Facebook post containing the phrase black lives matter as well as her friend and fellow organizer Patrisse Cullors subsequently sharing that post with the hashtag #BlackLivesMatter as a pivotal moment in the modern civil rights movement era (Guynn 2015). Moreover even before the #MeToo and #BlackLivesMatter movements Facebook was largely credited as a critical element in the 2011 Egyptian revolution (Vargas 2012). Additionally corporations and other organizations have long acknowledged the impact of social media influencers and other online personalities on the general populace. Consequently many businesses and non-profit organizations partner with social-media influences to market their products or causes utilizing the power notoriety or fame of these social media figures (Anderson 2020). However although it is acknowledged that social media personalities have a tremendous platform that lends them a large audience to influence and share ideas with there is little research about the leadership function they fill in society.

According to a 2021 Pew Research Center survey approximately seven in ten Americans use social media (Auxier & Anderson 2021). In addition 81% of survey participants report using the social media platform Youtube and 69% say they use Facebook (Pew Research Center 2021). While the data indicates that Americans utilize and engage with Social Media platforms it is still unclear to what degree social media influencers lead and affect the attitudes of the general populace. With the growing popularity and impact of social media use it's vital to gain a deeper perspective on the depth of influence social media platforms have to harness that power for good.

A phenomenological study into the leadership role of social media influencers in modern society could illuminate the extent to which they guide societal attitudes and opinions. According to Tracy (2019) Phenomenology is the reflective study of pre-reflective experience concerned with how people consciously experience specific phenomena things or stuff. Similar to grounded theory phenomenology does not specify or closely delineate what it expects to find in the study (p. 65). Accordingly this research will explore the relationship between online influence and authentic leadership utilizing an emic methodology where behavior is described from the actor's point of view and is context-specific (p. 26). However the primary purpose or goal of the phenomenological study will be to examine the significance and impact of social media personalities as authentic and thought leaders across various social media user age groups.

According to Cresswell and Cresswell (2018) an emergent research design infers that the initial plan is fluid and that some or all phases of the process may change or shift after the researcher enters the field and begins to collect data the questions may change the forms of data collection may shift and the individuals studied may be modified (p. 259). Likewise the methodologies used during the research project may change. Moreover Cresswell and Cresswell (2018) advise that the idea behind qualitative research is to purposefully select participants or sites (or documents or visual material) that

will best help the researcher understand the problem and the research question (p. 262). Hence I plan to gather data through three sources or data gathering methodologies.

First I plan to curate a group of approximately four interview subjects. The subjects will represent four age ranges the Pew research survey data focuses on to correlate my findings better. I will also interview at least one social media personality with a significant following of 100000 users or more. In addition I will prepare a release form and gain the consent of all participants to use their personal details or for their varying levels of participation i.e. video audio recordings political affiliations etc.

Next I will use the data from several annual Pew Research Center surveys on the social media platform use of adults in America. While I had considered preparing my own survey the data I wish to examine already exists and such an action would not be an efficient use of my time and efforts. In addition there are also several Gallup polls whose raw data I plan to use in research pursuits.

According to Cresswell and Cresswell (2018) one category of qualitative data consists of qualitative audiovisual and digital materials (including social media materials). This data may take the form of photographs art objects videotapes website main pages e-mails text messages social media text or any forms of sound (p. 267). Thus I will also explore social-media platforms such as TikTok Youtube Reddit etc. to observe and examine whether social-media influencers actively engage in the behaviors that model or align with authentic leadership theory principles. My observations will likely inform the interview questions I prepare for study participants.

Moreover Tracy (2019) asserts that fieldwork or participant witnessing allows researchers to examine participants' actions as a means to understanding their values (p. 78). Exploring audio-visual and written materials on social media platforms like Twitter TikTok and Facebook are most akin to fieldwork in the context of this project. Thus the observations or participant witnessing that I engage in will help me discern the values and in turn the participants' authenticity and leadership or followership qualities.

To paint a clear picture of the relationship between social media influence and authentic leadership I would first review the written works of several writers and scholars in the field of authentic leadership. For example Peter G. Northouse is a Western Michigan University professor and writer of several books on leadership (Northouse 2019). Northouse's (2019) book titled Leadership: theory and practice begins by defining leadership. Northouse (2019) asserts that Leadership is a process whereby an individual influences a group of individuals to achieve a common goal (p. 43). Northouse (2019) then explores the history of leadership theory from the early 20th century onward. Each chapter onward then discusses a particular leadership theory or approach.

In chapter 9 Northouse (2019) gives an in-depth description of authentic leadership. He begins by claiming that:

Authentic leadership represents one of the newer areas of leadership research. It focuses on whether leadership is genuine and real. As the title of this approach implies authentic leadership is about the authenticity of leaders and their leadership authentic leadership is still in the formative phase of development. As a result authentic leadership needs to be considered more tentatively: It is likely to change as new research about the theory is published (p. 308).

Northouse (2019) also describes the origins of authentic leadership and offers a rationale for its emerging popularity. However as asserted by Northouse authentic leadership theory is in its nascent stages so its application is not as readily recognizable. Even so Northouse (2019) clarifies and defines authentic leadership and its approaches within

the chapter. Additionally Northouse also acknowledges the need for further research into authentic leadership theory. Therefore Northouse's general framework will be a helpful resource while studying the relationship between social media influence and authentic leadership.

Blekkingsh (2015) and Wulffers (2017) writing also provide insight into authentic leadership practices. For instance Blekkingsh (2015) book *Authentic Leadership: Discover and Live Your Essential Mission* explores authentic leadership practices while providing a guiding framework towards discovering one's purpose and achieving authenticity. In comparison while also equally relevant Wulffers (2017) book titled *Authentic Leadership Effectiveness for Individuals and Teams: A Coaching Approach* provided critical insight into the mechanisms of authentic leadership while contending that authenticity is a spectrum. Wulffers (2017) book is particularly pertinent as the writer examines the methodologies and components of authentic leadership development while also showing ample examples of authentic leaders in the public sphere.

After using prior literature to shape the narrative and define my concept of authentic leadership I would also like to review the work of other scholars examining the effects of the internet and social media use in the modern age. For example Boulianne (2009) meta-analysis of prior studies done examining the relationship between internet use and political engagement is an ideal starting point to chart the trajectory of the effects of society's burgeoning social media use. In addition Boulianne (2009) concluded that the meta-data establish that there is little evidence to support the argument that Internet use is contributing to civic decline. The findings suggest that the effect of Internet use on engagement is positive (p. 205).

Boulianne (2009) analysis shows a clear relationship between online and offline engagement. Hence one could use Bouliane's research as a provocation to learn more about the specific relationship between social media use and influence.

However internet and social media use and online activism are not synonymous. Thus Christensen (2011) article titled "Political activities on the Internet: Slacktivism or political participation by other means?" discussing the implications of and incentives to engaging in online activism give a critical alternate perspective on the question of whether social media personalities practice authentic leadership. Throughout the article Christensen (2011) synthesized and examined prior research for and against his central hypothesis. Christensen (2011) conclusion that online activities promote offline participation suggests that online influence has a more significant effect on offline behavior than many studies have shown. Ultimately Christensen's article contextualizes the data from previous research referenced in ways that facilitate further analysis based on the article's premises and its references.

Finally Anderson and Auxier (2021) online article for the Pew Research Center website about social media use provides a starting point for the survey's data analysis. The article titled "Social Media Use in 2021" summarizes the results of Pew Research Center's annual survey on American social media use. In the article Anderson and Auxier (2021) present the survey results to support their conclusions drawn from the survey data. However as Anderson and Auxier do not use the data to support claims of either causation or correlation their findings function more as commentary to the data presented. The article's central idea is "a majority of Americans say they use YouTube and Facebook while use of Instagram Snapchat and TikTok is especially common among adults under 30" (Anderson & Auxier 2021 para. 1). In the scope of my research the article primarily functions as a prompt to further examine the data and determine

correlation or causation through my own findings. \nUltimately my reflexivity influences and informs this research project. I am an avid user of social media across multiple platforms. I am aware that I am open to the influence of social media personalities and thus am likely to modify some aspects of my life based on their recommendation. More importantly I have on multiple occasions changed my attitude toward a particular concept idea or even a political candidate and ideology because of views and opinions expressed by social media personalities. \nMoreover I do not think that I am in the minority. Most social media users are also influenced by what they read hear and see. Nonetheless regardless of what I may anticipate finding I am eager to research this topic to discover the thoughts and opinions of others and learn how they experience social media activism and engagement. \nHowever it seems to me that scholars have largely ignored the impact power influence and leadership abilities of social media creators to mobilize large groups of people towards a common goal. I feel passionate that it is essential to learn understand and raise awareness of the significance of social media content creators in shaping public attitudes and behaviors. I hope that my research could inspire scholars and educators to take social media platforms more seriously and reflect on what ideas they choose to convey and prompt further research into this area. \n\nReferences\nAnderson C. (2020 September 30). Council Post: Tips On Finding And Partnering With Social Media Influencers. Forbes. <https://www.forbes.com/sites/forbescommunicationscouncil/2020/09/30/tips-on-finding-and-partnering-with-social-media-influencers/>\nAuxier B. & Anderson M. (2021 April 7). Social Media Use in 2021. Pew Research Center: Internet Science & Tech. <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>\nBlekkingsh B. W. (2015). Authentic Leadership: Discover and Live Your Essential Mission. Infinite Ideas; eBook Collection (EBSCOhost). <http://search.ebscohost.com/login.aspx?direct=true&db=nlebk&AN=987184&site=ehost-live>\nBoulianne S. (2009). Does Internet use affect engagement? A meta-analysis of research. Political Communication 26(2) 193-211.\nChristensen H. S. (2011). Political activities on the Internet: Slacktivism or political participation by other means? First Monday. <https://doi.org/10.5210/fm.v16i2.3336>\nCreswell J. W. & Creswell J. D. (2018). Research design: Qualitative quantitative and mixed methods approaches (Fifth edition). SAGE.\nGuynn J. (2015 April 4). Meet the woman who coined #BlackLivesMatter. USA TODAY. <https://web.archive.org/web/20200901114017/https://www.usatoday.com/story/tech/2015/03/04/alicia-garza-black-lives-matter/24341593/>\nMilano A. [alyssa_milano]. (2017 October 15). If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet. [Tweet]. Twitter. https://twitter.com/alyssa_milano/status/919659438700670976?lang=en\nNorthouse P. G. (2019). Leadership: Theory and practice (Eighth Edition). SAGE Publications.\nPew Research Center. (2021 April 7). Demographics of Social Media Users and Adoption in the United States. Pew Research Center: Internet Science & Tech. <https://www.pewresearch.org/internet/fact-sheet/social-media/>\nThomson K. (2018 June 12). Social Media Activism and the #MeToo Movement. Medium. <https://medium.com/@kmthomson.11/social-media-activism-and-the-metoo-movement-166f452d7fd2>\nTracy S. J. (2019). Qualitative research methods: Collecting evidence crafting analysis communicating impact (Second edition). Wiley-Blackwell.\nVargas J. A. (2012 February 17). Spring Awakening. The New York Times. <https://www.nytimes.com/2012/02/19/books/review/how-an-egyptian-revolution-began-on-facebook.html>\nWulffers T. (2017). Authentic Leadership Effectiveness for Individuals

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relationships and constructive interactions.

6. Conflict Resolution: Resolve conflicts through mindfulness, dialogue, and collaboration to bring about positive change.

7. Action Research: Research, design, and implement a capstone project to affect a positive impact.

By the end of the Master of Arts in Human Resources Management Program, students will be able to:

1. Decision Making: Examine data and analytic insights, quantitative and qualitative relationships, and decision-making strategies within a global and diverse workforce.

2. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.

3. People Management: Understand the foundations of strategic human resource management, workforce planning and employment, and employee labor relations with a particular focus on mindfulness, dialogue and collaboration.

4. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative and collaborative resolution to community and organization issues.

5. Conflict Resolution: Resolve conflicts through mindfulness, dialogue, and collaboration to bring about positive change.

6. Action Research: Research, design, and implement a capstone project to affect a positive impact.

By the end of the Master of Arts in Organizational Leadership: Civic Engagement Program, students will be able to:

1. Engagement: Evaluate the strengths and limitations of government, civic engagement, and public participation and the distinct roles of each in a representative democracy.

2. Policy: Identify the elements of and develop the capability to, craft sound policy and programs driven by citizen participation.

3. Civic Leadership: Analyze the strategies of engagement and apply appropriate strategies to lead people to effectively work together for sustainable results in the civic arena.

4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach common goals.

5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in diverse environments.

6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.

7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative and collaborative resolution to community and organization issues.

8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend appropriate change strategies.

9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.

By the end of the Master of Arts in Organizational Leadership: Ethics Program, students will be able to:

1. Ethical Theories: Articulate the major theories of ethical thinking and assess their implications in a contemporary, global context.

2. Social Good: Analyze the spaces on the continuum between the corruptive nature of power and social responsibility.

3. Global Ethics: Evaluate and resolve multiple ethical perspectives and their impact on organizational effectiveness.

4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach common goals.

5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in diverse environments.

6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.

7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative and collaborative resolution to

community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Organizational Leadership: Healthcare Program, students will be able to:\n\n1. Laws & Finances: Identify effective practice in healthcare operations by analyzing the complexity of the finance functions and\nreimbursement systems and the laws governing regulations.\n\n2. Healthcare Leadership: Evaluate and analyze leadership problems and solutions within the field of healthcare and develop an\nunderstanding of the current healthcare reform environment in the U.S.\n\n3. Change Management: Synthesize the major theories and principles of leadership and ethics, conduct personal and organizational\n\nEffective Date: 08/30/2023. \u00a9 Copyright 2023 Claremont Lincoln University. Do not copy or distribute without express written permission.\n\n2\n\n\n\nanalysis, and develop behavioral change strategies in healthcare organizations.\n4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach\n\ncommon goals.\n5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in\n\nndiverse environment.\n6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.\n7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative\n\nand collaborative resolution to community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Organizational Leadership: Higher Education Program, students will be able to:\n\n1. Apply research and theory to promote social change in higher education leadership.\n2. Develop communication strategies to meet the needs of diverse populations in higher education.\n3. Formulate decisions based on leadership theories that support inclusive higher education practices.\n4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach\n\ncommon goals.\n5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in\n\nndiverse environments.\n6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.\n7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative\n\nand collaborative resolution to community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Organizational Leadership: Human Resources Program, students will be able to:\n\n1. Professional Development: Analyze models for training and develop leaders throughout the organization and apply strategic plans for\n\ncareer development and training inside an organization.\n\n2. Global Management: Assess and apply strategies for successful management of a global and diverse workforce with shifting\n\nndemographics and expectations.\n\n3. HR Leadership: Analyze the strategic role of Human Resource Management as a business function in an organization.\n4. Mindfulness: Apply awareness

of self and the multi-faceted perspectives of others to lead in local and global contexts to reach\n\ncommon goals.\n5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in\n\nndiverse environments.\n6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.\n7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative\n\nand collaborative resolution to community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Organizational Leadership: Professional Studies Program, students will be able to:\n\n1. Critical Thinking: Apply analytical and imaginative conclusions to solve an issue or problem.\n2. Strategic Planning: Demonstrate the ability to apply strategic planning in a field of study.\n3. Professional Skills: Apply disciplinary competence to lead people to effectively work together for sustainable results.\n4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach\n\ncommon goals.\n5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in\n\nndiverse environments.\n6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.\n7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative\n\nEffective Date: 08/30/2023. \u00a9 Copyright 2023 Claremont Lincoln University. Do not copy or distribute without express written permission.\n3\n\nand collaborative resolution to community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Organizational Leadership: Technology Management Program, students will be able to:\n\n1. Analyze and formulate strategic organizational values and plans for effective management of technological innovation development\nand evolution.\n2. Apply research and theories to promote innovation, transformation, and ethics in technology management.\n3. Evaluate theories and practices to cultivate policy and ethical decision-making in leveraging technology.\n4. Mindfulness: Apply awareness of self and the multi-faceted perspectives of others to lead in local and global contexts to reach\n\ncommon goals.\n5. Conflict Resolution: Assess the cause of conflict in organizational settings and apply strategies to resolve and leverage conflict in\n\nndiverse environments.\n6. Ethical Leadership: Lead ethically and responsibly in positions of power in a workplace, community, or organization.\n7. Strategic Communication: Demonstrate the interpersonal and engagement skills necessary for effective leaders to achieve innovative\n\nand collaborative resolution to community and organization issues.\n8. Leadership Theories: Articulate and apply the major theories and principles of leadership, conduct analysis and recommend\n\nappropriate change strategies.\n9. Action Research: Research, design, and implement a capstone project to affect a positive change in an organization.\n\nBy the end of theMaster of Arts in Peace and Social Justice Program, students will be able to:\n\n1. Power & Privilege: Explore and interpret religion in relation to structures of power and

privilege and in the context of cultural, political, and economic histories.

2. Religious Literacy: Demonstrate an integrated knowledge of research and construct an evolving literacy of major religious traditions and cultural identities.

3. Conflict Resolution: Appraise the function of religion-cultural identities and apply strategies to resolve moral-based conflicts in a way that is non-defensive, confident, and respectful.

4. Action Research: Research, collaborate, design, and implement high-impact strategies in a leadership action plan for social change.

5. Post-Secular Understanding: Analyze and interrogate normative and popular categories of religion while developing a post-secular awareness to interpret the evolving role of religious and secular traditions in the public sphere.

6. Interpersonal Communication: Develop and demonstrate the interpersonal and engagement skills necessary for effective leaders in a global community or organization.

By the end of the Master of Arts in Social Impact Program, students will be able to:

1. Social Impact Literacy: Synthesize the history, heritage, and context of social change and innovation for application to current world problems.

2. Interpersonal Communication: Develop and demonstrate the interpersonal and engagement skills necessary for effective leaders in a global community or organization.

3. Social Leadership: Function as mindful humanistic change agents and empathetic leaders skilled and knowledgeable about how to catalyze and sustain changes in social systems.

4. Resource Models: Develop resourcing strategies built on current market principles and procedures.

5. Social Evaluation: Develop and employ evaluation and learning approaches to gain visibility on and adapt efforts for systems change and social innovation.

6. Action Research: Research, analyze, and determine appropriate methods and contemporary strategies for designing and implementing initiatives that generate positive social impact.

Student Learning Objectives:

By the end of this course, students will be able to:

1. Demonstrate knowledge related to a field of study through design and implementation of the project.

2. Communicate the social significance of the project in a field of study.

3. Use research skills and academic writing to communicate the need and background of the project.

4. Provide analysis and recommendations for future work in a field of study.

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Required Course Materials

Additional materials and media will be available through the student portal.

There are no required course texts for this course.

Weekly Activities

Weekly and Major Assignments:

1. Weekly Discussion: Each week, there is a discussion board for students to engage with each other and their professor, but they are not required for participation.

2. Major Assignments: Students are required to submit six major assignments to complete the course.

3. Capstone Introduction Video: For this assignment, students will create a video introducing yourself and your Capstone topic.

4. Final Capstone Presentation: For this assignment, students will create a video presentation discussing their Capstone project. This video should take the form of a formal conference presentation.

5. Program Learning Reflection: At the end of the course, students reflect on their CLU coursework and evaluate mastery of Program Learning Outcomes.

Overview: Weekly Readings and Assignments: Each week the instructor will post an introduction to the week's activities (readings, assignments, etc.). Please check the course module for more specific details and instructions. The content in the modules is subject to minor change.

Week 1: Welcome to Capstone

Learning Objectives:

1. Develop and communicate plan for Capstone project

2. Design a project management plan for the 8-

week capstone class\n\nRequired Readings: None\n\nRecommended Readings:\n\n1.
 Claremont Lincoln University. (2019). Claremont Lincoln University capstone archive:
 Examples.\nhttp://libguides.claremontlincoln.edu/archive\n\nu25cf Students are
 encouraged to review example projects for ideas on what to include in their capstone
 papers.\n\nu25cf Students should read these papers with a critical eye for what the
 writers do well, what could be improved, and how\n\nto apply these insights to their
 own work.\n\nMedia:\n\n1. Project Management Videos. (2018, November 5). Project
 planning for beginners \u2013 Project management training [Video].\nYouTube.
<https://youtu.be/ZWmXi3TWlyA>\n\nDiscussion Question:\n\n**Note: For the Capstone
 Course, all discussion questions are OPTIONAL. They DO NOT have a points value
 associated with them and do\nnot count toward your final grade in the course.\n\nYou
 can use this space to connect with your classmates and Professor and discuss your
 experience throughout the Capstone process.\n\nIntroduce yourself to the class by
 stating the topic for your project, its social and personal significance, and how your
 project relates to\nyour degree plan. Then post an 8-week timeline that addresses how
 you will complete your action project as well as the course\nassignments. Include what
 you want to achieve, who will be involved, and deliverables on your timeline. In your
 replies to classmates\nsuggest additional resources and make observations and
 suggestions for their project plans.\n\nEffective Date: 08/30/2023. \u00a9 Copyright
 2023 Claremont Lincoln University. Do not copy or distribute without express written
 permission.\n\n\nhttp://libguides.claremontlincoln.edu/archive\nhttp://libguides.clar
 emontlincoln.edu/archive\nhttps://youtu.be/ZWmXi3TWlyA\n\n\nCapstone Introduction
 Video\n\nFor this assignment, students will create a video introducing yourself and
 your Capstone topic. This video will be viewed by your faculty\nmember to help them
 prepare to guide you through the next 8 weeks.\n\n\nThis video should include:\n\n\nu25cf
 A brief introduction of yourself\n\nu25cf An explanation of your topic, specific
 project goals, and where you are currently at in the Capstone process\n\nu25cf A
 discussion of any areas of concern you may have (i.e. concerned about data collection,
 writing, time management, etc).\n\n\nWhen you have completed recording your video
 recording, upload your video to Canvas. You may also upload the video to a file
 sharing\nsite (such as YouTube) and submit the link.\n\n\nCapstone Introduction Video
 Rubric\n\nElement from Directions Points\nPossible\n\nPoints\nEarned\n\n\nThe video
 includes a brief introduction of the student. 5\n\n\nThe video includes an explanation
 of the Capstone topic, specific\nproject goals, and where they are currently at in the
 Capstone\nprocess.\n\n15\n\n\nThe video includes a discussion of any areas of concern
 the\nstudent may have.\n\n15\n\n\nStudent uses effective verbal and non-verbal
 communication\nstrategies while delivering the video.\n\n15\n\n\nTotal 50\n\n\nWeek 2:
 Completing Chapter 1\nLearning Objectives:\n\n1. Complete and submit Chapter 1 of
 Capstone Project\n\nRequired Readings:\n\n1. Hill, L. (2019, January 31). How to write
 an introduction chapter for a thesis. Leeds University Business
 School.\nhttps://business.leeds.ac.uk/research-innovation/dir-record/research-
 blog/600/how-to-write-an-introduction-chapter-for-a-th\nesis\n\nRecommended
 Readings:\n\n1. Claremont Lincoln University. (2019). Claremont Lincoln University
 capstone archive: Examples.\nhttp://libguides.claremontlincoln.edu/archive\n\n\nu25cf
 Students are encouraged to review example projects for ideas on what to include in
 their capstone papers.\n\nu25cf Students should read these papers with a critical eye
 for what the writers do well, what could be improved, and how\n\nto apply these
 insights to their own work.\n\nMedia:\n\n1. Grad Coach. (n.d.). How to write a
 dissertation introduction or thesis introduction chapter: 7 steps + loads of examples

[Video]. \nYouTube. <https://www.youtube.com/watch?v=x8mzfnWIoy4>\n\nDiscussion Question:\n\n**Note: For the Capstone Course, all discussion questions are OPTIONAL. They DO NOT have a points value associated with them and do\n\nEffective Date: 08/30/2023. \u00a9 Copyright 2023 Claremont Lincoln University. Do not copy or distribute without express written permission.\n6\n\n<http://libguides.claremontlincoln.edu/archive>\n\n<http://libguides.claremontlincoln.edu/archive>\n\nhttps://youtu.be/VB8u_KOI-a8\n\n<https://www.youtube.com/watch?v=x8mzfnWIoy4>\n\n\nnot count toward your final grade in the course.\n\nYou can use this space to connect with your classmates and Professor and discuss your experience throughout the Capstone process.\n\nUpdate the class on your project's progress. What measurable actions have you taken and what data have you collected? Highlight any\nobstacles you have faced and how you are addressing those obstacles. In your replies, provide suggestions for addressing obstacles\nin action research.\n\nAssignment #1 Chapter 1\n\nAs the first deliverable for your Capstone, you will submit chapter one of your final capstone paper. Use the Capstone Template provided\nand follow the prompts within the document.\n\nChapter 1 must include the following sections:\n\nThe Topic: Provide a brief overview and welcome to your Capstone project\n\nThe Topic\n\n2019s Social Significance: For this section, address these questions: How widespread is your topic? Who is impacted by it? What\nare the costs and benefits? Be sure to use sources by paraphrasing, summarizing, and using direct quotes in this section. Cite your\nsources in the APA style.\n\nConclusion: A paragraph (conclusion) to address how your specific project relates to the topic. This paragraph will serve as a transition\nChapter 2.\n\nOnce you have completed Chapter 1, your Instructor will provide feedback.\n\nDue Sunday by 11:59 p.m.\n\nAssignment #1 Rubric\n\nElement from Directions Points\n\nPossible\n\nPoints\n\nEarned\n\nChapter 1 provides a brief overview and welcome to your\nCapstone project\n\n15\n\nChapter 1 includes a section that addresses these questions: How\nwidespread is your topic? Who is impacted by it? What are the\ncosts and benefits?\n\n15\n\nThere is a paragraph (conclusion) that addresses how your\nspecific project relates to the topic. This\nparagraph serves as a transition to Chapter 2\n\n15\n\nChapter 1 includes a variety of credible source support with\ncitations and source information referenced in APA format.\n\n15\n\nChapter 1 is written at a graduate level with proper grammar,\nmechanics, organization (introduction, body, and conclusion) and\nediting.\n\n20\n\nTotal 80\n\nWeek 3: Completing Chapter 2\n\nLearning Objectives:\n\nEffective Date: 08/30/2023. \u00a9 Copyright 2023 Claremont Lincoln University. Do not copy or distribute without express written permission.\n7\n\n\n1. Identify the phenomenon your Capstone project will focus on\n2. Clearly write and describe chosen phenomenon\n\nRequired Readings: None\n\nRecommended Readings:\n\n1. Claremont Lincoln University. (2019). Claremont Lincoln University capstone archive: Examples.\n\n<http://libguides.claremontlincoln.edu/archive>\n\n\n25cf Students are encouraged to review example projects for ideas on what to include in their capstone papers.\n\n25cf Students should read these papers with a critical eye for what the writers do well, what could be improved, and how\nto apply these insights to their own work.\n\nMedia: None\n\nDiscussion Question:\n\n**Note: For the Capstone Course, all discussion questions are OPTIONAL. They DO NOT have a points value associated with them and do\nnot count toward your final grade in the course.\n\nYou can use this space to connect with your classmates and Professor and discuss your experience throughout the Capstone process.\n\nBased on this week\n2019s required readings, what

are some resources you can use to examine the issue you are exploring? In your replies, discuss the strengths and weaknesses of each approach.

Assignment #2

Chapter 2

Chapter 2 will focus on identifying the phenomenon your Capstone project will focus on.

Identification of Phenomenon Instructions:

Think about what problem/issue/phenomenon you like to see addressed/solved. It is important to pick something that is interesting to you. This may be something you have first-hand experience with, you have witnessed or you are interested in learning more about.

Once you have identified the problem/issue/phenomenon you will research, write a 3–5 page paper that examines the specific phenomenon within the organization you are exploring. This section may include: the specific phenomenon, how you learned/gathered data about this phenomenon, terms associated with the phenomenon, history of the phenomenon, statistics, etc.

Due Sunday by 11:59 p.m.

Assignment #2 Rubric

Element from Directions

Points Possible

Points Earned

Chapter 2 provides a brief introduction to the chapter and phenomenon being discussed.

15

Chapter 2 describes a specific problem/issue/phenomenon. The problem/issue/phenomenon is thoroughly identified, described and explained for the reader.

15

Chapter 2 contains clear definitions of key terms related to the problem/issue/phenomenon.

10

Chapter 2 contains a paragraph (conclusion) that summarizes the chapter and serves as a transition to Chapter 3.

10

Chapter 2 includes a variety of credible source support with 10.

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<http://libguides.claremontlincoln.edu/archive>

<http://libguides.claremontlincoln.edu/archive>

citations and source information referenced in APA format.

Chapter 2 is written at a graduate level with proper grammar, mechanics, organization (introduction, body, and conclusion) and editing.

20

Total

80

Week 4: Completing Chapter 3

Learning Objectives:

1. Complete literature review on Capstone topic

Required Readings: None

Recommended Readings:

1. Claremont Lincoln University. (2019). Claremont Lincoln University capstone archive: Examples.

<http://libguides.claremontlincoln.edu/archive>

Students are encouraged to review example projects for ideas on what to include in their capstone papers.

Students should read these papers with a critical eye for what the writers do well, what could be improved, and how to apply these insights to their own work.

Media: None

Discussion Question:

Note: For the Capstone Course, all discussion questions are OPTIONAL. They DO NOT have a points value associated with them and do not count toward your final grade in the course.

You can use this space to connect with your classmates and Professor and discuss your experience throughout the Capstone process.

What did you find most challenging in researching for your review of literature? What advice would you give to future students as they are writing a literature review? In your replies, comment on the challenges your peers highlight and respond how you could apply suggestions in your own work.

Assignment #3: Chapter 3

Literature Review Instructions: From the topic chosen for your Capstone project, review and examine a minimum of ten to fifteen sources related to surveying both theory and practice on your Capstone topic. Write a literature review synthesizing common themes amongst the reviewed sources. Follow the APA guidelines. This chapter should be 8–12 pages.

To complete this assignment, continue working on the template you created in Assignment 1 (Week 1).

This assignment MUST be created on the capstone template and submitted as a WORD document (not a PDF). Students will submit the entire template for each

assignment in the course (including the sections that are not yet completed). Each assignment submitted MUST include the track changes and instructor comments from the previous versions. Maintain all track change edits and comments throughout the capstone course until the last assignment where the "cleaned up" version will be submitted.

For more information on viewing and working with track changes and comments on a WORD document, please see the videos under student resources in this course (click on Modules).

Information on the American Psychological Association (APA) style guide can be found in the APA style guide located in the CLU library or on the APA Style website. Additional tools are available through the student resources module.

Due: Sunday by 11:59 pm (PST).

Effective Date: 08/30/2023.

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<http://libguides.claremontlincoln.edu/archive>

<http://www.apastyle.org/>

Assignment #3 Rubric

Element from Directions Points Possible Points Earned

Information for Chapter 3 is gathered from multiple, research-based sources. This information is synthesized cohesively.

Chapter 3 is well organized, demonstrates logical sequencing and structure.

Detailed conclusions are reached from the evidence offered in Chapter 3. A clear connection between the topic presented in Chapter 1, the issue identified in Chapter 2 and the content discussed in Chapter 3 is comprehensive.

Chapter 3 contains a paragraph (conclusion) that summarizes the chapter and serves as a transition to Chapter 3. A preview of potential solutions are formed through the literature review and clearly stated.

Included a variety of credible source support with citations and source information referenced in APA format.

Chapter 3 is written at a graduate level with proper grammar, mechanics, organization (introduction, body, and conclusion) and editing.

Total 80

Week 5: Chapter 3 Revisions and Faculty Check-Ins

Learning Objectives:

1. Review and implement feedback provided on Chapter 3
2. Meet with Capstone faculty member to discuss progress

Required Readings: None

Recommended Readings:

1. Claremont Lincoln University. (2019). Claremont Lincoln University capstone archive: Examples.

<http://libguides.claremontlincoln.edu/archive>

Students are encouraged to review example projects for ideas on what to include in their capstone papers.

Students should read these papers with a critical eye for what the writers do well, what could be improved, and how to apply these insights to their own work.

Media:

1. None

Discussion Question:

Note: For the Capstone Course, all discussion questions are OPTIONAL

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you need further assistance or have additional questions regarding your capstone
project, please let me know! Whether you need more detailed guidance on alternative
research methods, how to structure your literature review, or anything else, I'm
here to help."]}}, {"status": "finished_successfully", "end_turn": true
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paragraph to my capstone research paper:\n\nMy fiancée is a suspicious person. He does
not trust easily, and he always looks beyond what people say to determine what they
mean. What do they really intend? He asks himself. Consequently, he is very hard to
manipulate and very hard to influence, and as such, he is very hard to lead; he
prefers to be in charge. Therefore, he is skilled in convincing people. He knows how
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which can be effective in capturing attention. However, for a capstone research paper,
especialy one that will likely be evaluated on its academic rigor and relevance to
leadership theories and social media influence, you might want to consider a more
focused introduction. Here's a revised version that maintains a personal touch
while aligning more closely with academic expectations and the themes of your
research:\n\n---\n\n\"In our digital age, the art of influence has shifted
dramatically, moving from personal interactions to virtual engagements across social
media platforms. My experience with my fianc\u00e9, a person of deep skepticism and
keen insight into the intentions of others, mirrors the dynamics of social media
influence. He is difficult to sway without solid reasoning, much like the critical
audience social media influencers encounter today. This personal insight into the
challenges of influencing a skeptical individual has led me to explore how social
media influencers manage to lead public opinion on critical issues. Leadership, as
Northouse (2019) articulates, fundamentally revolves around the process of influence.
This research delves into how this process unfolds in the realm of social media,
transforming followers\u2019 views and fostering a new form of digital
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as Northouse (2019) asserts, leadership is an influence process. Unlike my fiancé, a significant portion of the population does not delve deeply into the authenticity of the information they receive; 18% of Americans report that social media has a large impact on their voting decisions, and 55% consider it their primary news source, according to a 2019 Pew research study. This widespread influence of social media raises a compelling question about the nature of leadership in the digital era. Building on Northouse's definition, I intend to argue that the influence exerted by social media can be seen as a form of authentic leadership. This form of leadership, practiced by social media influencers, aligns closely with authentic leadership theory, which emphasizes transparency, ethics, and a focus on the communal good. These influencers, through their pervasive reach and often personal engagement with followers, craft a modern narrative of leadership that significantly shapes public opinions and societal values. However to truly understand the pervasive and opinion molding role of social media one must first discern how media influences and shapes opinions. Social media, everyday people big audience, big microphone for thought.

The third and fourth paragraphs are just shells and need to be expanded. Based on the template and instructions for the assignment below can you complete chapter 1 for me pulling on the information resources found in the literature review and the proposal as well as adding up to 3 new sources for the discussion of media. Be sure to use APA style and cite any resources, included a reference list at the end.

[Title Here, up to 12 Words, on One to Two Lines]

CHAPTER 1:

Introduction

[The Topic] [Provide a brief overview and welcome to the Capstone project]

[The Topic's] Social Significance

[For this section, address these questions: How widespread is this topic? Who is impacted by it? What are the costs and benefits? Be sure to use at sources by paraphrasing, summarizing, and using direct quotes in this section. Cite all sources in APA style.]

Conclusion

[A paragraph (conclusion) to address how this specific project relates to the topic. This paragraph will serve as a transition to the literature review.]

[After having introduced and provided some context for the topic, draw connections between the project and the topic discussed above. In what ways does the project address that topic? How is the social and personal significance related to the project? In the final draft, complete, this chapter should be 4–5 pages. Use headings and subheadings to identify these elements.]

Assignment Instructions

As the first deliverable for your Capstone, you will submit chapter one of your final capstone paper. Use the Capstone Template provided and follow the prompts within the document.

Chapter 1 must include the following sections:

- The Topic:** Provide a brief overview and welcome to your Capstone project
- The Topic's Social Significance:** For this section, address these questions: How widespread is your topic? Who is impacted by it? What are the costs and benefits? Be sure to use at sources by paraphrasing, summarizing, and using direct quotes in this section.
- Conclusion:** A paragraph (conclusion) to address how your specific project relates to the topic. This paragraph will serve as a transition

Chapter 2.

Cite your sources in the APA style.

This assignment MUST be created on the capstone template and submitted as a WORD document (not a PDF). Students will submit the entire template for each assignment in the course (including the sections that are not yet completed). Each assignment submitted MUST include the track changes and instructor comments from the previous versions. Maintain all track change edits and comments throughout the capstone course until the last assignment where the "cleaned up" version will be submitted.

For more information on viewing and working with track changes and comments on a WORD document, please see the videos

under student resources in this course (click on Modules).

Information on the American Psychological Association (APA) style guideLinks to an external site. can be found in the APA style guide located in the CLU library or on the APA Style website. Additional tools are available through the student resources module.

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xj6HP7c\n\nAbstract(this is competed once the project is complete)\n\n\t\tUse no more than 250 words.\n\n\t\tInclude a statement about the problem addressed (could be the \u201cresearch question\u201d).\n\n\t\tBriefly describe the audience.\n\n\t\tBriefly describe the goal/methods for change.\n\n\t\tBriefly describe the results of the change project.\n\n\t\tBriefly include conclusions/recommendations.\n\n\t\tKeep the abstract to one paragraph in length.\n\n\t\tAt end of abstract include \u201ckeywords:\u201d with up to six terms relevant to the project. For example: \u201ckeywords: action research; ethical leadership; mentoring; mindfulness\u201d

\n\nAcknowledgement\n\nUse this space to acknowledge those who encouraged you on the journey! (This is the ONLY section where first person can be used.)\n\n\t\t[Title Here up to 12 Words on One to Two Lines]\n\nCHAPTER 1: Introduction\n\n[The Topic]\n\n[Provide a brief overview and welcome to the Capstone project]\n\n[The Topic\u2019s] Social Significance\n\n[For this section address these questions: How widespread is this topic? Who is impacted by it? What are the costs and benefits? Be sure to use at sources by paraphrasing summarizing and using direct quotes in this section. Cite all sources in APA style.]

Conclusion\n\n[A paragraph (conclusion) to address how this specific project relates to the topic. This paragraph will serve as a transition to the literature review.] \n\n[After having introduced and provided some context for the topic draw connections between the project and the topic discussed above. In what ways does the project address that topic? How is the social and personal significance related to the project? In the final draft complete this chapter should be 4-5 pages. Use headings and subheadings to identify these elements.]

\n\nCHAPTER 2: Identification of Phenomenon\n\n[Identification of Phenomenon Instructions: Think about what problem/issue/phenomenon could be addressed/solved. It is important to pick something that is contemporary and relevant. This could be something experienced first-hand witnessed or most information is needed to the public.\n\n\t\tOnce the problem/issue/phenomenon has been identified research will be used to support a\n\n\t\t35-page paper that examines the specific phenomenon within the organization or community being explored. This section might include: the specific phenomenon how was data/information learned/gathered about this phenomenon (websites experience learning material etc.) terms concepts programs methods processes etc. associated with the phenomenon history of the phenomenon statistics etc.]

\n\nCHAPTER 3: Literature Review\n\n[Literature Review Instructions: From the topic chosen for the Capstone project review and examine a minimum of ten to fifteen sources related to surveying both theory and practice on the Capstone topic. Write a literature review synthesizing common themes amongst the reviewed sources. Follow the APA guidelines. This chapter should be 8-12 pages].

Success Resources:

What is a literature review?
[https://researchguides.uoregon.edu/litreview/synthesize#:~:text=About%20Synthesis&text=Combining%20elements%20of%20several%20sourcesnew%20ideas%20to%20existing%20knowle](https://researchguides.uoregon.edu/litreview/synthesize#:~:text=About%20Synthesis&text=Combining%20elements%20of%20several%20sourcesnew%20ideas%20to%20existing%20knowledge)dge
How to write a literature review\nhttps://www.youtube.com/watch?v=Vc_Yu_6lYmg

Some themes that might be found in the research:
Example topic: food shortage
Example project: create a food resource flyer to post around local community
Some themes that might be found in the research: how many people have a food shortage what communities struggle the most with food supply what is nourishing food what is a food resource how food resources get funded how food resources get food to share how restaurants might help how to volunteer what other communities/program could be used as a prototype to follow how to distribute flyers how to create

informative flyers how to create engaging flyers etc.

CHAPTER 4: Solutions

[Project Goal]

[In chapters one through three the field/topic/problem that deserves attention and carries social significance was defined and described. Both theory and practice were explored through the research in the literature review. With these chapters and any conversations with mentors in mind carefully craft a narrative that addresses the change (campaign initiative resource) being proposed.]

Explain briefly what this change is and why this change should take place. If a research question(s) is appropriate for the project please provide it/them. This section will include 3–5 pages that provide the process of the solution being proposed to implement.

This section must include research explaining why this solution is the best course of action. Examples might include training website blog Wiki page social media campaign evaluation process and rubric organizational philosophy mission/vision/values statement course syllabus webinar etc.]

[Implementation]

[Drawing from the goals narrated upload fully developed materials that would be used in implementation of the proposed solution. This might include video PowerPoint training manual quizzes handouts links etc. This is a substantial portion of the project and these materials should address how the proposed solution will be implemented from start to finish.]

[Project Measurements]

[In this section describe what is being measured and what methods will be used to measure the success of the proposed project. In the design of the project plan think about how to measure successes/failures of the proposed solution. Once it's determined what to measure explain how to measure them. Like the section above this project proposal illustrates the researcher's expertise and informed process: explain what elements are being measured and why they are being chosen to measure; what is being measured and the methods being used to measure the project's outcome. Share the logic and thought process behind the measurements of the project.]

CHAPTER 5:

Reflections and Recommendations

Project Summary

[Briefly summarize the goal for the project the actions that were taken and the results realized.]

Reflections

[Reflect on the project in its entirety. What was learned? What were the highest moments of the research process? What were the lowest moments? If the project moves forward provide recommendations for change. Discuss the strengths and weaknesses of the project.]

Recommendations/Conclusions

[What would be the next steps from this project? What are some recommendations for future researchers? How would the next researcher address the weaknesses of the project? Would the project be scalable? How so?? What would that look like? What is the likelihood on the sustainability of this project?]

References

Success notes:

--the references listing should be alphabetical (do not change the order of multiple authors for a source)

--any source cited within the body of the paper (in-text citation) must be listed in the References section (and vice versa)

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understanding of the mechanics of how different kinds of leaders influence followers thinking and behavior (Northouse 2019 2021). If one wanted to elucidate and compare how the qualities exhibited by social media activists resembled and matched those of other prominent leaders and activists in history Northouse's research would be the best starting point. One need only delve into the research of Northouse to discover the primary qualities traits and approaches utilized by leaders.

For instance Northouse's 2019 book titled *Leadership: theory and practice* begins by discussing the dissonance between scholars about the meaning of leadership. Northouse (2019) also explores the history of leadership theory in the modern age. Northouse (2019) then defines leadership as "a process whereby an individual influences a group of individuals to achieve a common goal" (p. 43). Of the varied leadership descriptions available Northouse's definition of leadership aligns most with my thinking philosophy and research. Through all his case studies and descriptions of modern leadership theories and approaches he reveals how one needs only to have influence and lead followers toward a common goal to be a leader. As one may be influenced through many avenues over-simplifying leadership into an influence process allows many people who occupy non-traditional or new societal roles of influence to be considered leaders.

However Northouse (2019) also asserts that "it is the leader who often initiates the relationship creates the communication linkages and carries the burden for maintaining the relationship" (p. 44). This assertion leads me to the second guest of my cocktail party. In order to discuss the mechanisms by which one could gain followers and initiate a meaningful and influential relationship with persons merely through how they present themselves and their ideas it seems that I would need a scholar knowledgeable about authentic leadership theory and practices. Thus my next guest would be author and university lecturer Bas W. Blekkingh.

In a book titled *Authentic Leadership: Discover and Live Your Essential Mission* Blekkingh (2015) presents a seven-layer model for achieving authenticity. More importantly Blekkingh's (2015) seven-layer model illustrates how authentic leaders can solve problems and influence others by identifying their own purpose. Moreover Blekkingh (2015) asserts that "Authentic Leadership amounts to exerting influence with your mission in mind in a genuine and reliable way" (p. 149). Blekkingh's assertions and the subject of his book overall provide an answer to how social media influences may serve as authentic leaders in society and guide others toward a particular philosophy or way of thinking.

However next I would want guests at my cocktail party whose research presented further data to support my claim. This guest's research would contain prior studies or statistical data collected that reflected the literary body of work of which my research would be an addition. Consequently the next guest invited to my hypothetical cocktail party would be an Instructor at Grant MacEwan College and the University of Alberta Shelly Boulianne.

Boulianne's (2009) research titled "Does Internet Use Affect Engagement? A MetaAnalysis of Research" initially published in the *Political Communication* journal meets these criteria perfectly. Boulianne's (2009) meta-analysis of 38 studies examining the correlation between internet use and political engagement provides concrete evidence of the role of the internet in political engagement. Boulianne (2009) asserted there was "relatively little research on the relationship between Internet use and political engagement" at publication (p. 295). However Boulianne's (2009) meta-analysis bridged a gap in the literature and was able to show on an aggregate level the positive effect of internet use on civic engagement. Boulianne (2009)

concluded that:\nIn this analysis of 38 studies and 166 effects testing the relationship between Internet use and political engagement the meta-data establish that there is little evidence to support the argument that Internet use is contributing to civic decline. The findings suggest that the effect of Internet use on engagement is positive. (p. 205)\nBoulianne\u2019s (2009) data and research serve as an essential link proving the potential for social media activism to affect public opinion and behavior. \n\tFinally the last guest I would invite to round out the discussion of whether social media activism or \u2018slacktivism\u2019 can result in positive social change is Henrik S. Christensen. As a scholar published author and doctoral candidate at the Department of Political Science at \u00c5bo Akademi University in Turku Finland Christensen\u2019s (2011) article offers a valued perspective on slactivism. In addition the author\u2019s research is relevant to my topic and represents part of the body of literature I would hope one day includes my research. \n\tIn a 2011 article titled \u201cPolitical activities on the Internet: Slacktivism or political participation by other means?\u201d initially published in the online academic journal First Monday Christensen (2011) discusses the societal implications of online activism and political engagement. Christensen (2011) cites and summarizes prior research devoted to the topic to reach a conclusion and answer the problem statement expressed in his introduction. In the article Christensen (2011) concludes that \u201ceven if it is not possible to dismiss the skepticism about the effectiveness of online participation it is premature to dismiss the impact of the Internet on political activism altogether\u201d (para. 60).\n\tChristensen\u2019s article explored prior research studies and presented data that either supported or challenged his idea. Christensen\u2019s article also reflected on and analyzed the arguments presented by other scholars to explain current societal behaviors. Thus in addition to Christensen\u2019s (2011) article being significantly relevant to my research topic it also represents an example of the kind of research product I wish my capstone project to be.\nMoreover each of my chosen cocktail party guest\u2019s work reflects on or further develops a particular aspect of the mechanics and significance of social media activism. Therefore I will likely refer to and cite their work in my capstone project. At the completion of my capstone project I hope that through exploring the research of others and extracting data about public opinion I will have proved the significance of online activism. In addition there is a gap in the literature that describes the role of authentic leadership in social media influence. Therefore my capstone project would prove and explain how one can affect positive change by living authentically and sharing your ideas or concerns online. \nIn modern society a tweet isn\u2019t just a tweet. In today\u2019s world interspersed between fun dancing and lip-syncing videos real issues affecting the community at large are being addressed. On TikTok people raise concerns comment on social issues and invite humanity to change for the better. The pandemic and other recent events have spotlighted how online activism can affect and direct offline public action. Going forward it is virtually indisputable that social media personalities and influencers have a tremendous platform that they can use to shape public perception of events and start a movement. By raising awareness of the significance of online influence I hope that people will take online platforms seriously and be cautious not to promote ideas and actions detrimental to society.\nReferences\nAtlantic Council\u2019s DFRLab. (2021 February 10). #StopTheSteal: Timeline of Social Media and Extremist Activities Leading to 1/6 Insurrection. Just Security. <https://www.justsecurity.org/74622/stopthesteal-timeline-of-social-media-and-extremist-activities-leading-to-1-6->

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organizer Alicia Garza's 2013 Facebook post containing the phrase "black lives matter" as well as her friend and fellow organizer Patrisse Cullors subsequently sharing that post with the hashtag #BlackLivesMatter as a pivotal moment in the modern civil rights movement era (Guynn 2015). Moreover even before the #MeToo and #BlackLivesMatter movements Facebook was largely credited as a critical element in the 2011 Egyptian revolution (Vargas 2012). Additionally corporations and other organizations have long acknowledged the impact of social media influencers and other online personalities on the general populace. Consequently many businesses and non-profit organizations partner with social-media influences to market their products or causes utilizing the power notoriety or fame of these social media figures (Anderson 2020). However although it is acknowledged that social media personalities have a tremendous platform that lends them a large audience to influence and share ideas with there is little research about the leadership function they fill in society.

According to a 2021 Pew Research Center survey approximately seven in ten Americans use social media (Auxier & Anderson 2021). In addition 81% of survey participants report using the social media platform Youtube and 69% say they use Facebook (Pew Research Center 2021). While the data indicates that Americans utilize and engage with Social Media platforms it is still unclear to what degree social media influencers lead and affect the attitudes of the general populace. With the growing popularity and impact of social media use it's vital to gain a deeper perspective on the depth of influence social media platforms have to harness that power for good.

A phenomenological study into the leadership role of social media influencers in modern society could illuminate the extent to which they guide societal attitudes and opinions. According to Tracy (2019) "Phenomenology is the reflective study of pre-reflective experience concerned with how people consciously experience specific phenomena things or stuff. Similar to grounded theory phenomenology does not specify or closely delineate what it expects to find in the study (p. 65). Accordingly this research will explore the relationship between online influence and authentic leadership utilizing an emic methodology where "behavior is described from the actor's point of view and is context-specific" (p. 26). However the primary purpose or goal of the phenomenological study will be to examine the significance and impact of social media personalities as authentic and thought leaders across various social media user age groups.

According to Cresswell and Cresswell (2018) an emergent research design infers that the initial plan is fluid and that "some or all phases of the process may change or shift after the researcher enters the field and begins to collect data" "the questions may change the forms of data collection may shift and the individuals studied may be modified (p. 259). Likewise the methodologies used during the research project may change. Moreover Cresswell and Cresswell (2018) advise that "the idea behind qualitative research is to purposefully select participants or sites (or documents or visual material) that will best help the researcher understand the problem and the research question" (p. 262). Hence I plan to gather data through three sources or data gathering methodologies.

First I plan to curate a group of approximately four interview subjects. The subjects will represent four age ranges the Pew research survey data focuses on to correlate my findings better. I will also interview at least one social media personality with a significant following of 100000 users or more. In addition I will prepare a release form and gain the consent of all participants to use their personal details or for their varying levels of participation i.e. video audio recordings political affiliations etc.

Next I will use the data from several annual

Pew Research Center surveys on the social media platform use of adults in America. While I had considered preparing my own survey the data I wish to examine already exists and such an action would not be an efficient use of my time and efforts. In addition there are also several Gallup polls whose raw data I plan to use in research pursuits. According to Cresswell and Cresswell (2018) one category of qualitative data consists of qualitative audiovisual and digital materials (including social media materials). This data may take the form of photographs art objects videotapes website main pages e-mails text messages social media text or any forms of sound (p. 267). Thus I will also explore social-media platforms such as TikTok Youtube Reddit etc. to observe and examine whether social-media influencers actively engage in the behaviors that model or align with authentic leadership theory principles. My observations will likely inform the interview questions I prepare for study participants. Moreover Tracy (2019) asserts that fieldwork or participant witnessing allows researchers to examine participants' actions as a means to understanding their values (p. 78). Exploring audio-visual and written materials on social media platforms like Twitter TikTok and Facebook are most akin to fieldwork in the context of this project. Thus the observations or participant witnessing that I engage in will help me discern the values and in turn the participants' authenticity and leadership or followership qualities. To paint a clear picture of the relationship between social media influence and authentic leadership I would first review the written works of several writers and scholars in the field of authentic leadership. For example Peter G. Northouse is a Western Michigan University professor and writer of several books on leadership (Northouse 2019). Northouse's (2019) book titled Leadership: theory and practice begins by defining leadership. Northouse (2019) asserts that Leadership is a process whereby an individual influences a group of individuals to achieve a common goal (p. 43). Northouse (2019) then explores the history of leadership theory from the early 20th century onward. Each chapter onward then discusses a particular leadership theory or approach. In chapter 9 Northouse (2019) gives an in-depth description of authentic leadership. He begins by claiming that: Authentic leadership represents one of the newer areas of leadership research. It focuses on whether leadership is genuine and real. As the title of this approach implies authentic leadership is about the authenticity of leaders and their leadership authentic leadership is still in the formative phase of development. As a result authentic leadership needs to be considered more tentatively: It is likely to change as new research about the theory is published (p. 308). Northouse (2019) also describes the origins of authentic leadership and offers a rationale for its emerging popularity. However as asserted by Northouse authentic leadership theory is in its nascent stages so its application is not as readily recognizable. Even so Northouse (2019) clarifies and defines authentic leadership and its approaches within the chapter. Additionally Northouse also acknowledges the need for further research into authentic leadership theory. Therefore Northouse's general framework will be a helpful resource while studying the relationship between social media influence and authentic leadership. Blekkinh's (2015) and Wulffers' (2017) writing also provide insight into authentic leadership practices. For instance Blekkinh's (2015) book Authentic Leadership: Discover and Live Your Essential Mission explores authentic leadership practices while providing a guiding framework towards discovering one's purpose and achieving authenticity. In comparison while also equally relevant Wulffers' (2017) book titled Authentic Leadership Effectiveness for