Research idea:

1. *How the interaction between visual perspective and influencer type affects consumer engagement in videos?*

Based on expectancy violation theory.

People tend to perceive macro influencers as having sponsorship and making money.(Study3 pilot study) Thus, they expect that macro influencers should provide information and values as exchange for financial rewards. However, watching first-person perspective videos from macro influencers will not meet their expectations.(Study4) Because this perspective reflects influencers internal feelings, not comprehensive information.(Study2 pilot study) Thus, it will not meet their prior expectations and impair consumers’ trustworthiness(Study 2), further contributing less to consumer engagement(Study2 ,3).

People tend to perceive micro influencers as self expression without financial rewards. Thus, they expect that micro influencers should be authentic. Moreover, watching first-person perspective videos from micro influencers will meet their expectations. Because this perspective reflects influencers internal and authentic feelings. Thus, it will meet their prior expectations and strength consumers’ trustworthiness, further contributing to consumer engagement.

1. *How to make first-person perspective benefit for consumer engagement in videos from macro influencers?*

Consumers want to get hedonic(vs. Utilitarian) benefits from the videos.

Because in this situation, consumers perceive the internal feelings providing as values. Thus, first-person perspective from macro influencers will meet their expectations, which contributes to their engagement.

*Study1a: Tiktok- direct effect of interaction (expected to be finished by Sept.)*

*Study1b:Bilibili-direct effect of interaction.*

*Study2: experiment- direct effect and mediation effect of trustworthiness.*

*Study3:experiment- test the mechanism of perceived being sponsored.*

*Study4:experiment- test the whole mechanism of expectancy violations and the moderation of hedonic or utilitarian.*