Delight my eyes and my brain: Affective and cognitive responses to attractive social media influencers

Sara Volkmer
Technical University of Munich
Martin Meißner
Technical University of Munich

Cite as:
Volkmer Sara, Meißner Martin (2022), Delight my eyes and my brain: Affective and cognitive responses to attractive social media influencers . *Proceedings of the European Marketing Academy*, 51st, (106676)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022

Delight my eyes and my brain: Affective and cognitive responses to attractive social media influencers

Abstract:

Prior work suggests that attractiveness is a key component of source credibility, and, thus, evokes a cognitive response that affects expertise and credibility perceptions. On social media platforms focused on visual content (e.g., Instagram), however, influencer attractiveness might create an affective response, too, if followers experience aesthetic pleasure when looking at an influencer's content. This paper explores the affective and cognitive response to influencer attractiveness in the form of credibility perceptions and aesthetic pleasure. To investigate this framework, we conducted a 2 (low vs. high attractiveness) × 3 (low vs. pretended high vs. high expertise) between-subjects online experiment (n = 451) in a health influencer context. We find that perceived attractiveness affects source credibility through perceived expertise. Additionally, we find that perceived attractiveness positively affects a user's aesthetic pleasure. Both source credibility and aesthetic pleasure have positive downstream effects on product attractiveness, as well as eWOM, follow and purchase intentions.

Keywords: social media influencer, source credibility, aesthetic pleasure

Track: Digital Marketing & Social Media

1. Introduction

Social media are an increasingly central aspect of everyday life: Today, over 70% of U.S. adults use at least one social media platform and often use platforms daily (Pew Research Center, 2019). With the substantial amount of time people spent on social media (worldwide 145 minutes per day (Statista, 2021)), influencer marketing becomes an increasingly important and continuously growing industry (Karagür et al., 2021). The influencer market is set to be worth 10 billion by 2020 (Contestabile, 2018) and most businesses aim to increase the money they invest in influencer marketing (Haenlein et al., 2020).

At the same time, the global digital health market is estimated to go from 106 in 2019 to 639 billion U.S. dollars in 2026 (Global Market Insights, 2020). Already, "Yoga," "cooking," "recipes," and "health" are among the five most popular Instagram influencer topics in terms of follower growth (HypeAuditor, 2020) and over 20% of U.K. internet users seek health information online every week (Johnson, 2020), suggesting that online sources of health information attract a lot of attention and can have a high degree of influence on those that view the social media content. Several studies already show how essential credibility is to influencer marketing success (e.g., Breves et al., 2019; Reinikainen et al., 2020; Sokolova & Kefi, 2020; Xiao et al., 2018). Thus, it is important to understand how social media users evaluate the attractiveness and expertise of health influencers and how this affects perceptions of credibility.

The present study has two main research goals: first, to investigate health influencer marketing effectiveness by investigating the mechanism of how credibility judgments are made. For this purpose, we conduct a 2 (low versus high face attractiveness) x 3 (low versus pretended high versus high expertise) between-subjects design and assess perceived attractiveness, perceived expertise, and source credibility. Second, we explore the role of aesthetic pleasure as a mediator between attractiveness and downstream consequences, such as behavioural intentions. To the best of our knowledge, this is the first study to test both affective and cognitive responses (in the form of source credibility and aesthetic pleasure) to influencer marketing content.

2. Theoretical Foundation and Hypotheses Development

2.1 Source Credibility

Source credibility is a central construct when it comes to persuasion (Hovland & Weiss, 1951) and commonly refers to an agent's positive characteristics that influence the target's acceptance of the communication content (Ohanian, 1990). This is also the case in health-

related behaviour contexts where credibility is associated with communication effectiveness (Sakib et al., 2020). Ohanian (1990) proposed a comprehensive and widely adopted model of source credibility which encompasses the communicator's expertise, trustworthiness, and attractiveness. However, variations of this model exist: For example, while including all three components in their study design, Breves et al. (2019) only used expertise and trustworthiness as indicators of credibility. Jin and Muqaddam (2019) utilize attractiveness, trustworthiness, expertise, and likability in their assessment of source credibility while Chung and Cho (2017) consider only expertise and trustworthiness. To this day, researchers use divergent dimensions of source credibility. Moreover, the role of attractiveness in the source credibility model and how it affects expertise perceptions remains unclear.

When it comes to health influencers, followers could rely on clear expertise cues to evaluate an influencer's expertise (e.g., the influencer is a registered dietician or a medical doctor). However, many health influencers do not have a relevant and/or credible background to give advice (Byrne et al., 2017), e.g., Pamela Reif, a fitness influencer with over 8 million followers on YouTube and Instagram, does not mention any relevant credentials on her blog or social media biographies (as of 16th November 2021). Naturally, influencers will not broadcast that they are unqualified to provide health advice, instead, they may use unprotected terms such as "health coach" or provide credentials from questionable sources. Consequently, social media users are not only challenged with differentiating between influencers with high and low expertise (as commonly operationalized in influencer experiments) but also with figuring out which influencers only pretend to have high expertise. For this, followers might use potentially (mis-)informative cues, such as source attractiveness, to assess the influencer's expertise. In their theoretical framework, Schimmelpfennig and Hunt (2020) argue that for products with a logical connection to attractiveness, physical attractiveness can be understood as an expertise cue (i.e., being an expert on physical attractiveness). Indeed, Peng et al. (2020) found a positive effect of attractiveness on credibility for a cookbook promoted to increase the user's physical appearance but not when the same book was promoted for its scientific approach. Consequently, in a health influencer context, our first hypothesis is:

H1: Perceived attractiveness has a positive effect on perceived expertise.

As outlined above, some researchers assume that both attractiveness and expertise are subcomponents of source credibility (e.g., Ohanian, 1990). Moreover, prior research has established the positive associations between attractiveness and expertise with credibility (e.g., Sokolova & Kefi, 2020; Xiao et al., 2018); therefore, our second hypothesis is:

H2: (a) Perceived attractiveness and (b) perceived expertise have positive effects on source credibility.

Credibility is an essential sender attribute for persuasion and marketing success (Hovland & Weiss, 1951; Moraes et al., 2019). Previous influencer marketing studies have established positive links between credibility and purchase intentions (e.g., Sokolova & Kefi, 2020), eWOM (e.g., Yin & Zhang, 2020), and follow intentions (Belanche et al., 2021). While we are unaware of any social media endorser studies that link credibility to product attractiveness, for products like health products where expertise is required, influencer credibility should have a positive impact on product attractiveness. Hence, our third hypothesis is:

H3: Source credibility has a positive effect on (a) purchase intentions, (b) eWOM intentions, (c) follow intentions, and (d) product attractiveness.

2.2 Aesthetic pleasure

We argue that influencer attractiveness may not only positively affect marketing outcomes through source credibility but also aesthetic pleasure. Social media platforms such as Instagram, YouTube, and TikTok are mediums heavily reliant on visuals since their posts focus on image and video formats. Image attributes that improve processing fluency, e.g., symmetry, can increase consumer engagement on social media (Kostyk & Huhmann, 2021), and processing fluency is associated with aesthetic pleasure (Reber et al., 2004). Attractive faces are prototypical (Langlois & Roggman, 1990) which aids processing fluency (Reber et al., 2004; Winkielman et al., 2006). Therefore, our fourth hypothesis is:

H4: Perceived attractiveness has a positive effect on aesthetic pleasure.

Finally, we will test whether aesthetic pleasure influences behavioural intentions. On the one hand, social media users are likely to share and follow content they enjoy. On the other hand, aesthetic pleasure may lead to higher purchase intentions and product attractiveness due to a misattribution of positive arousal (i.e., users experience positive feelings because of the pleasant influencer advertisement image and attribute their feelings to the product), e.g., Singh and Churchill (1987) outline in their review that when people are in a positive mood, they rate products more favourably and that transfers of arousal from TV programs to advertisements may occur. The link between prior program content and attitude towards the ad is strengthened, if their content is similar (Coulter, 1998), a situation that is even stronger for social media influencers than on TV. Consequently, our fifth hypothesis is:

H5: Aesthetic pleasure has a positive effect on (a) purchase intentions, (b) eWOM intentions, (c) follow intentions, and (d) product attractiveness.

Figure 1 provides an overview of our research model. Please note that we distinguish between a key framework that contains our hypotheses of interest for the present study and a framework that describes how we argue the manipulations affect the variables of interest here. The research model has been pre-registered[1].

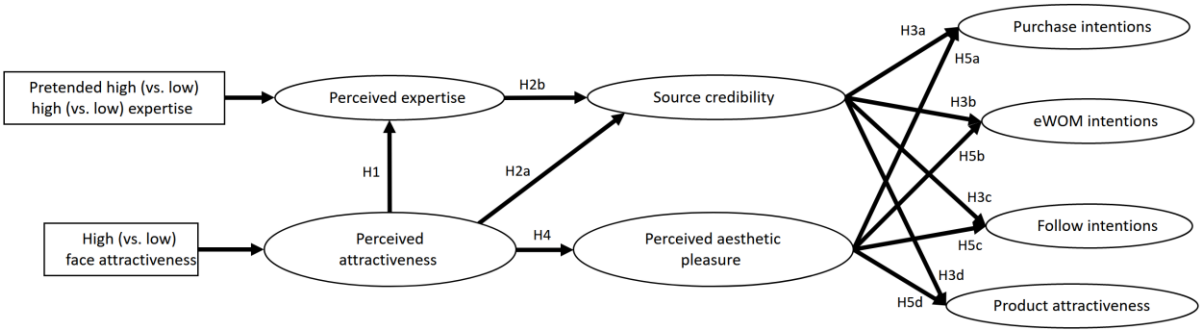

Figure 1. Research model. All lines represent positive effects.

3. Methodology

3.1 Study design

English native speakers who regularly use Instagram (n = 451, 257 female, M_{age} = 33.03) were recruited on Prolific for a 2 (face attractiveness: low vs. high) × 3 (expertise: low vs. pretended high vs. high) between-subjects experiment. After viewing the SMI's profile, four posts that mentioned her expertise and showed her face, participants were shown a sponsored ad by the influencer for a protein powder. Afterward, we assessed eWOM, purchase and follow intentions, product attractiveness, aesthetic pleasure, source credibility, perceived expertise, perceived attractiveness, as well as trustworthiness, homophily, estimated SMI age (single item), and health (single item) as controls.

3.2 Factor reliability, validity, and confirmatory factor analysis

Before building the model, we conducted first an exploratory factor analysis (EFA) with eight factors (one for each construct in the model). Our oblimin rotated pattern matrix replicated the expected factors without any items showing cross-loadings on other factors above .30. Cumulatively, our factors explained 79% of the model variance. Our Tucker-Lewis Index for the EFA was 0.96. Regarding reliability, Cronbach's alpha and composite reliability were above .91 for all factors. All factor correlations were below 0.80 and all of our CICFA factor correlations were below a value of .90, suggesting that discriminant validity is not an issue for our measures (Rönkkö & Cho, 2020). Moreover, the AVE scores were above .66 and higher

[1] osf.io/9x6ud (currently under embargo)

than respective squared factor correlations. Because the Shapiro-Wilk test showed non-normal distributions for our items, we used the maximum-likelihood with robust standard errors (MLR) as the estimator for our confirmatory factor analysis (CFA). The CFA included all latent constructs of the model (covariances between factors were permitted) and showed that all standardized item loadings were above .70 and highly significant. Consequently, we assume convergent validity.

3.3 Structural equation model analysis

We tested our research model using the structural equation model (SEM) analysis R-package lavaan (Rosseel, 2021), R-Version 4.0.2. As in our CFA, we used MLR as the estimator for our model. Moreover, we control for age, gender, and average time spent on Instagram[2]. As shown in Figure 1, we built our manipulation checks into the SEM model.

4. Results

Our data generally showed a good fit for our research model (CFI = 0.943, TLI = 0.937, RMSEA = 0.049, SRMR = 0.073).

4.1 Manipulation checks

For the present analysis, we built our manipulation checks into the model, see Figure 1. Our expertise manipulations had significant effects on perceived expertise ratings. Specifically, when an influencer reported high (registered dietician, $\beta = 0.36$, $p < .001$; $M_{\text{Registered Dietician}} = 5.03$) and pretended high (health coach, $\beta = 0.18$, $p = .001$; $M_{\text{Health Coach}} = 4.42$) credentials, they were perceived as having a higher expertise than a fashion student ($M_{\text{fashion}} = 3.86$). Our face attractiveness manipulation also had effects on perceived attractiveness, $\beta = 0.43$, $p < .001$; the highly attractive face manipulation led to significantly higher-rated attractiveness than the less attractive face condition ($M_{\text{low attractiveness}} = 3.99$, $M_{\text{high attactiveness}} = 5.05$). As such, we deem our manipulations successful.

4.2 Hypotheses testing

Overall, we find support for our research model, see Figure 2, and all our hypotheses are confirmed at a 5% level. First, perceived attractiveness had a positive effect on perceived expertise (H1), $\beta = 0.39$, $p < .001$, suggesting an effect of attractiveness on expertise in

[2] We pre-registered to also control for homophily, trustworthiness, perceived SMI age, and perceived SMI health. However, since our manipulations affected these variables significantly, we concluded that they cannot be considered control variables. We also pre-registered a moderation effect of certification knowledge on the relationship between the expertise manipulations and perceived expertise which the present report does not focus on.

endorser marketing. Second, we were able to confirm that both perceived attractiveness (H2a) as well as perceived expertise (H2b) lead to influencer credibility. By extension, this also means that perceived expertise partially mediates the relationship between perceived attractiveness and credibility. Notably, the indirect effect of perceived attractiveness on source credibility is larger (indirect effect = 0.39 × 0.75 = 0.29) than the direct effect (β = 0.08, p = .045). Consequently, we argue that – at least for health influencers – attractiveness may be used as an indicator of expertise, which in turn is used as an indicator for source credibility. Importantly, our stimuli only manipulated face attractiveness while the model's body remained constant. This means that our findings are not due to differences in muscle mass or body fat percentage, health influencer expertise perceptions can already be manipulated by facial features such as larger eyes or fuller lips. Thus, our findings expand on the work by Byrne et al. (2017) who found that many people follow health influencers even though these people may be unqualified. Here, we show a mechanism through perceived attractiveness that can explain *why* social media users trust influencers' dietary advice.

Finally, source credibility then has positive effects on several outcome variables, namely purchase intentions (β = 0.50, p < .001; H3a), eWOM (β = 0.60, p < .001; H3b), follow intentions (β = 0.54, p < .001; H3c), and product attractiveness (β = 0.57, p < .001; H3d).

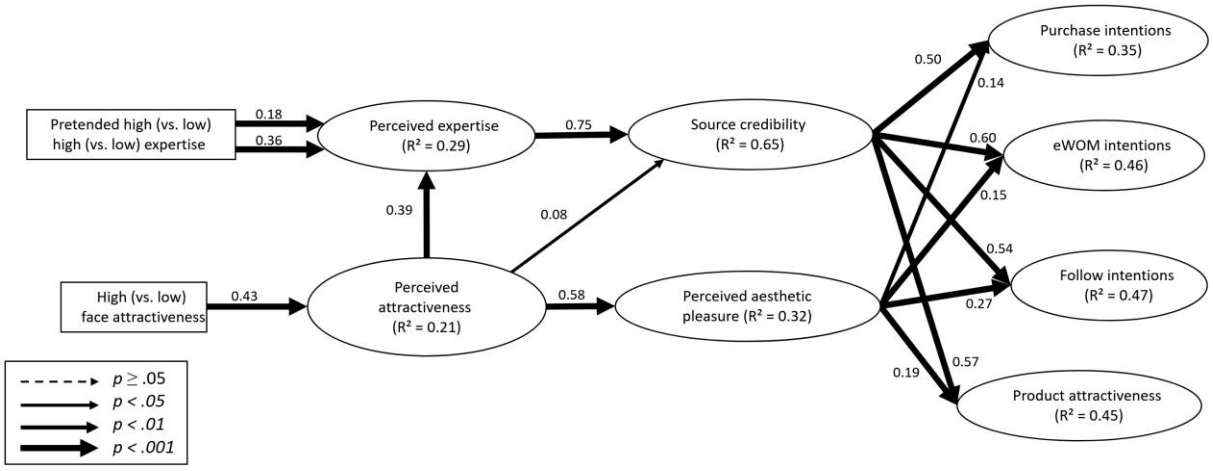

Figure 2. Model results include the standardized coefficients. We controlled for participants' age, gender, and average time spent on Instagram for each pathway.

Influencer attractiveness does not only affect perceived expertise and credibility but also a user's experienced aesthetic pleasure when looking at influencer posts (H4). Notably, the effect of perceived attractiveness on aesthetic pleasure (β = 0.58, p < .001) is larger than its total effect on source credibility (total effect = 0.08 + 0.39 × 0.75 = 0.37). Hence, it appears that not only may the importance of attractiveness as a component of source credibility have been overstated (e.g., Ohanian, 1990), it may also affect marketing outcomes through an

under-researched mediator in predominantly visual social media environments: aesthetic pleasure. Prior research has shown the importance of having an appropriate aesthetic as a marketing tool for social media (Colliander & Marder, 2018); the present study shows that influencer attractiveness can increase users' aesthetic pleasure and thus positively affect marketing outcomes. Consequently, we can also confirm our last hypotheses – aesthetic pleasure significantly increases purchase intentions ($\beta = 0.14$, $p = .001$; H5a), eWOM ($\beta = 0.15$, $p < .001$; H5b), follow intentions ($\beta = 0.27$, $p < .001$; H5c), and product attractiveness ($\beta = 0.19$, $p < .001$; H5d). However, although aesthetic pleasure has consistent positive effects on all investigated marketing outcomes in this research, its impact is smaller than that of credibility, e.g., for follow intentions $\beta_{credibility} = 0.54$ and $\beta_{aesthetic} = 0.27$. As such, influencers should primarily be selected based on credibility criteria, but the aesthetic of their account and posts should not be neglected for marketing success.

5. Discussion

Our present study contributes to better explaining mechanisms that influence credibility perceptions in the influencer marketing context. We argue that it does not necessarily make sense to assume simple relationships between proposed components of source credibility. However, one could argue that it is not perceived attractiveness that influences perceived expertise but that the reversed pathway is true. We believe that our model is correct for two reasons: First, the effect of attractiveness on expertise is well-established, e.g., Thorndike already reported correlations between teachers' general appearance and their merit as a teacher in 1920, and Dion et al. (1972) reported that more attractive people are expected to attain more prestigious occupations. Second, physical attractiveness is directly observable whereas expertise is a more complex construct that should require more cognitive effort to evaluate. Consequently, easily accessible attractiveness cues may be used as heuristics for expertise judgments. Similarly, prior research has found that facial attractiveness impressions precede multi-facetted trustworthiness judgments (Gutiérrez-García et al., 2019). Therefore, we believe that generally, perceived attractiveness should affect expertise judgments and not the other way around.

Moreover, we find that attractiveness has an overall larger effect on aesthetic pleasure than on credibility. This finding challenges prior work that is solely based on exploring source credibility as a mechanism of attractiveness: Though attractiveness appears to have a positive relationship with source credibility, it also showcases positive associations with other

variables while credibility perceptions can also be influenced by other factors than expertise, attractiveness, and trustworthiness as suggested in the source credibility model (Ohanian, 1990). Therefore, we argue for a careful and critical examination of proposed credibility components and their relationships with one another.

References.

Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, *61*. https://doi.org/10.1016/j.jretconser.2021.102585

Breves, P. L., Liebers, N., Abt, M., & Kunze, A. (2019). The perceived fit between instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, *59*(4), 440–454. https://doi.org/10.2501/JAR-2019-030

Byrne, E., Kearney, J., & MacEvilly, C. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*, *76*(OCE3), E103. https://doi.org/10.1017/s0029665117001768

Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues and Research in Advertising*, *40*(3), 258–274. https://doi.org/10.1080/10641734.2018.1521113

Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, *34*(4), 481–495. https://doi.org/10.1002/mar.21001

Colliander, J., & Marder, B. (2018). 'Snap happy' brands: Increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on Instagram. *Computers in Human Behavior*, *78*, 34–43. https://doi.org/10.1016/j.chb.2017.09.015

Contestabile, G. (2018). *Influencer Marketing in 2018: Becoming an Efficient Marketplace*. Adweek. https://www.adweek.com/digital/giordano-contestabile-activate-by-bloglovin-guest-post-influencer-marketing-in-2018/

Coulter, K. S. (1998). The effects of affective responses to media context on advertising evaluations. *Journal of Advertising*, *27*(4), 41–51. https://doi.org/10.1080/00913367.1998.10673568

Dion, K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, *24*(3), 285–290. https://doi.org/10.1037/h0033731

Global Market Insights. (2020). *Global digital health market size in 2019 and a forecast for 2026*. Statista. https://www-statista-com.zu.idm.oclc.org/statistics/1092869/global-digital-health-market-size-forecast/

Gutiérrez-García, A., Beltrán, D., & Calvo, M. G. (2019). Facial attractiveness impressions precede trustworthiness inferences: lower detection thresholds and faster decision latencies. *Cognition and Emotion*, *33*(2), 378–385. https://doi.org/10.1080/02699931.2018.1444583

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, *63*(1), 5–25. https://doi.org/10.1177/0008125620958166

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, *15*(4), 635–650. https://doi.org/10.1086/266350

HypeAuditor. (2020). *Most popular Instagram influencer topics worldwide as of March 2020, based on average daily growth of followers*. Statista. https://www-statista-com.zu.idm.oclc.org/statistics/1117938/popular-instagram-influencer-topics-worldwide-follower-growth/

Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands?" *Journal of Brand Management*, *26*, 522–537. https://doi.org/10.1057/s41262-019-00151-z

Johnson, J. (2020). *Share of internet users who sought health-related information online at least weekly in the United Kingdom (UK) from 2014 to 2020, by age group*. Statista.

https://www.statista.com/statistics/506764/browsing-health-information-online-in-the-united-kingdom-uk-by-age-group/
Karagür, Z., Becker, J.-M., Klein, K., & Edeling, A. (2021). How, Why, and When Disclosure Type Matters for Influencer Marketing. In *International Journal of Research in Marketing*. Elsevier. https://doi.org/10.1016/j.ijresmar.2021.09.006
Kostyk, A., & Huhmann, B. A. (2021). Perfect social media image posts: symmetry and contrast influence consumer response. *European Journal of Marketing*, *55*(6), 1747–1779. https://doi.org/10.1108/EJM-09-2018-0629
Langlois, J. H., & Roggman, L. A. (1990). Attractive faces are only average. *Psychological Science*, *1*(2), 115–121. https://doi.org/10.1111/j.1467-9280.1990.tb00079.x
McMillan, S. J., & Childers, C. C. (2017). A Decade of Change and the Emergence of Digital Media: Analysis of Trade Press Coverage of the Advertising Industry, 2005–2014. *Journal of Interactive Advertising*, *17*(1), 51–64. https://doi.org/10.1080/15252019.2017.1315320
Moraes, M., Gountas, J., Gountas, S., & Sharma, P. (2019). Celebrity influences on consumer decision making: new insights and research directions. *Journal of Marketing Management*, *35*(13–14), 1159–1192. https://doi.org/10.1080/0267257X.2019.1632373
Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, *19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191
Peng, L., Cui, G., Chung, Y., & Zheng, W. (2020). The Faces of Success: Beauty and Ugliness Premiums in e-Commerce Platforms. *Journal of Marketing*, *84*(4), 67–85. https://doi.org/10.1177/0022242920914861
Pew Research Center. (2019). *Social Media Fact Sheet*. https://www.pewresearch.org/internet/fact-sheet/social-media/
Reber, R., Schwarz, N., & Winkielman, P. (2004). Processing fluency and aesthetic pleasure: Is beauty in the perceiver's processing experience? *Personality and Social Psychology Review*, *8*(4), 364–382. https://doi.org/10.1207/s15327957pspr0804_3
Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'–parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, *36*(3–4), 279–298. https://doi.org/10.1080/0267257X.2019.1708781
Rönkkö, M., & Cho, E. (2020). An Updated Guideline for Assessing Discriminant Validity. In *Organizational Research Methods* (Issue December). https://doi.org/10.1177/1094428120968614
Rosseel, Y. (2021). *The lavaan tutorial*. http://lavaan.ugent.be/tutorial/tutorial.pdf
Sakib, M. N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, *52*(December 2017), 101733. https://doi.org/10.1016/j.jretconser.2019.01.002
Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology and Marketing*, *37*(3), 488–505. https://doi.org/10.1002/mar.21315
Singh, S. R. N., & Churchill, G. A. (1987). Arousal and advertising effectiveness. *Journal of Advertising*, *16*(1), 4–40. https://doi.org/10.1080/00913367.1987.10673054
Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, *53*(January 2019), 101742. https://doi.org/10.1016/j.jretconser.2019.01.011
Statista. (2021). *Daily time spent on social networking by internet users worldwide from 2012 to 2020*. https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/
Thorndike, E. L. (1920). A constant error in psychological ratings. *Journal of Applied Psychology*, *4*(1), 25–29. https://doi.org/10.1037/h0071663
Winkielman, P., Halberstadt, J., Fazendeiro, T., & Catty, S. (2006). Prototypes are attractive because they are easy on the mind. *Psychological Science*, *17*(9), 799–806. https://doi.org/10.1111/j.1467-9280.2006.01785.x
Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, *15*(3), 188–213. https://doi.org/10.1080/16522354.2018.1501146
Yin, C., & Zhang, X. (2020). Incorporating message format into user evaluation of microblog information credibility: A nonlinear perspective. *Information Processing & Management*, *57*(6), 102345. https://doi.org/10.1016/j.ipm.2020.102345