

The Self-Regulatory Role of Influencers and Marketing Agencies in the Information Landscape

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Abstract

The growing power of influencers positions them as central actors in the current information landscape. While research acknowledges influencers' role in information dissemination, the dynamics of how information disorders emerge and transmit remain unknown. Further, how the various actors of the influencer marketing ecosystem contribute to information dissemination has not been addressed. Drawing on self-regulation and control theories, we investigate how influencers and marketing agencies monitor, evaluate, and adjust information. Based on 51 semi-structured interviews with influencers and agency representatives, our findings illustrate that both actors engage in self-regulation, but face challenges due to absent industry standards, brand pressures, and low media literacy. This increases vulnerability to information disorders. For managers, the findings offer insights into improving information regulation and highlight the need for clear industry standards and verification practices.

Track: Digital Marketing & Social Media