

Culture of Self-Branding Online: A Study of Taiwan's Micro-Celebrities from Social Media to Mass Media

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Abstract

Social media is a vital part of people's lives. My research focuses on "micro-celebrities" who use marketing skills online in promoting their lifestyles and images, which at the end might attract fans. I want to explore the process of micro-celebrities interacting with fans, namely self-branding online.

With the rise of social media, my research stress traditional mass media cannot be overlooked. People's using habits of getting information via mobiles already force mass media to follow social media in terms of news production and e-business. This research notice advertisers are the key that make mass media to expand the potential customers (audiences). Some of them might be fans of micro-celebrities. Election candidates are no exceptions by cooperating with micro-celebrities in order to grab young generation ballots. Thus, micro-celebrities turn out to be an influential phenomenon.

This paper wants to examine micro-celebrity phenomenon, and uncover the link between social media and mass media that boost this phenomenon. The research adopts methods of textual analysis that read and interpret literatures and secondary data. It will display some findings of the branding characteristic of micro-celebrity and their accomplishment both in social media and mass media. In sum, this paper found that micro-celebrity not only entertain people but effect in political and economy aspects. What's more, it illustrate that mass media cannot be replaced by social media because those micro-celebrities still need the powerful advertisement function from mass media to enhance their popularity.

Key words: Micro-Celebrities, Self-Branding, Social Media, Mass Media