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SUMMARY

*The promotional and marketing role of influencers
in communicating values and ideas in social media.
An analytical and research study of profiles on Instagram*

Among the many online creators, some are leading the way in terms of their ability to gather fans around them and influence this community. Influencers, as they are referred to, play an increasingly important role in new media.

The dissertation *The promotional-marketing role of influencers in communicating values and ideas in social media. An analytical and research study of profiles on Instagram* is aimed at determining the participation and importance of influencers in promotional-marketing communication and identifying the most important values and ideas in their messages. In the study, the author undertakes to identify common areas and ways of linking promotional-marketing activities with the communication of values and ideas on Instagram, and to identify opportunities for effective communication of values and ideas. Thus, the main research problem is contained in the question: what is the role of influencers in communicating values and ideas on Instagram, and in what areas do influencers' messages have the potential to influence values? The main hypothesis, on the other hand, is that the communication of influencers is of a promotional and marketing nature and is a space for locating values and ideas that effectively influence the views, attitudes and values of the audience. To verify it, the author uses mixed quantitative and qualitative methods: an in-depth interview with influencer representatives and experts, as well as content analysis and analysis of influencer messages on Instagram. In addition, the audience's perspective is presented by reference to the survey conducted and the analysis of comments under the influencers' posts.

The work is structured in accordance with the communication model according to Harold Laswell. After the first methodological chapter, the author proceeds sequentially to answer the questions of who (Chapter 2), what channel (Chapter 3), what (Chapter 4), to whom (Chapter 5), with what effect (Chapter 6). Chapter two introduces the concepts associated with the influencer persona, chapter three introduces social media with a focus on the promotional and

marketing potential of Instagram, chapter four describes influencer marketing, issues of social engagement and key concepts of axiology and then presents the results of the research using the method of content analysis of posts and Instagram Stories. Chapter five focuses on influencer audiences in group (online community) and individual (user) terms, and presents the results of a content analysis of comments and a survey of influencer audiences. The sixth chapter is based on the theory from the field of persuasive communication and an excerpt from the results of the survey on the audience's opinion of influencers.

The conclusion of the dissertation indicates the conclusions of the conducted research and provides a look into the future including the identification of possible areas for further research. In the light of the data obtained and the findings, the main hypothesis was verified positively. Influencers not only play a significant role in promotional and marketing activities, but also communicate through them a variety of values and ideas that have the potential to effectively influence audiences. Hedonistic, ethical, aesthetic and cognitive values were identified as the most important values communicated.

The dissertation is realized in the personalist paradigm of media ethics, which assumes that the primary value is the human person and it is to him that all other goals should be subordinated. Communicating such archetypal values as love and dignity, or fundamental values such as truth, freedom, justice and responsibility should be the concern of those who create media and interact with large communities, that is, the very influencers the dissertation is about.

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