

Who are influencers? Why influence someone? Who can you influence? This is part two of a series exploring influence.



*Influence is about changing
hearts, minds, and behaviors.*

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Desire to direct our own lives,
to learn,
create new things,
and
do better by ourselves and others

Influencers surround us. Influence can be for good or bad.

Humans have a desire to direct their own lives, to learn, create new things, and to do better by themselves and others.

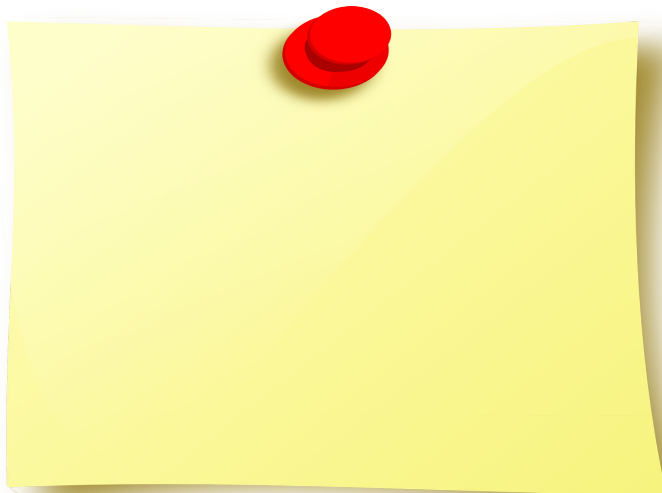


Who are the influencers in your life?

- ▶ Family
- ▶ Friends
- ▶ Religion
- ▶ Teachers, counselors, and coaches
- ▶ Celebrities and social media influencers
- ▶ Experiences and your environment are impactful influencers.
- ▶ Laws and societal norms are also great influencers.
- ▶ Physical wellness, how healthy you are, has a great influence.



The more you interact with someone, the greater the chance they will shape your life in a positive or negative way. Family members tend to have a strong, nurturing influence because they are the first people you are exposed to. They become your first social network.



Friends have a great influence because people tend to gravitate toward others that share common interests, identity, or social groups. You are more open to being influenced by your friends due to a sense of belonging.





Teachers, coaches, and spiritual leaders are trusted figures that inspire you to go further and dream bigger. You see them as having your best interest at heart, providing constructive feedback about your progress, and encouraging you with a “you can do it” attitude. They are optimistic about you, champion your success and support your resilience to bounce back when things don't go as planned. They are a trusted source that can be objective and supportive simultaneously.





Celebrities and social media influences are pervasive in today's technological world. They serve as role models, lead interesting and different lives, celebrate success, and can either reinforce social norms or challenge established norms. Celebrities provide an escape from the realities of life. Social media intends to impact your emotional state and change your behavior. It also serves to expand your network of friends. This can have both positive and negative effects.



You are born with certain innate characteristics. Perhaps you are quiet and shy, or more outgoing. Perhaps you are naturally good at music, or you like building things, or you are curious about everything. It's just naturally who you are. Your natural talents and your experiences will shape how you see the world. Together they help you form your vision of a purposeful life.

Opportunities build capacity. How you experience the world influences you. Opportunity is a set of circumstances that makes it possible to do something. Education, work, travel, and volunteering are all opportunities. How you think about opportunities has an influence on your life's journey. If you wait for opportunity to come your way, you are limited by the actions of others. If you have a mind set of creating opportunities, then you can greatly influence the experiences you have. You'll recall from the first video, "What is Influence?", if you have a growth mindset, then you expect you can improve your situation. People with a growth mindset create opportunities. Nature gives way to nurture over time.

Life is filled with opportunities. You can greatly influence yourself if you see the world with an abundance of opportunities and experiences. Lots of different experiences will expand your knowledge, enhance your understanding, and put you in control of choosing which doors to open and walk through.



OPPORTUNITIES I HAVE HAD IN THE PAST OR HAVE NOW:



OPPORTUNITIES I ENVISION IN MY FUTURE:





What is wellness? We often define wellness as the absence of illness. Yet it is much more. Think of wellness as being healthy, happy, and leading a purposeful life. You can have a great influence over your wellness.



- ▶ You can go from being “glazed and confused” to eating a healthy diet.
- ▶ From “I don’t always feel like going to the gym, but I do love telling people I went to the gym” to 30 minutes of physical activity daily.
- ▶ You can move from being stressed out, to managing your stress through getting 8 hours sleep, setting aside quiet time for yourself, and taking control of your daily responsibilities.

You have the power to influence yourself toward a life of wellness.

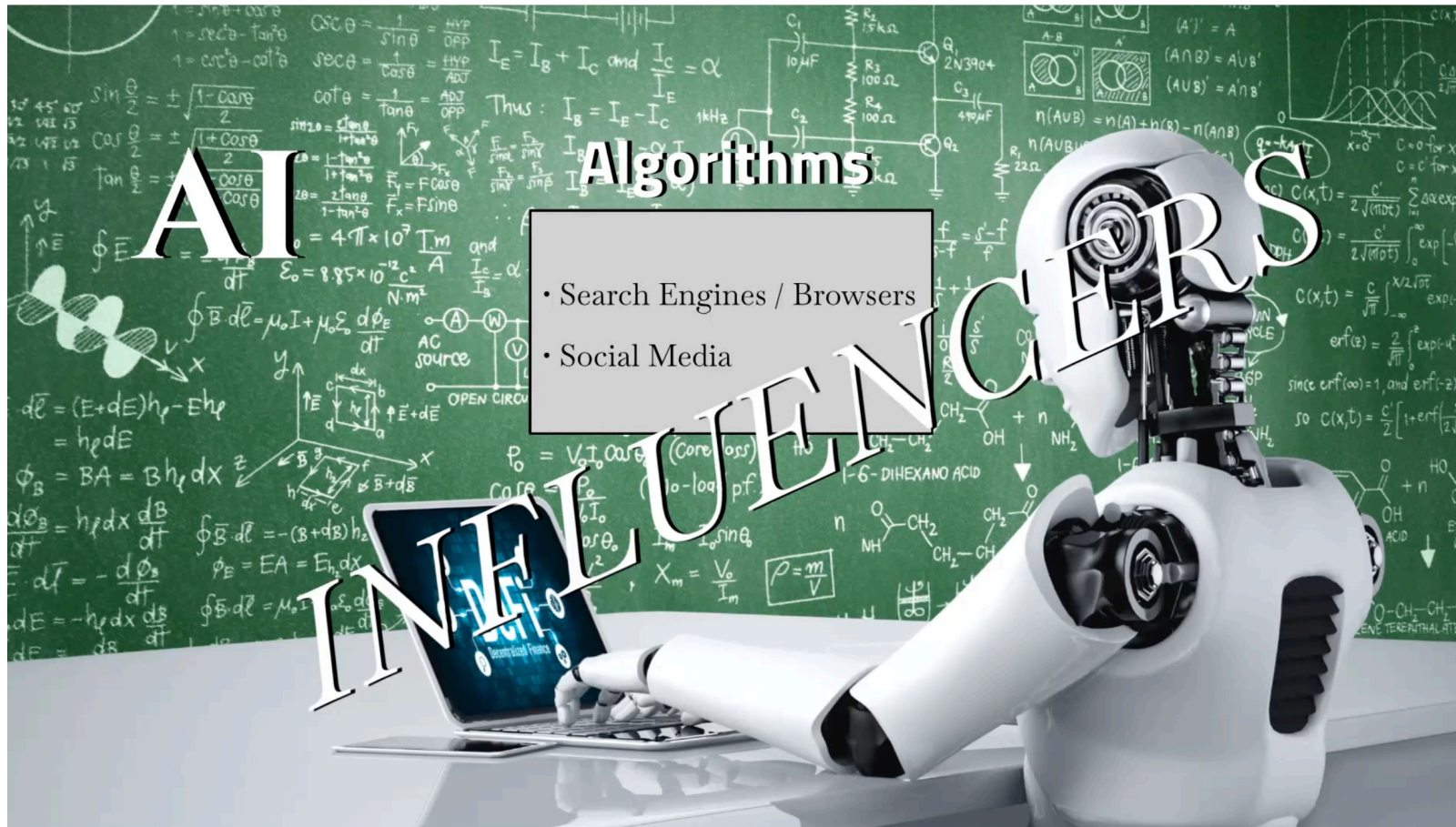


Influencer marketing is no longer limited to celebrities.
Social media influencers are prominent and pack a punch.

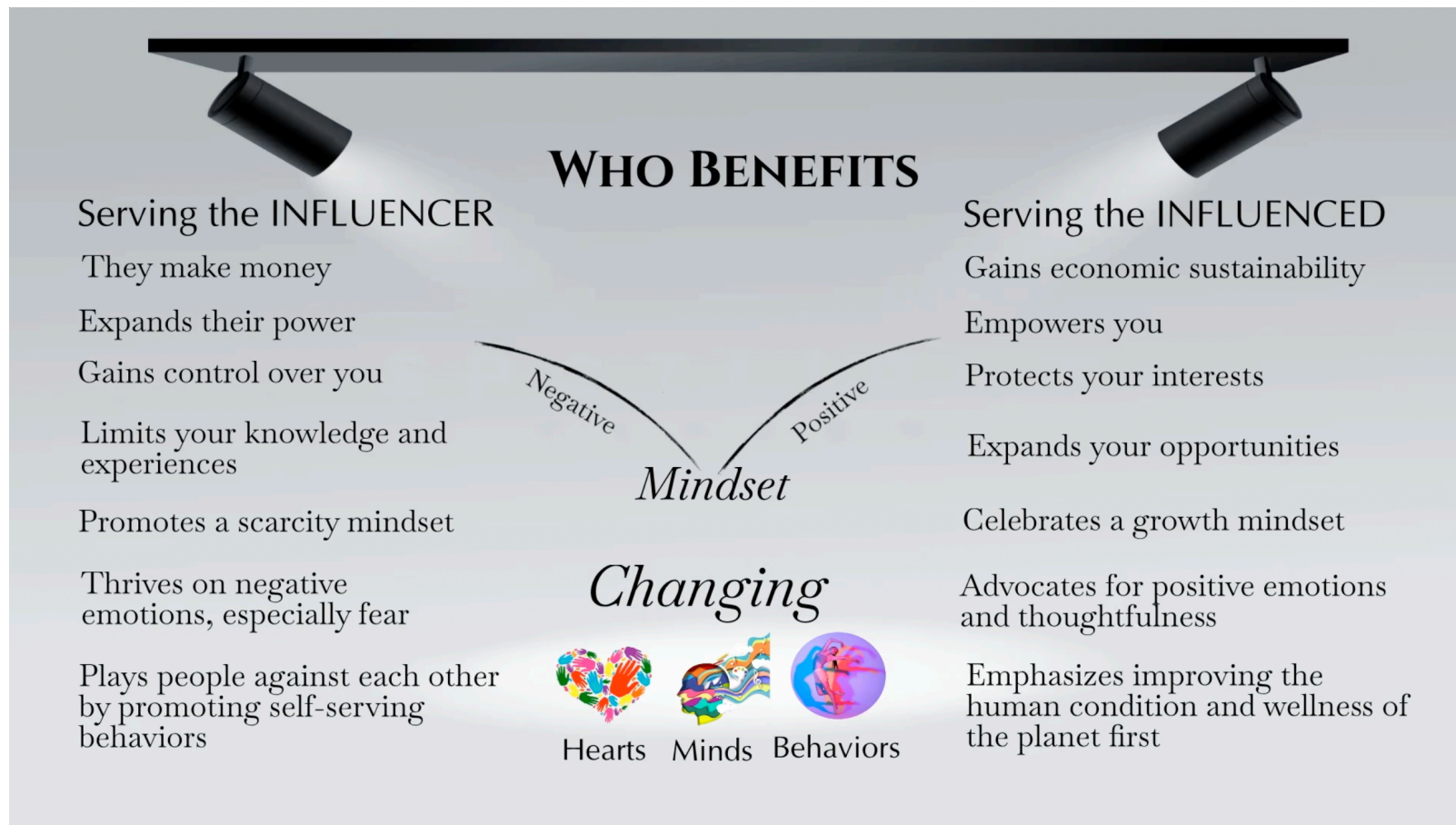
INFLUENCER MARKETING



They foster connections with you, building trust and engagement. The global influencer marketing value is over 20 billion dollars and growing. Social media, whether it's YouTube, Instagram, TikTok, Snapchat, or the next social media platform, has a big financial interest in influencing you. Remember, the primary goal of influence marketing is making a profit.



Social media and search engines use algorithms to interpret, locate, and direct you to information that may be of interest. These algorithms are designed to apply a set of rules that interpret your search queries, mouse clicks, or even pauses on a page, to influence what information or products you view. While you may expect the Internet to provide you with a wide range of information, these algorithms have evolved to narrow your focus, or amplify what it thinks generates an emotional state that will intensify your engagement on the platform. Algorithms are extremely influential in what you see on social media and what you find on the Internet.



Who benefits from influence? One way to think about this question is to ask who the influence is serving. Is it serving the influencer. Or is it serving the influenced.

Is the influence:

- making money for the influencer or helping you gain economic sustainability;
- expanding their power or empowering you;
- gaining control or protecting your interests;
- limiting your knowledge and experiences or expanding your opportunities;
- promoting a scarcity mindset or celebrating a growth mindset;
- thriving on negative emotions, especially fear or advocating for positive emotions and thoughtfulness;
- playing people against each other by promoting self-serving behaviors;
- or emphasizing improving the human condition and wellness of the planet first



Another way to consider the question, “Who benefits from influence?” is to be aware of propaganda. According to Webster’s dictionary, propaganda is the spreading of ideas, rumors, or allegations deliberately to further one’s cause or to damage an institution, a cause, or a person. Propaganda is a tool that may be used by influencers. It is based primarily on emotions. Propagandists appeal to fears and hatreds, but also to emotions such as courage and love. To avoid being manipulated by propaganda, learn to recognize it.

Propaganda uses many different strategies to influence you.

Name calling or labeling is a basic propaganda technique. If you want to hurt someone, diminish their standing through insults, taunts, put-downs, disparaging remarks, mockery, or slander.

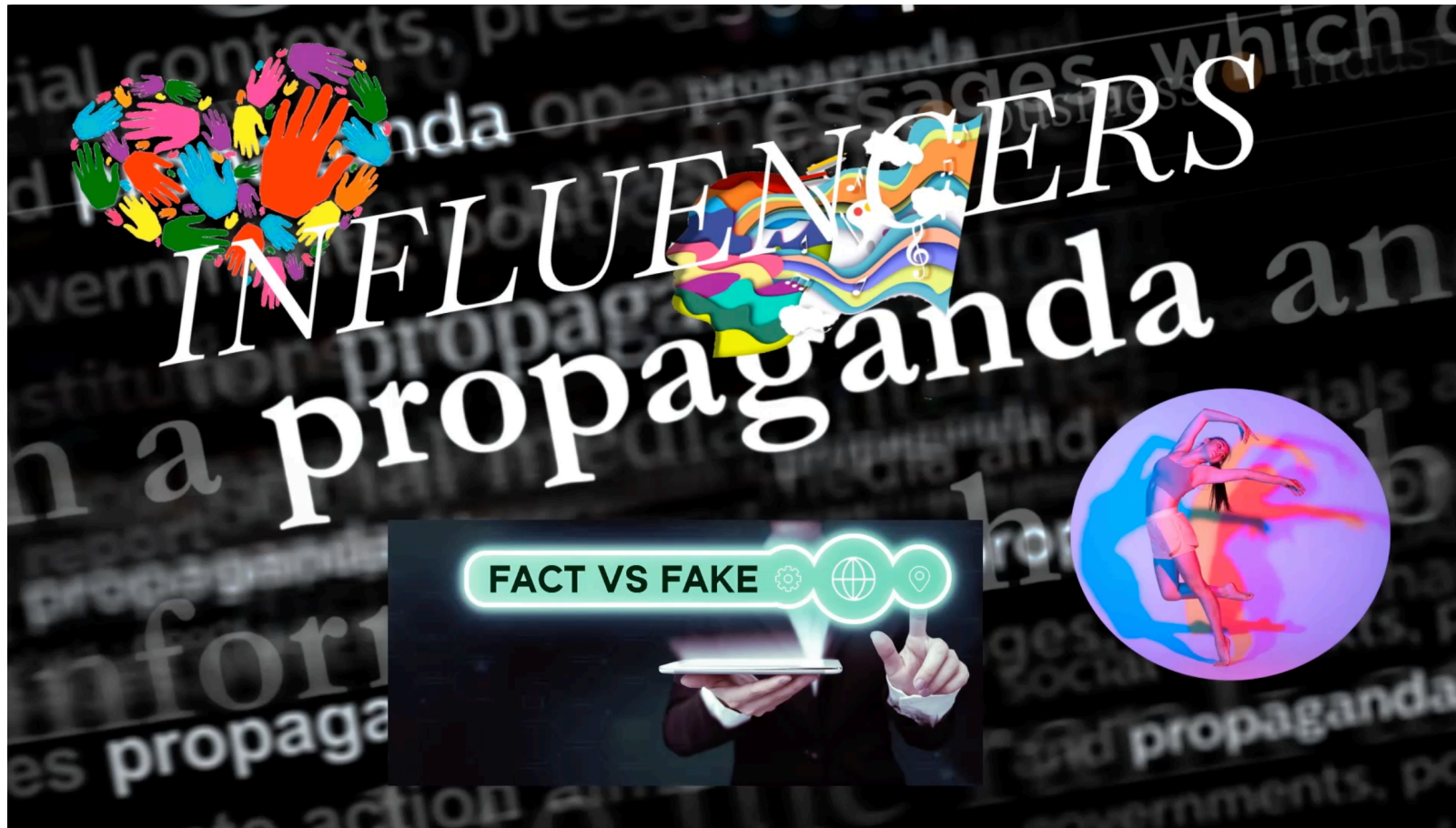
Using glittering generalities or “big virtue” words which connect emotionally but have different meanings to different people reduces our suspicion and lowers our “sales resistance.” Words like democracy, respect, and truth are examples. Transfer is another propaganda device where the propagandist transfers onto him a false esteem or celebrity status. They shower glittering characteristics upon themselves. They say things like, “I’m the only one who can fix this problem”, or “My product is the only one that can save you.” They breed helplessness and portray their strength.

Testimonials are often used in advertising to legitimize an idea. We connect more to personal stories than to facts or statistics.

Plain folks: this technique takes advantage of your desire to identify with others. The influencer puts forth an image appearing to be like you. They use the plain folks technique to make you feel like they are one of you.

In *card stacking* the propagandist distorts information, omits facts, censors information, tells lies, and uses half-truths. This “hyping” is a full-court deception to win your support. He uses under-emphasis and over-emphasis, dodges issues, and evades facts. He uses false testimony, and creates a smoke screen when he wants an embarrassing matter forgotten. He makes the unreal appear real and the real appear unreal. He lets half-truth masquerade as truth.

The *bandwagon* propaganda strategy appeals to your impulse to belong and join in. We want to belong. That’s why you are more likely to “like” something on social media if it already has many likes. Inside a large group we can turn off our individual moral compass, and shed individual responsibility. Using all the other propaganda techniques, the propagandist instills fear, and can move large groups to join the band wagon.



Remember, the intent of propaganda is to change hearts, minds, and behaviors to fit the desires of the influencer.

Influencers with a negative intent will insert lies into their strategy for influence.

The antidote to the process of propaganda is the process of finding factual truth.

How do I know that what I know is accurate and complete?





Research

Trusted

Reliable Sources

Analysis

Sometimes you don't know everything you need to know to make a fair assessment. Sometimes your perceptions are different than reality. Sometimes influencers are giving false propaganda. Researching an issue will help you validate what you believe to be true. The best way you have for doing that is through objective inquiry, examining competing claims systematically based on evidence using trusted reliable sources.

CONSIDER THE SOURCE

PRIMARY SOURCE

- Original, first-hand account
- Made during or close to event
- Original work
- Factual, not interpretive
- Report of scientific discovery
- Results of experiments

SECONDARY SOURCE

- Analyze or interprets primary source
- Second-hand account of an event
- Interprets original work
- Interprets scientific research

TERTIARY SOURCE

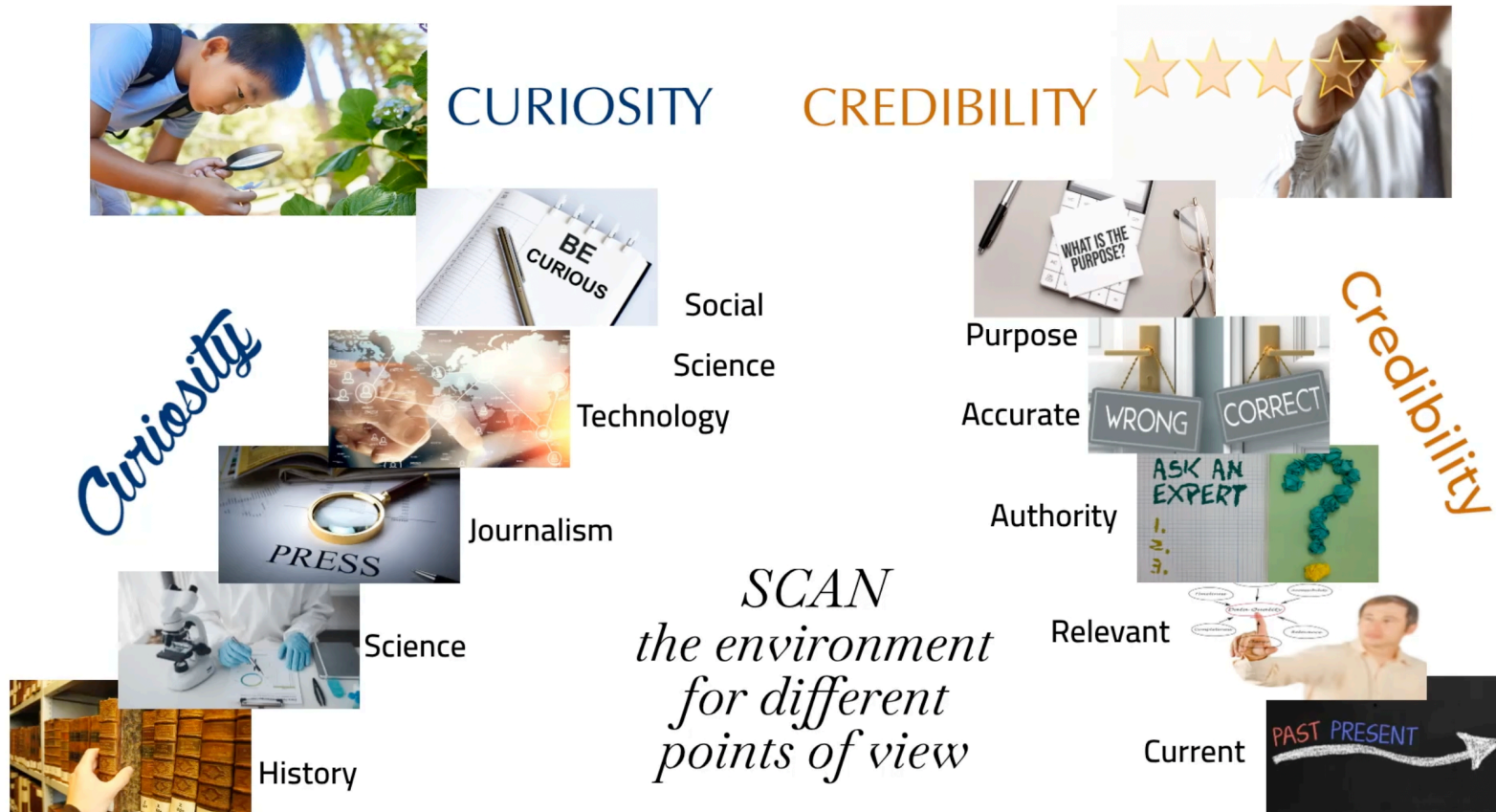
Reference work that gives an overview of information gathered from primary and secondary sources. Examples include dictionaries, encyclopedias, databases, bibliographies.

You can use tertiary sources to locate primary and secondary sources.

The quality of sources of information is important in analysis and decision making. Always consider the source of information in evaluating its credibility or applicability.

Point of view matters. Looking at a topic from only one point of view narrows your perspective.

Active listening requires you to listen before judging. Listen for facts and filter out propaganda techniques.



Consider the two Cs, curiosity and credibility, when evaluating sources.

Curiosity is the first step in finding truth. What is the point of view about the issue from experts in different fields of study?

What have notable historians, scientists, journalists, technologists, philosophers, psychologists, or others written about the topic?

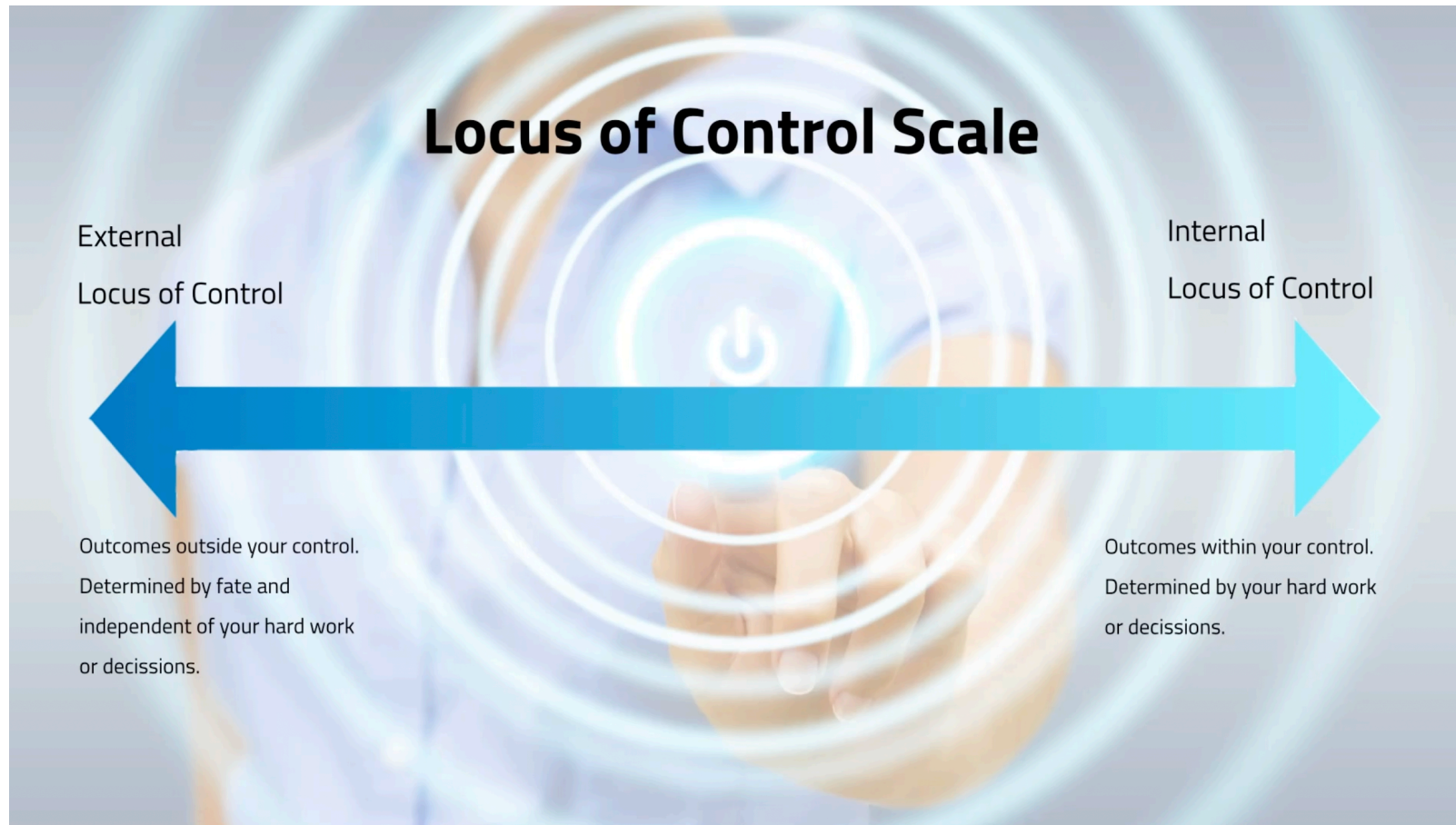
Are you checking five-star sources? *Credible sources* are essential to helping you reach a reasonable conclusion. \ Are your sources:

- **Current:** is the source up to date. If historical, how does it relate to current conditions?
- **Relevant:** Is the source relevant to your research; how is it related to the question you are asking?
- **Authority:** Is the source published in a trustworthy place like a research journal, a trusted newspaper, non-biased online site, or a reliable book publisher? Is the author an expert in the field, a respected journalist, and an objective content creator.
- **Accurate:** Is the source supported by evidence. Are the claims and references cited correctly. Check the footnotes and sources of information.
- **Purpose:** What was the motive behind publishing this source? Who paid for the work to be published?

Scan the environment from the point of view of different fields of study. Be curious about points of view from a variety of credible sources.



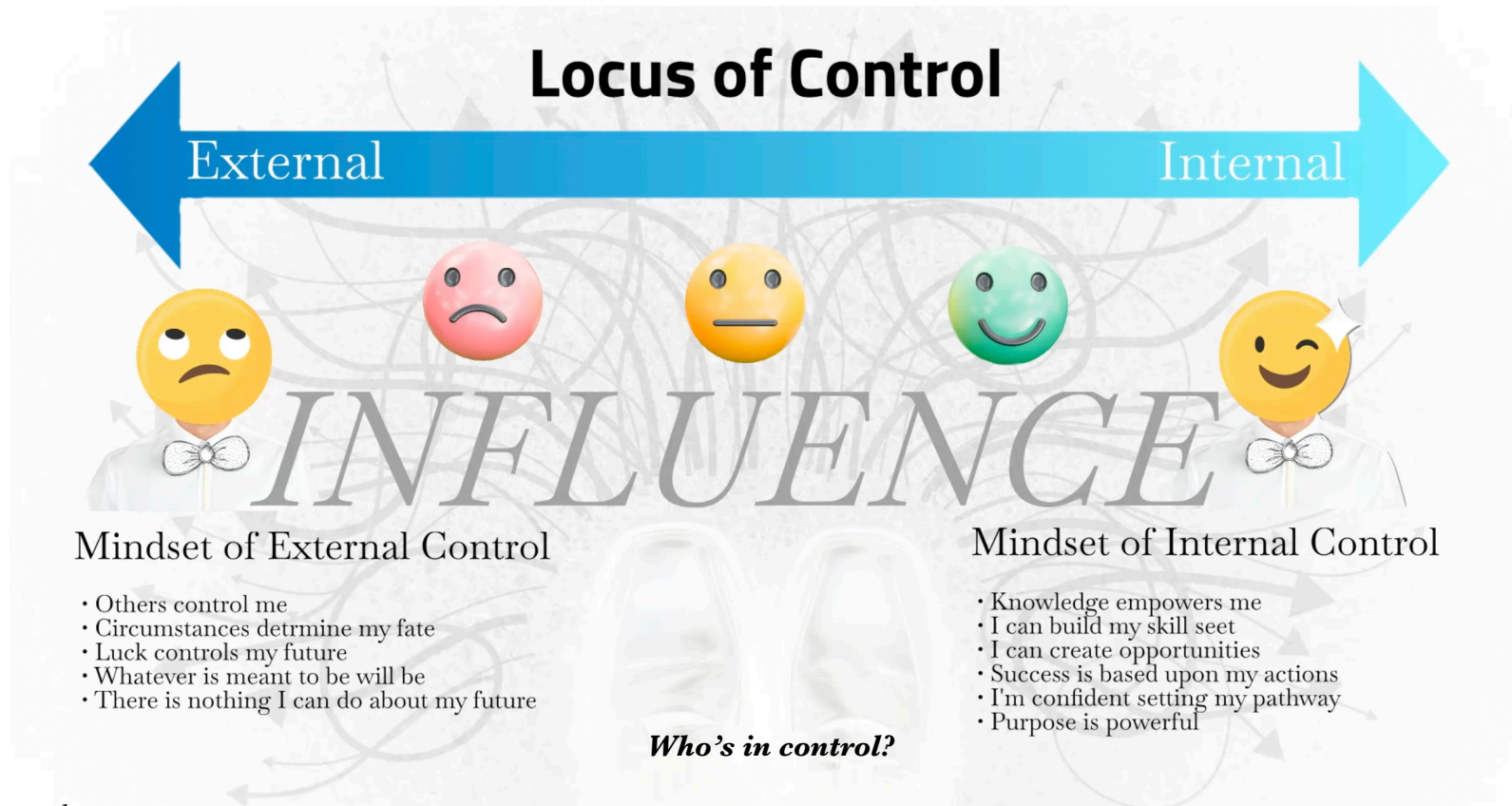
There is one influencer that we don't often think about. That's YOU. You have the power. Yes, you can influence how you feel, think, and act. You have the ability to manage the many external influences, and create your own vision of your life's journey. The most important influencer is you. Who is in control? Are outside influencers in control? Or, are you in control of the decisions you make?



Locus of control refers to how much control a person feels they have in their own behavior.

People with an *external locus of control* believe external forces, like luck, determine their outcomes.

People who develop an *internal locus of control* believe they are responsible for their own success.



External: If you feel others are in control of your life, that you are a victim of circumstances, or that your success is just lucky, or there's nothing you can do about your future, then you have a mindset that says there's no point in trying. Whatever is meant to happen will happen. There's nothing you can do about your future. Things just happen to you. You have no influence over your decisions or your future.

Internal: However, a mindset of you controlling your future makes you a great influencer. On yourself. You see that you knowledge empowers you. You can build your skill set and create opportunities. You can control your decisions. You can influence your future. Your hard work and vision of your future influences what happens. Success is based upon your actions, you're confident in setting your pathway. You see purpose as powerful.

It's likely you move along the locus of control scale at different times. As you gain more knowledge, develop more skills, have diverse experiences, and build confidence, you are more likely to have a mindset of internal control. You see a world in which you have an influence upon yourself and can influence the world around you.

INFLUENCE



Filter out distractions

Focus on positivity



Purpose is powerful



Control your actions

*Find the facts
Reflect*

Be thoughtful



Influence is about changing hearts, minds, and behaviors. You have many influencers in your life

The greatest influencer is YOU.

You have the ability to filter out distractions, focus on positivity, be thoughtful, consider options, find the facts, reflect, and make decisions for yourself. And, you have the capacity to influence others through your words, actions, and deeds. Be a model of positive influence for yourself and others.

Purpose is powerful.

What is influence?

*Who are your
influencers?*

Who are influencers?

*How do you know
you are being
influenced or
influencing?*



Why influence?

How do you influence?

In what ways could you exercise influence for positive change?

Why influence?

Who influences you?

Who do you influence?

Do you have a mindset of internal control and self-influence?

In what ways could you exercise influence for positive change?

**Questions I have?
I want to know more about...?
What sources of information do I currently use that are reliable and accurate?
How will I go about finding reliable and accurate sources of information outside of social media ?**

Respected
Historical
Reliable
Sources

Respected
Current
Sources

Questionable
Sources
Especially
Social Media

GROW YOUR CURIOSITY AND CREDIBILITY

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