

## Liste analysierter Beiträge

Autor, Herausgeber oder Institution	Jahr	Titel	Zeitschrift/ Zeitung	DOI	Band	Nummer	Seiten von-bis
Aarnio, A.; Enkenberg, A.; Heikkila, J.; Hirvola, S.	2002	Adoption and use of mobile services. Empirical evidence from a Finnish survey	System Sciences	10.1109/HICSS.2002.994013			1454–1463
Abadi, N.S.N; Khayyambashi, M.R	2014	Influence maximization in viral marketing with expert and influential leader discovery approach	e-Commerce in Developing Countries: With Focus on e-Trust (ECDC), 2014 8th International Conference on	10.1109/ECDC.2014.6836763			1–8
Abnar, A.; Takaffoli, M.; Rabbany, R.; Zaiane, O.R	2014	SSRM: Structural social role mining for dynamic social networks	Advances in Social Networks Analysis and Mining (ASONAM), 2014 IEEE/ACM International Conference on	10.1109/ASONAM.2014.6921599			289–296
Abratt, Russell; Nel, Deon; Nezer, Christo	1995	ROLE OF THE MARKET MAVEN IN RETAILING: A GENERAL MARKETPLACE INFLUENCER	Journal of Business & Psychology		10	1	31–55
Acar, Adam S.; Polonsky, Maxim	2007	Online Social Networks and Insights into Marketing Communications	Journal of Internet Commerce		6	4	55–72
Adams, James; Ezrow, Lawrence	2009	Who Do European Parties Represent? How Western European Parties Represent the Policy Preferences of Opinion Leaders	Journal of Politics		71	1	206–223
Agarwal, Nitin	2008	A study of communities and influence in blogosphere	Proceedings of the 2nd SIGMOD PhD workshop on Innovative database research	10.1145/1410308.1410314			19–24
Akay, A.; Dragomir, A.; Erlandsson, B.-E	2013	A novel data-mining platform leveraging social media to monitor outcomes of Januvia	Engineering in Medicine and Biology 2013	10.1109/EMBC.2013.6611289			7484–7487
Akritidis, L.; Katsaros, D.; Bozanis, P.	2009	Identifying Influential Bloggers: Time Does Matter	WI-IAT '09. IEEE/WIC/ACM International Joint Conferences on: Web Intelligence and Intelligent Agent Technologies, 2009.	10.1109/WI-IAT.2009.18	1		76–83

Akritidis, Leonidas; Katsaros, Dimitrios; Bozanis, Panayiotis	2011	Identifying the Productive and Influential Bloggers in a Community	IEEE TRANSACTIONS ON SYSTEMS MAN AND CYBERNETICS PART C- APPLICATIONS AND REVIEWS	10.1109/TSMCC.2010.2099216	41	5	759–764
AlFalahi, Kanna; Atif, Yacine; Abraham, Ajith	2014	Models of Influence in Online Social Networks	INTERNATIONAL JOURNAL OF INTELLIGENT SYSTEMS	10.1002/int.21631	29	2	161–183
Allen, Paul W.	2000	Assessing the Usefulness of an Opinion Leadership Scale to the Diffusion of New Accounting Services	Journal of Professional Services Marketing		21	2	149
Anastario, Michael P.; Dabreo, Julia; Morris, Jackie; Hallum-Montes, Rachel; Arredondo, Grisel; Creel, Alisha; Cowan, Lisa; Chun, Helen	2013	Condom Use Following a Pilot Test of the Popular Opinion Leader Intervention in the Barbados Defence Force	JOURNAL OF COMMUNITY HEALTH	10.1007/s10900-012-9577-5	38	1	46–53
Anderson, Christine A.; Whall, Ann L.	2013	Nursing opinion leadership: a preliminary model derived from philosophic theories of rational belief	NURSING PHILOSOPHY	10.1111/nup.12008	14	4	271–283
Andrews, Verity; Tonkin, Emma; Lancaster, Deborah; Kirk, Maggie	2014	Identifying the characteristics of nurse opinion leaders to aid the integration of genetics in nursing practice	JOURNAL OF ADVANCED NURSING	10.1111/jan.12431	70	11	2598–2611
Anger, Isabel; Kittl, Christian	2011	Measuring influence on Twitter	Proceedings of the 11th International Conference on Knowledge Management and Knowledge Technologies - i-KNOW '11	10.1145/2024288.2024326			1
Ankem, K.	2003	Influence of information sources on the adoption of uterine fibroid embolization by interventional radiologists	JOURNAL OF THE MEDICAL LIBRARY ASSOCIATION		91	4	450–459
Aral, Sinan	2011	Identifying Social Influence: A Comment on Opinion Leadership and Social Contagion in New Product Diffusion	Marketing Science		30	2	217–223

Aral, Sinan; Walker, Dylan	2012	Identifying Influential and Susceptible Members of Social Networks	SCIENCE	10.1126/science.1215842	337	6092	337–341
Arenas-Márquez, F. J.; Martínez-Torres, M. R.; Toral, S. L.	2014	Electronic word-of-mouth communities from the perspective of social network analysis	TECHNOLOGY ANALYSIS & STRATEGIC MANAGEMENT		26	8	927–942
Arora, I.; Panchal, V. K.	2010	An MIU [Most Influential Users]-Based Model for Recommender Systems	2010 IEEE 24th International Conference on Advanced Information Networking and Applications Workshops	10.1109/WAINA.2010.136			638–643
Ash, J. S.; Stavri, P. Z.; Dykstra, R.; Fournier, L.	2003	Implementing computerized physician order entry: the importance of special people	INTERNATIONAL JOURNAL OF MEDICAL INFORMATICS	10.1016/S1386-5056(02)00107-7	69	2-3	235–250
Atkins, Marc S.; Frazier, Stacy L.; Leathers, Sonya J.; Graczyk, Patricia A.; Talbott, Elizabeth; Jakobsons, Lara; Adil, Jaleel Abdul; Marinez-Lora, Ane; Dernirtas, Hakarn; Gibbons, Robert B.; Bell, Carl C.	2008	Teacher Key Opinion Leaders and Mental Health Consultation in Low-Income Urban Schools	JOURNAL OF CONSULTING AND CLINICAL PSYCHOLOGY	10.1037/a0013036	76	5	905–908
Atkinson, Lucy	2013	Smart shoppers? Using QR codes and "green" smartphone apps to mobilize sustainable consumption in the retail environment	International Journal of Consumer Studies	10.1111/ijcs.12025	37	4	387–393
Aziz, Mehwish; Rafi, Muhammad	2010	Identifying influential bloggers using blogs semantics	Proceedings of the 8th International Conference on Frontiers of Information Technology	10.1145/1943628.1943635			1–6
Bae, Younggug; Lee, Hongchul	2012	Sentiment analysis of twitter audiences: Measuring the positive or negative influence of popular twitterers	Journal of the American Society for Information Science & Technology		63	12	2521–2535
Bailey, Ainsworth Anthony	2005	Consumer Awareness and Use of Product Review Websites	Journal of Interactive Advertising		6	1	90–108

Bakshy, Eytan; Hofman, Jake M.; Mason, Winter A.; Watts, Duncan J.	2011	Everyone's an influencer: quantifying influence on twitter	Proceedings of the fourth ACM international conference on Web search and data mining	10.1145/1935826.1935845			65–74
Bao, Hongji; Chang, Edward Y.	2010	AdHeat: an influence-based diffusion model for propagating hints to match ads	Proceedings of the 19th international conference on World wide web	10.1145/1772690.1772699			71–80
Bao, Tong; Chang, Tung-lung Steven	2014	Finding disseminators via electronic word of mouth message for effective marketing communications	Decision Support Systems		67		21–29
Barnes, Stuart J.; Pressey, Andrew D.	2012	In Search of the "Meta-Maven": An Examination of Market Maven Behavior across Real-Life, Web, and Virtual World Marketing Channels	Psychology & Marketing	10.1002/mar.20513	29	3	167–185
Batamwita, Richard; Moore, David M.; King, Rachel; Mills, Edward; Stangl, Anne L.	2011	Assessment of antiretroviral therapy knowledge and willingness of persons with HIV to support its uptake in Uganda	PATIENT PREFERENCE AND ADHERENCE	10.2147/PPA.S23289	5		499–506
Batinic, Bernad; Appel, Marcus	2013	Mass communication, social influence, and consumer behavior: two field experimnts	Journal of Applied Social Psychology				
Baumer, Donald C.; Gold, Howard J.	2007	Party images and partisan resurgence	Social Science Journal		44	3	465–479
Belch, Michael A.; Krentler, Kathleen A.; Willis-flurry, Laura A.	2005	Teen internet mavens: influence in family decision making	Journal of Business Research		58	5	569–575
Bennett, W. Lance; Manheim, Jarol B.	2006	The One-Step Flow of Communication	The ANNALS of the American Academy of Political and Social Science		608		213–232
Bernardini, C.; Silverston, T.; Festor, O.	2014	Socially-aware caching strategy for content centric networking	Networking Conference, 2014 IFIP	10.1109/IFIPNetworking.2014.6857093			1–9

Berner, E. S.; Baker, C. S.; Funkhouser, E.; Heudebert, G. R.; Allison, J. J.; Fargason, C. A.; Li, Q.; Person, S. D.; Kiefe, C. I.	2003	Do local opinion leaders augment hospital quality improvement efforts? A randomized trial to promote adherence to unstable angina guidelines	MEDICAL CARE	10.1097/00005650-200303000-00010	41	3	420–431
Bertrand, Jane T.	2004	Diffusion of Innovations and HIV/AIDS	Journal of Health Communication		9		113–121
Besley, John C.; Baxter-Clemmons, Shannon	2010	Analysis of South Carolina hydrogen and fuel cell workers views and opinion leadership behavior: A waiting opportunity?	INTERNATIONAL JOURNAL OF HYDROGEN ENERGY	10.1016/j.ijhydene.2010.06.002	35	16	8407–8416
Betrandias, Laurent; Goldsmith, Ronald E.	2006	Some psychological motivations for fashion opinion leadership and fashion opinion seeking	Journal of Fashion Marketing & Management		10	1	25–40
Bhandari, M.; Devereaux, P. J.; Swiontkowski, M. F.; Schemitsch, E. H.; Shankardass, K.; Sprague, S.; Guyatt, G. H.	2003	A randomized trial of opinion leader endorsement in a survey of orthopaedic surgeons: effect on primary response rates	INTERNATIONAL JOURNAL OF EPIDEMIOLOGY	10.1093/ije/dygl12	32	4	634–636
Bhatia, Tulikaa; Wang, Lei	2011	Identifying physician peer-to-peer effects using patient movement data	International Journal of Research in Marketing	10.1016/j.ijresmar.2010.10.002	28	1	51–61
Bilgihan, Anil; Peng, Cheng; Kandampully, Jay	2014	Generation Y's dining information seeking and sharing behavior on social networking sitesAn exploratory study	International Journal of Contemporary Hospitality Management		26	3	349–366
Biran, Or; Rosenthal, Sara; Andreas, Jacob; McKeown, Kathleen; Rambow, Owen	2012	Detecting influencers in written online conversations	Proceedings of the Second Workshop on Language in Social Media				37–45
Blanco-Fernandez, Y.; Lopez-Nores, M.; Pazos-Arias, J. J.; Martin-Vicente, M. I.	2012	Spreading influence values over weighted relationships among users of several social networks	IEEE International Conference on : Pervasive Computing and Communications Workshops (PERCOM Workshops), 2012	10.1109/PerComW.2012.6197467			149–154
Boccaro, Nino	2008	Models of opinion formation: Influence of opinion leaders	INTERNATIONAL JOURNAL OF MODERN PHYSICS C	10.1142/S0129183108011954	19	1	93–109

Bodendorf, F.; Kaiser, C.	2010	Detecting Opinion Leaders and Trends in Online Communities	Fourth International Conference on : Digital Society, 2010. ICDS '10.	10.1109/ICDS.2010.29			124–129
Bonchi, F.	2011	Influence Propagation in Social Networks: A Data Mining Perspective	IEEE/WIC/ACM International Conference on : Web Intelligence and Intelligent Agent Technology (WI-IAT), 2011	10.1109/WI-IAT.2011.286	1		2
Booth, N.; Matic, J.A	2011	Mapping and leveraging influencers in social media to shape corporate brand perceptions	Corporate Communications	10.1108/1356328111156853	16	3	184–91
Borbas, C.; Morris, N.; McLaughlin, B.; Asinger, R.; Gobel, F.	2000	The role of clinical opinion leaders in guideline implementation and quality improvement	CHEST	10.1378/chest.118.2_suppl.24S	118	2	24S–32S
Boster, Franklin J.; Carpenter, Christopher J.; Andrews, Kyle R.; Mongeau, Paul A.	2012	Employing Interpersonal Influence to Promote Multivitamin Use	Health Communication	10.1080/10410236.2011.595771	27	4	399–407
Boster, Franklin J.; Kotowski, Michael R.; Andrews, Kyle R.; Serota, Kim	2011	Identifying Influence: Development and Validation of the Connectivity, Persuasiveness, and Maven Scales	Journal of Communication		61	1	178–196
Brancaleone, Vito; Gountas, John	2007	Personality Characteristics of Market Mavens	Advances in Consumer Research		34		522–527
Brennan, Mike	2011	Recruiting Opinion Leaders and Innovators: A Comparison of Mail versus 'Web plus Mail' Using Addressed-based Sampling	Australasian Journal of Market & Social Research		19	1	9–23
BRINK, S. G.; BASENENGQUIST, K. M.; OHARATOMPKINS, N. M.; PARCEL, G. S.; GOTTLIEB, N. H.; LOVATO, C. Y.	1995	DIFFUSION OF AN EFFECTIVE TOBACCO PREVENTION PROGRAM .I. EVALUATION OF THE DISSEMINATION PHASE	HEALTH EDUCATION RESEARCH	10.1093/her/10.3.283	10	3	283–295

Budak, Ceren; Agrawal, Divyakant; Abbadi, Amr El	2010	Where the blogs tip: connectors, mavens, salesmen and translators of the blogosphere	1st Workshop on Social Media Analytics (SOMA '10), July 25, 2010,	10.1145/1964858.1964873			106–114
Burt, R. S.	1999	The social capital of opinion leaders	ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE	10.1177/0002716299566001004	566		37–54
Caceres, Carlos F.; Celentano, David D.; Coates, Thomas J.; Hartwell, Tyler D.; Kasprzyk, Danuta; Kelly, Jeffrey A.; Kozlov, Andrei P.; Pequegnat, Willo; Rotheram-Borus, Mary Jane; Solomon, Suniti; Woelk, Godfrey; Wu, Zunyou	2010	Results of the NIMH Collaborative HIV/Sexually Transmitted Disease Prevention Trial of a Community Popular Opinion Leader Intervention	JAIDS-JOURNAL OF ACQUIRED IMMUNE DEFICIENCY SYNDROMES	10.1097/QAI.0b013e3181d61def	54	2	204–214
Caceres, Carlos F.; Celentano, David D.; Coates, Thomas J.; Hartwell, Tyler D.; Kelly, Jeffrey A.; Kozlov, Andrei P.; Pequegnat, Willo; Rotheram-Borus, Mary Jane; Solomon, Suniti; Woelk, Godfrey; Wu, Zunyou	2007	Formative study conducted in five countries to adapt the community popular opinion leader intervention	AIDS		21		S91–S98
Cai, Yichuan; Chen, Yi	2010	MASS: a multi-facet domain-specific influential blogger mining system	IEEE 26th International Conference on Data Engineering (ICDE), 2010	10.1109/ICDE.2010.5447798			1109–1112
Campus, Donatella	2012	Political discussion, opinion leadership and trust	European Journal of Communication	10.1177/0267323111434580	27	1	46–55
Carr, Caleb T.; Hayes, Rebecca A.	2014	The Effect of Disclosure of Third-Party Influence on an Opinion Leader's Credibility and Electronic Word of Mouth in Two-Step Flow	Journal of Interactive Advertising		14	1	38–50

Cha, Meeyoung; Benevenuto, Fabricio; Haddadi, Hamed; Gummadi, Krishna	2012	The World of Connections and Information Flow in Twitter	IEEE Transactions on Systems, Man & Cybernetics: Part A		42	4	991–998
Cha, Meeyoung; Haddadi, Hamed; Benevenuto, Fabricio; Gummadi, Krishna	2010	Measuring User Influence on Twitter: The Million Follower Fallacy	Proceedings of the 4th International Conference on Weblogs and Social Media,				
Chakrabarti, Somnath	2013	The Influence of Opinion Leadership and Associated Measures among Owners of High End Smartphone Products in India	Journal of Marketing & Communication		8	4	4–12
Chang, Yao-Jen; Chang, Yao-Sheng; Hsu, Shu-Yu; Chen, Chiu-Hui	2007	Social Network Analysis to Blog-based Online Community	2007 International Conference on Convergence Information Technology	10.1109/ICCIT.2007.130			2193–2198
Chatterjee, Patrali	2011	Drivers of new product recommending and referral behaviour on social network sites	International Journal of Advertising		30	1	77–101
Chau, P. Y.K.; Hui, K. L.	1998	Identifying early adopters of new IT products: A case of Windows 95	Information & Management	10.1016/S0378-7206(98)00031-7	33	5	225–230
Chelminski, Piotr; Coulter, Robin A.	2007	On market mavens and consumer self-confidence: A cross-cultural study	Psychology & Marketing	10.1002/mar.20153	24	1	69–91
Chen, Chengyao; Gao, Dehong; Li, Wenjie; Hou, Yuexian	2014	Inferring Topic-dependent Influence Roles of Twitter Users	Proceedings of the 37th International ACM SIGIR Conference on Research & Development in Information Retrieval	10.1145/2600428.2609545			1203–1206
Chen, Wenlong; Cheng, Shaoyin; He, Xing; Jiang, Fan	2012	InfluenceRank: An Efficient Social Influence Measurement for Millions of Users in Microblog	Second International Conference on : Cloud and Green Computing (CGC), 2012	10.1109/CGC.2012.31			563–570
Chen, Yi-si; Li, Guo-xin	2012	Leading users and opinion leaders in social networks of university students	International Conference on : Management Science and Engineering (ICMSE), 2012	10.1109/ICMSE.2012.6414166			89–94



Cheon, H.; Lee, H.	2005	Opinion leader based filtering	DIGITAL LIBRARIES: IMPLEMENTING STRATEGIES AND SHARING EXPERIENCES, PROCEEDINGS	3815		352–359	
Cho, Siwon; Workman, Jane	2011	Gender, fashion innovativeness and opinion leadership, and need for touch: Effects on multi-channel choice and touch/non-touch preference in clothing shopping	Journal of Fashion Marketing & Management	15	3	363–382	
Cho, Youngsang; Hwang, Junseok; Lee, Daeho	2012	Identification of effective opinion leaders in the diffusion of technological innovation: A social network approach	Technological Forecasting and Social Change	10.1016/j.techfore.2011.06.003	79	1	97–106
Choi, Myunggoon; Sang, Yoonmo; Park, Han Woo	2014	Exploring political discussions by Korean twitter users: A look at opinion leadership and homophily phenomenon	Aslib Journal of Information Management	10.1108/AJIM-11-2012-0089	66	6	582–602
Choi, Sang-Min; Cha, Jeong-Won; Kim, Laehyun; Han, Yo-Sub	2011	Reliability of Representative Reviewers on the Web	Information Science and Applications (ICISA), 2011 International Conference on	10.1109/ICISA.2011.5772422			1–5
Christiansen, Tim; Snepenger, David J.	2005	Information sources for thrift shopping: is there a "thrift maven"?	Journal of Consumer Marketing	22	6	323–331	
Clark, Paul W.; Page, Jay; Fine, Monica B.	2011	Role model influence on word-of-mouth, loyalty and switching behaviors of dog owners	Journal of Behavioral Studies in Business	4		1–14	
Clark, Ronald A.; Goldsmith, Ronald E.	2005	Market Mavens: Psychological Influences	Psychology & Marketing	22	4	289–312	
Clark, Ronald A.; Goldsmith, Ronald E.; Goldsmith, Elizabeth B.	2008	Market mavenism and consumer self-confidence	Journal of Consumer Behaviour	7	3	239–248	
Clark, Ronald A.; Zboja, James J.; Goldsmith, Ronald E.	2007	Status consumption and role-relaxed consumption: A tale of two retail consumers	Journal of Retailing & Consumer Services	14	1	45–59	

Cole, Michael D.; Long, Mary M.; Chiagouris, Larry G.; Gopalakrishna, Pradeep	2011	Transitioning from Traditional to Digital Content: An Examination of Opinion Leadership and Word-of-Mouth Communication across Various Media Platforms	Journal of Internet Commerce	10	2	91–105
Collins, B. A.; Hawks, J. W.; Davis, R.	2000	From theory to practice: identifying authentic opinion leaders to improve care	Managed care (Langhorne, Pa.)	9	7	56–8, 61–2
Contractor, Noshir S.; DeChurch, Leslie A.	2014	Integrating social networks and human social motives to achieve social influence at scale	PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA	10.1073/pnas.1401211111	111	13650–13657
Coulter, Robin A.; Feick, Lawrence F.; Price, Linda L.	2002	Changing faces: cosmetics opinion leadership among women in the new Hungary	European Journal of Marketing	36	11/12	1287–1308
Cowan, Kirsten L.; Dai, Bo	2014	Who is the 'Self' that Buys?: An Exploratory Examination of Imaginative Consumption and Explanation of Opinion Leadership	Psychology & Marketing	31	11	1008–1023
Crona, Beatrice; Bodin, Orjan	2010	Power Asymmetries in Small-Scale Fisheries: a Barrier to Governance Transformability?	ECOLOGY AND SOCIETY	15	4	
Cubbins, Lisa A.; Kasprzyk, Danuta; Montano, Daniel; Jordan, Lucy P.; Woelk, Godfrey	2012	Alcohol use and abuse among rural Zimbabwean adults: A test of a community-level intervention	DRUG AND ALCOHOL DEPENDENCE	10.1016/j.drugalcde.2012.02.002	124	333–339
Cui, Geng; Lui, Hon-kwong; Guo, Xiaoning	2010	Online Reviews as a Driver of New Product Sales	Fourth International Conference on : Management of e-Commerce and e-Government (ICMeCG), 2010	10.1109/ICMeCG.2010.13		20–25
Curran, Geoffrey M.; Thrush, Carol R.; Smith, Jeffrey L.; Owen, Richard R.; Ritchie, Mona; Chadwick, Dale	2005	Implementing research findings into practice using clinical opinion leaders: barriers and lessons learned	Joint Commission journal on quality and patient safety / Joint Commission Resources	31	12	700–7

Dalrymple, Kajsia E.; Shaw, Bret R.; Brossard, Dominique	2013	Following the Leader: Using Opinion Leaders in Environmental Strategic Communication	SOCIETY & NATURAL RESOURCES	10.1080/08941920.2013.820812	26	12	1438–1453
Dang-Xuan, Linh; Stieglitz, Stefan; Wladarsch, Jennifer; Neuberger, Christoph	2013	AN INVESTIGATION OF INFLUENTIALS AND THE ROLE OF SENTIMENT IN POLITICAL COMMUNICATION ON TWITTER DURING ELECTION PERIODS	Information, Communication & Society	10.1080/1369118X.2013.783608	16	5	795–825
Dawar, Niraj; Parker, Philip M.; Price, Lydia J.	1996	A CROSS-CULTURAL STUDY OF INTERPERSONAL INFORMATION EXCHANGE	Journal of International Business Studies		27	3	497–516
Deltell, L.; Congosto, M. L.; Claes, F.; Osteso, J. M.	2013	Identification and analysis of the opinion leaders around the figure of Hugo Chávez on Twitter	Revista Latina de Comunicación Social		16	68	696–718
Deng, Weiye; Deng, Xiangming	2012	A simulation study on the roles of heterogeneous participants in online communities during a brand crisis	IEEE Fifth International Conference on : Advanced Computational Intelligence (ICACI), 2012	10.1109/ICACI.2012.6463343			1098–1102
Dopson, S.; Locock, L.; Chambers, D.; Gabbay, J.	2001	Implementation of evidence-based medicine: evaluation of the Promoting Action on Clinical Effectiveness programme	Journal of health services research & policy	10.1258/1355819011927161	6	1	23–31
Doumit, Gaby D.; Papay, Frank A.; Moores, Neal; Meisler, Eileen; Zins, James E.	2014	Opinion Leaders and Evidence-Based Medicine in Craniofacial Surgery	JOURNAL OF CRANIOFACIAL SURGERY	10.1097/SCS.0b013e3182a2ea31	25	1	106–110
Doumit, Gaby; Wright, Frances C.; Graham, Ian D.; Smith, Andrew; Grimshaw, Jeremy	2011	Opinion leaders and changes over time: a survey	IMPLEMENTATION SCIENCE	10.1186/1748-5908-6-117	6		
Drushel, Bruce E.	2013	HIV/AIDS, Social Capital, and Online Social Networks	JOURNAL OF HOMOSEXUALITY	10.1080/00918369.2013.784114	60	8	1230–1249

Duan, Jiangjiao; Zeng, Jianping; Luo, Banghui	2014	Identification of Opinion Leaders Based on User Clustering and Sentiment Analysis	Web Intelligence (WI) and Intelligent Agent Technologies (IAT), 2014 IEEE/WIC/ACM International Joint Conferences on	10.1109/WI-IAT.2014.59	1		377–383
Dubois, Elizabeth; Gaffney, Devin	2014	The Multiple Facets of Influence: Identifying Political Influentials and Opinion Leaders on Twitter	American Behavioral Scientist		58	10	1260–1277
Duhachek, Adam; Iacobucci, Dawn	2005	Consumer Personality and Coping: Testing Rival Theories of Process	Journal of Consumer Psychology (Lawrence Erlbaum Associates)		15	1	52–63
Eastman, Jacqueline K.; Eastman, Alan D.; Eastman, Kevin L.	2002	Insurance Sales Agents and the Internet: The Relationship Between Opinion Leadership, Subjective Knowledge, and Internet Attitudes	Journal of Marketing Management		18	3/4	259–285
Eastman, Jacqueline K.; Iyer, Rajesh; Liao-Troth, Sara; Williams, Donnie F.; Griffin, Mitch	2014	The Role of Involvement on Millennials' Mobile Technology Behaviors: The Moderating Impact of Status Consumption, Innovation, and Opinion Leadership	Journal of Marketing Theory & Practice		22	4	455–470
Eighmey, John; Sar, Sela; Anghelcev, George	2006	BRAND ZEALOTRY: WHAT IS IT, AND WHO ARE THE ZEALOTS?	American Academy of Advertising Conference Proceedings				103–112
Eirinaki, M.; Monga, S.P.S.; Sundaram, S.	2012	Identification of influential social networkers	International Journal of Web Based Communities		8	2	136–58
Elford, J.; Bolding, G.; Sherr, L.	2004	Popular opinion leaders in London: a response to Kelly	AIDS CARE-PSYCHOLOGICAL AND SOCIO-MEDICAL ASPECTS OF AIDS/HIV	10.1080/09540120410001640995	16	2	151–158
Ellero, Andrea; Fasano, Giovanni; Sorato, Annamaria	2013	Stochastic model of agent interaction with opinion leaders	PHYSICAL REVIEW E	10.1103/PhysRevE.87.042806	87	4	
Evans, Martin; Fill, Chris	2000	Extending the communication process: the significance of personal influencers in UK motor markets	International Journal of Advertising		19	3	377–396

Fang, Quan; Sang, Jitao; Xu, Changsheng; Rui, Yong	2014	Topic-sensitive influencer mining in interest-based social media networks via hypergraph learning	IEEE TRANSACTIONS ON MULTIMEDIA	10.1109/TMM.2014.2298216	16	3	796–812
Farley, Katherine; Hanbury, Andria; Thompson, Carl	2014	Gathering opinion leader data for a tailored implementation intervention in secondary healthcare: a randomised trial	BMC MEDICAL RESEARCH METHODOLOGY	10.1186/1471-2288-14-38	14		
Feder, Gershon; Savastano, Sara	2006	The role of opinion leaders in the diffusion of new knowledge: The case of integrated pest management	World Development		34	7	1287–1300
Finin, Tim; Joshi, Anupam; Kolari, Pranam; Java, Akshay; Kale, Anubhav; Karandikar, Amit	2008	The Information Ecology of Social Media and Online Communities	AI Magazine		29	3	77–92
FITZMAURICE, JULIE	2011	MARKET MAVENS' MOTIVATION TO ACQUIRE INFORMATION	Marketing Management Journal		21	1	71–83
FITZMAURICE, JULIE; Comegys, Charles	2006	MATERIALISM AND SOCIAL CONSUMPTION	Journal of Marketing Theory & Practice		14	4	287–299
Flodgren, Gerd; Parmelli, Elena; Doumit, Gaby; Gattellari, Melina; O'Brien, Mary Ann; Grimshaw, Jeremy; Eccles, Martin P.	2011	Local opinion leaders: effects on professional practice and health care outcomes	Cochrane database of systematic reviews (Online)			8	CD000125
Flottorp, S.; Oxman, A.; Bjorndal, A.	1998	The limits of leadership: opinion leaders in general practice	Journal of health services research & policy		3	4	197–202
Flynn, Leisa Reinecke; Goldsmith, Ronald E.; Eastman, Jacqueline K.	1996	Opinion Leaders and Opinion Seekers: Two New Measurement Scales	Journal of the Academy of Marketing Science		24	2	137
Franks, Henry; Griffiths, Nathan; Anand, Sarabjot Singh	2014	Learning agent influence in MAS with complex social networks	AUTONOMOUS AGENTS AND MULTI-AGENT SYSTEMS	10.1007/s10458-013-9241-1	28	5	836–866
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