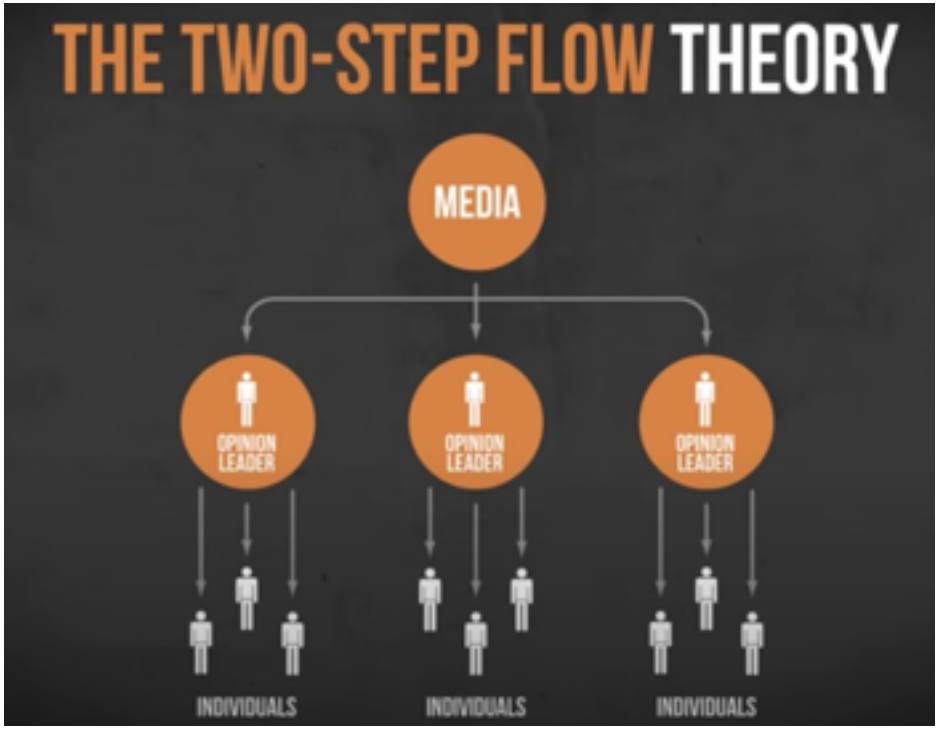
TWO-STEP FLOW THEORY

Developed by Lazersfeld and Katz.
This theory states that there is a two-step flow of information from media producers to audiences **via influencers known as 'opinion leaders'**

Opinion leaders influence our attitudes, ideas and also our behaviour and buying patterns.
They act as intermediaries or filters between media producers and audiences.



Two Step Flow Theory

Develops the Hypodermic Needle Theory but also acknowledges that audiences are active and can make choices in deciding whose ideas to follow.

Brett Lamb https://youtu.be/csGHExeP3uA
Grant Abbitt https://youtu.be/hFpBLeOHfxs

1) In the Brett Lamb video above, what are the limitations of this theory?
2) Who are the most influential people for you in terms of your values and beliefs? Does this change as you get older?
3) Give examples of how celebrities are used by the media to promote products and ideas.
4) How far do you agree with this statement: “With social media, opinion leaders are increasingly the producers themselves of media messages, so there is no intermediary or gatekeeper “
5) How influential are ordinary audiences nowadays in influencing the opinions of others?