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Wyższa Szkoła Finansów i Prawa w Bielsku-Białej

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## ***Editorial Words***

*Dear Readers,*

Welcome to the 27th volume, first issue of the ASEJ Scientific Journal of Bielsko-Biala School of Finance and Law. In this number, editorial board present a diverse range of articles that delve into pressing topics within the realms of economics, finance, law, and security. These articles shed light on various aspects of contemporary society and offer valuable insights into the challenges we face today. The first article by Medani P. Bhandari, titled "The Corruption: A Chronic Disease of Humanity: Causes, Effects, and Consequences," examines the pervasive issue of corruption and its profound impact on societies worldwide. Following that, Stanisław Ciupka explores the "Ethical Dilemmas of Contemporary Business," addressing the complex moral challenges faced by companies in the modern business landscape. Michał Comporek's article, "Levels of Reported Financial Result and the Scope of Accrual-Based Earnings Management," focuses on the practices of earnings management within public companies in the clothing industry, providing exemplification studies to illustrate the phenomena. Justyna Fibinger-Jasińska's contribution, "Judicial Review of Illegal Clauses in Consumer Loan Agreements," delves into the legal aspects of consumer protection and the role of the judiciary in scrutinizing loan agreements for potential unfair clauses. Wojciech Jakubiec examines the intricacies of money laundering and its selected security issues in "The Essence of Money Laundering – Selected Security Issues," shedding light on the challenges faced in combating this criminal activity. Radosław Koper explores the exclusion of freedom of expression during interrogations and the irregularly obtained evidence, focusing on Article 168a CCP, in "Irregularly Obtained Evidence (Article 168a CCP) in the Aspect of Exclusion of Freedom of Expression of Interrogated Individuals." "The Emotional Surge Impact on the Formation of a Personal Brand as an SMM Product" by Kateryna Kalynets, Yevhen Krykavskyy, Petecki Ignacy, Sylwia Nycz-Wojtan examines the influence of emotional surges on the formation of personal brands, specifically within the realm of social media marketing (SMM). Aleksander Sapiński's article, "The Importance and Challenges of Information Security in the Digital Age: Analysis of the Current Situation and Prospects for Development," analyzes the current state of information security in the digital age, highlighting its significance and outlining the challenges that lie ahead. Lastly, article by Mariola Adamiec-Witek, which sheds new light on the issue of the conduct of proceedings before common courts with the participation of jurors.

I hope that this issue of the ASEJ Scientific Journal of Bielsko-Biala School of Finance and Law provides valuable insights and stimulates further research in the fields of economics, finance, and law. I extend my gratitude to the authors for their contributions and commend the rigorous academic scholarship demonstrated in their work.

*prof. dr Ihor Halystia*  
*Editor of the ASEJ, Issue 1, Volume 27, 2032.*

# The emotional surge impact on the formation of a personal brand as an SMM product

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**Abstract**— Research background: the occurrence of stress contributes to solving regular problems of adaptation, finding new ways of self-development, and social support. A short-term emotional surge (stress) stimulates the search for new ways of individual human development. Creating a personal blog is one way to overcome the negative effects of stress. A popular personal blog focuses followers' attention on their personality and promotes self-improvement and development. In this study, we focus only on individuals who have built a personal brand by promoting their personal blogs on social media.

**Purpose of the article:** personal brand as a carrier of unique knowledge and professional skills is a product of public perception. This is confirmed by the fact that the individuality of the brand is associated with the created image, to which consumers and society react. Thus, personal branding is a competent step-by-step plan for personal promotion and development. The main task of this study is to identify the motivational factors of personal brand development and the impact of stress on them.

**Methods:** to determine sample size, we performed an a priori power analysis for within-subjects repeated measures analysis of variance. In parallel, we conducted a regression analysis of the degree of involvement and trust in personal brands in social networks to determine the objects of the experimental analysis using the structured interview method. To establish confirmability, validity, transferability, and reliability during qualitative data analysis, the following methods were used: expert debriefing; coding, etc. To analyze the qualitative research data, we ran a linear regression to analyze the effect of audience engagement through post-response, self-development effect, and self-satisfaction.

**Findings & Value added:** the obtained data suggest that uncertainty about one's own significance in social development should make appeals for social support more persuasive than when such appeals are not used. And also, that the crisis of personal development should make appeals to attention deficit more convincing than when there are no such appeals.

**Keywords**— personal brand, self-development, self-improvement, audience engagement

## I. INTRODUCTION

The key question of this study of the impact of emotions on personal development is how an emotional surge (stress) stimulates the search for new ways of individual human development. And how this emotion can affect the formation of a personal brand (personal uniqueness). Stress, as a state of psychological and physical tension in response to external influences, can cause difficult situations and emotional factors (both positive and negative). Stress helps to adapt to environmental changes but can cause negative health consequences.

Short-term single stress has a positive effect. In response to the stimulus, the body produces three hormones: cortisone, adrenaline, and norepinephrine which activate the immune system cells. Due to this, a person has for a short period of time: memory improves; the level of immunity increases; the rate of tissue regeneration increases; intellectual abilities are activated;



the endurance of the nervous system increases; the work of the senses improves, etc.

- The main causes of stress include:
- unfulfilled needs, low self-esteem, and perfectionism.
- dissatisfaction with one's professional activity.
- difficult relationships in the family.
- conflicts, phobias, problems in communication, threats of various nature, intractable problems, unfavourable social relations in the team.
- change of place of residence or work, social or family status.
- psycho-emotional tension caused by risk, the novelty of the situation or its uncertainty, etc.

In our research, we adhere to the assumption that the occurrence of stress contributes to solving regular problems of adaptation and finding new ways of self-development and social support. This problem is not new. All human ancestors met with her. Thus, at the time of early human development, major adaptive challenges included protection from predators, finding and attracting mates, finding mates, gaining status, and avoiding disease (Kenrick, Lee, and Butner 2003). Therefore, the strategy of finding support and maintaining recognition in society is evolutionarily related to successful self-defense, which is an increase in personal safety. For example, when a social animal is threatened by a predator, that animal gathers closer to its group; this strategy increases survival as the animal becomes less conspicuous to the predator (Alcock 2005). According to this behavior of animals, the stress in humans is also able to trigger the processes of group cohesion. For example, when people are made to feel discomfort or opposition in a chat, they are more likely to agree with other people in the chat.

Applying such an evolutionary approach, it is important to investigate the following question: Given that stressors induce a need for self-actualization in people of all cultures, what might be the adaptive function of this effect? In other words, from an evolutionary perspective, emotions are perceived as activators of executive motivational subsystems that direct energy to solve certain types of adaptive problems (Fiddick et al.; Keltner, Haidt, and Shiota 2006). When such a system is activated, it contributes to a functional cascade of perception, cognition, and behavior that facilitates successful adaptive problem-solving (Nelson and Sim, 2014). That is, the emotional effects that cause affect should depend not only on the specific type of affective stress state but also on how self-development and social support facilitate or hinder the resolution of periodic adjustment problems.

When people are faced with a stressful situation, they respond proactively by employing multiple coping strategies instead of adopting a passive attitude (Mathur, Moschis, & Lee, 2006). The theory of psychological stress and coping has been developed by Lazarus and colleagues over the years (e.g., Coyne & Lazarus, 1981; Lazarus, Averill, & Opton, 1970). This theory states that people assess whether they are threatened and evaluate the possibility of reducing harm or loss through

cognitive and behavioral efforts (Lazarus & Folkman, 1986). These cognitive appraisals lead to a set of stress-related affective and cognitive responses. People then choose a coping response to relieve stress.

According to our assumptions, creating a personal blog is one of the ways to overcome the negative effects of stress. A popular personal blog focuses the attention of followers on the individual and contributes to his self-improvement and development. A personal blog can become the basis for the development of a blogger's personal brand. In this study, we focus only on individuals who have developed a personal brand through the promotion of their personal blogs on social networks. A personal brand focuses on how a person's skills, motivations, and interests are integrated into a single image that manifests through loyalty and recognition, as well as self-development and self-affirmation (Aaker, 1997).

The concept of a "personal brand" has not yet been formed. That is why it is advisable to refer to the basic concepts of its formation "brand" and "personality" in order to highlight its key characteristics. The most common definition of a brand is given by the American Marketing Association, according to which a brand is a name, term, sign, symbol or design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and to distinguish the goods or services from competitors' goods or services (Kotler, 2018). The concept of "personality" is a reflection of the social nature of a person, considering him as an individuality and a subject of sociocultural life, which is revealed in the context of social relations, communication, and substantive activity; a socially determined system of mental qualities of an individual, which is determined by a person's involvement in certain social, cultural, and historical relations. Based on these definitions, a personal brand should create a unique image of a person filled with personal characteristics created as a result of social interaction with the environment.

We are inclined to think that a personal brand as a carrier of unique knowledge and professional skills can be identified as a product of public perception. This is confirmed by the fact that it is associated with the created image, to which consumers and society as a whole react (Davidova, Sokolova, & Zariņa, 2014). The elements of a person's personal brand from the point of view of the brand identity model are considered in Aaker's (1997) model. According to D. Aaker, identity is based on the essence of the brand. Therefore, a person's identity is related to the fundamental characteristics that make him who he is. The perception of an individual by other people is an important element in the formation of a personal brand. The stronger the public recognition, the more influence the person-brand will have. Thus, a personal brand is formed as a product of interaction with other people. The more people involved and trusted a person's brand, the faster and more effectively his personal brand will develop.

Thus, personal branding is a competent step-by-step plan for personal promotion and development. The key task of this study is to find out the motivational factors of personal brand development and the impact of stress on them.

Building on the identified prior research, the current study

examines how stress (or other emotions) may influence the effectiveness—and perhaps even the counter-effectiveness—of a widely used persuasion heuristic in personal brand development. Given that stress promotes an adaptive strategy for relating to others, a personal brand that includes appeals for social support on social media is likely to be particularly effective when people are in a state of uncertainty about their future fate. In summary, the following hypotheses of this study can be distinguished:

*H1: Insecurity about self-importance in social development should make appeals to social support more persuasive than when such appeals are not used.*

*H2: A personal development crisis should make attention deficit appeals more persuasive than when no such appeals are present.*

## II. LITERATURE REVIEW

Several theoretical perspectives on coping with stigma (Kendler, Kuhn, Vittum, Prescott, & Riley, 2005) indicate that people make efforts to cope and engage through a variety of coping strategies. Such strategies refer to adaptive processes involving cognitive or behavioral efforts that are developed to master, tolerate or alleviate the stress that stems from external and/or internal demands and conflicts (Lazarus & Folkman, 1984). Consumption activities and consumption-related thoughts can be understood as mechanisms to cope with stress (Guinn & Russell, 1987; O'Guinn & Faber, 1989).

People use two different types of coping strategies (Lazarus & Folkman, 1984). Problem-focused coping refers to directly managing or changing the source of stress (Folkman & Lazarus, 1980). This involves finding clear ways to improve the stressful situation or thinking about how to solve one part of the problem at a time (Han, Duhachek, & Agrawal, 2016). In contrast, emotion-focused coping. It directs efforts aimed at regulating a person's subjective reaction to the cause of stress. For example, avoiding thoughts about undesirable outcomes, and distancing negative emotions to feel better or escape from the situation. When using problem-focused coping, a person tends to make detailed plans to analyze the problem (Han, Duhachek, & Agrawal, 2016; Lazarus & Folkman, 1984). In contrast, people use emotion-focused strategies to think about an unpleasant stressor and try to reduce its negative impact (Han, Duhachek & Agrawal, 2016).

## III. RESEARCH METHODOLOGY

### I. Previous research A

To determine a sample size sufficient to conduct the study by surveying respondents, we conducted an a priori power analysis for a  $2 \times 2$  within-subjects repeated measures analysis of variance (ANOVA) using SPSS software to estimate sample size. Some parameters were set as follows: power 0.8, effect size 0.40 (large effect size), and alpha 0.05. The result indicated that a sample of 19 participants was required. This means that a meaningful study requires at least 19 respondents.

### II. Previous research B

In parallel with the a priori analysis, we conducted a regression analysis of the degree of involvement and trust in personal brands in social networks. To do this, we first randomly interviewed 48 university students and asked them to list the social networks they spend the most time on and the bloggers they like to follow, and whose blogs they find interesting. This allowed us to compile a list of 264 blogs from 3 social networks: YouTube, Instagram, and TikTok. Second, we recruited another group of participants (N = 35) and asked them to complete a questionnaire measuring the degree of trust and involvement in personal blogs through personal branding in social networks and to rate awareness of these people's blogs (using a 7-point Likert scale). At the same time, we divided the blogs selected in the first preliminary study into three categories: microblogs (up to 10 thousand followers), midiblogs (10-100 thousand followers), and macro blogs (over 100 thousand followers). The results of the paired sample t-test showed that the stereotype of microblogging personal brand perception [Mc = 5.789, S.D. = 0.727, Mw = 2.679, S.D. = 1.302,  $t(1,34) = -8.546$ ,  $p < 0.001$ ], midiblogs [Mc = 5.788, S.D. = 0.762, Mw = 2.678, S.D. = 0.989,  $t(1,34) = -12.649$ ,  $p < 0.001$ ] and Macroblogs [Mc = 3.126, standard deviation. = 1.223, Mw = 5.064, S.D. = 1.038,  $t(1,34) = 5.445$ ,  $p < 0.001$ ] all had significant differences in affect and awareness parameters. A subsequent paired-samples t-test on familiarity revealed that subjects were more familiar with media bloggers than with macro bloggers [MMidi = 5.171, S.D.Midi = 1.581, MMacro = 4.657, S.D.Macro = 1.161,  $t(1, 34) = -2.052$ ,  $p = 0.048$ ], and to trust microblogs more than macroblogs [MMicro = 4.000, S.D.Micro = 1.434, MMacro = 4.857, S.D.Macro = 1.166,  $t(1,34) = -2.533$ ,  $p = 0.016$ ]. Thus, based on the screening process described above, we considered awareness (midiblogs) and trust (microblogs) to be the two most salient descriptors of personal development through personal branding in social media. That is why we chose microblogs and midiblogs for further experimentation.

### III. Basic Methodology

Respondents were selected from bloggers identified by students in a previous study. The selection was based on the degree of involvement and trust. Therefore, we chose 7 microblogs and 19 midiblogs for interviews. Coverage and page analysis are presented in Table 1.

Structured interview questions were developed to assess motivational factors for blogging (at the stage of creating a personal brand). It also included qualifying questions on a 5-point Likert scale to assess the level of self-satisfaction that results from blogging. The Likert scale consists of 5 different degrees of liking, namely: very dissatisfied VU (1), dissatisfied U (2), neutral N (3), satisfied S (4), and very satisfied BC (5). We asked the following questions: estimate how interesting your publications are to the target audience; when publishing new posts, determine the level of your influence on the opinion of readers; evaluate the level of growth of your personal brand from the moment of creation of the blog to today; etc. In



addition, an important question of our interview was to find out the motivational factors for creating a blog.

**TABLE 1.** DESCRIPTION OF RESPONDENTS

Participants	Number of followers (K)	Gender	First publication	Reasons	Social Network
Interviewee 1	1	F	03.2020	Job Loose	Instagram
Interviewee 2	1,5	M	05.2019	Job Loose	YouTube
Interviewee 3	2,7	M	08.2018	Motherhood	Instagram
Interviewee 4	3,4	F	02.2020	Job Loose	Instagram
Interviewee 5	5	F	11.2015	Motherhood	Tik-Tok
Interviewee 6	7,8	F	09.2021	Self-promotion	YouTube
Interviewee 7	9,3	M	04.2017	Hobby	Instagram
Interviewee 8	9,5	F	03.2021	Promotion	
Interviewee 9	23,6	M	09.2014	Self-promotion	YouTube
Interviewee 10	37,5	F	03.2017	Job Loose	YouTube
Interviewee 11	48,7	M	08.2018	Self-promotion	Instagram
Interviewee 12	51,1	F	05.2017	Motherhood	
Interviewee 13	65	F	05.2013	Hobby	Instagram
Interviewee 14	76,8	F	01.2021	Motherhood	YouTube
Interviewee 15	77,2	M	03.2016	Job Loose	Tik-Tok
Interviewee 16	78,5	F	07.2020	Motherhood	Instagram
Interviewee 17	79,8	F	03.2019	Motherhood	Tik-Tok
Interviewee 18	82	F	01.2019	Motherhood	YouTube
Interviewee 19	83,4	M	05.2017	Job Loose	YouTube
Interviewee 20	86,5	F	09.2019	Self-promotion	Instagram
Interviewee 21	93,2	F	03.2016	Motherhood	Instagram
Interviewee 22	94	M	07.2016	Job Loose	Instagram
Interviewee 23	98,6	F	11.2020	Self-promotion	Instagram
Interviewee 24	99	F	08.2019	Motherhood	YouTube
Interviewee 25	99,6	M	06.2018	Job Loose	Instagram
Interviewee 26	102	F	01.2017	Motherhood	Instagram

Source: the study is based on regression analysis of the degree of involvement and trust in personal brands in social networks

During the interviews, we encouraged respondents to provide descriptive and narrative responses to link latent needs for self-promotion through blogging and the objective reason for blogging. All interviews were audio recorded and transcribed. Each interview lasted an average of one hour, and the interviews resulted in 347 pages of recorded data.

Various methods have been used to establish confirmability, validity, transferability, and reliability in qualitative data analysis (Riege, 2003).

To increase confirmability, the transcripts and analyzes were read through the interview script several times. We cross-checked by reading each other's comments and interpretations (Arnould & Wallendorf, 1994). In addition, the use of peer debriefing techniques fostered further trust (Hirschman, 1986). An iterative coding process was then performed to identify thematic connections (Spiggle, 1994). The following procedure describes the detailed process used to reach an agreement on topics and topic templates.

As we read the data, we were constantly looking for the overall meaning of the information and opportunities to reflect on its overall meaning (Wilson & Creswell, 1996). From the above procedure, a common denominator was found in the general content of the qualitative data. The micro- and mid-bloggers interviewed for this study shared similar and different blogging needs, and they distinguished between 'self-promotion' and 'audience engagement. Further, the collected

transcript data were divided into two stages. First, they were reclassified as self-improvement-oriented behavior. Second, this study focused on reader benefit.

#### IV. RESULTS

##### *The results of the qualification research by the interview method*

Based on the previous analysis and a stress theory perspective, it is proposed that mid- and mini-bloggers engage in self-actualization and support behaviors to satisfy their needs for social affiliation. This study identified a behavioral mechanism related to the need to be helpful in response to negative personality stereotypes.

Although the questions did not concern the need for self-realization and self-affirmation, in general communication with subscribers, the respondents commented and emphasized that they want to share their own experiences, show their own achievements, and change people's thinking. Each respondent repeatedly noted: "I want to share the experience" and distinguished between usefulness and interest for subscribers. Phrases that were often used were "to show your own life", "to share your experience", "to motivate other people", etc. In this way, a clear tendency towards the desire to be useful and interesting was followed; involved in the community; to receive

recognition.

The desire to be useful and valuable to the audience of followers has been shown in three dimensions: physiological, individual, and social meanings (Barnhart & Penaloza, 2013). First, the physiological dimension of popularity is closely related to biology and indicates whether a person is satisfied with his appearance and ready for criticism. The bloggers who participated in this study claimed that the blog helped them get rid of complexes about their own appearance, and they became more self-confident. They also noted that they are proud of their ability to show their own flaws and convince others that ideals are different for everyone.

Regarding the individual and social aspects, the interviewed bloggers (in particular, 7 people) claimed that the blog helped them deal with their own problems, allowed them to look at themselves differently, and understand their own needs. While it was often mentioned that the blog was not important in life, one could find numerous indirect defense strategies for the necessity of spreading one's opinion, for the value to blog readers.

We also asked about the life circumstances that motivated respondents to start a personal blog. Among the answers, the following were most often found change of family status (motherhood or cohabitation) - 38% of respondents; job loss - 29% of respondents; the need to promote one's own cause or one's own expertise in a certain field - 24%; a childhood hobby that turned into a permanent business - 7%; and other reasons - 2%.

Thus, our assumption (H1) about turning to social support due to a lack of confidence in one's own significance in social development was confirmed as a result of interviewing the respondents.

*Results of a quantitative study using a 5-point rating scale*

In order to analyze the data well, we ran a linear regression to analyze the effect of audience engagement (via reactions to posts) on blogger self-affirmation. We conducted a separate analysis to assess the impact of self-affirmation on the blogger's

personality profile. And they also analyzed the impact of individual assessment of personal development on satisfaction with running one's own blog.

One thing that followed throughout the research was the regressions that included all the variables didn't seem very conclusive. The dependent variables appeared to be over-explained by the independent variables regarding the consumer's opinion of the product. This is not uncommon in econometrics and can happen when too many dependent variables are taken into account because most of the regression is trying to be explained by a constant. With this in mind, the other 2 types of regression were final.

Consistent with Study 1, assortment organization again moderated the association between actual assortment and consumption. In accordance with hypotheses 1 and 2, we followed the chain of interdependencies of the factors of involvement of the audience of subscribers to the blogger's self-affirmation, the blogger's self-affirmation on his self-development, and the blogger's self-development on his satisfaction with blogging. That is, the significant effect of assessing the level of self-affirmation as a result of interaction with followers is  $F(1,6) = 32.23; p = 0.08$ . An extremely strong significant effect was found when analyzing the level of influence of self-affirmation on the assessment of the level of self-development  $F(1,6) = 37.795; p = 0.003$ . The influence of self-development assessment on satisfaction with the process of blogging also showed an extremely strong significant effect of  $F(1,6) = 7.663; p = 0.001$  (Tables 2-3). These data supported our hypothesis (H2) that a personal development crisis should make attention deficit appeals more persuasive than when no such appeals are present. That is, the involvement of followers in the blogging process motivates the blogger to feel satisfied with himself and his development.

TABLE 2. RELIABILITY STATISTICS OF SELF-AFFIRMATION, SELF-DEVELOPMENT, AND FOLLOWERS' INVOLVEMENT

Cronbach's Alpha	N of Items
.963	3

TABLE 3. ANOVA ANALYSIS OF THE SIGNIFICANT EFFECT OF THE LEVEL OF SELF-AFFIRMATION AS A RESULT OF INTERACTION WITH SUBSCRIBERS; AND THE INFLUENCE OF THE LEVEL OF SELF-AFFIRMATION ON THE ASSESSMENT OF SELF-DEVELOPMENT.

self-affirmation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21,682	3	7,227	32,230	.008
Within Groups	4,933	22	.224		
Total	26,615	25			
self-development					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20,100	3	6,700	37,795	.003
Within Groups	3,900	22	.177		
Total	24,000	25			
followers involvement					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,830	3	.943	7,663	.001
Within Groups	2,708	22	.123		
Total	5,538	25			

Source: own calculations based on research conducted using SPSS software

## V. DISCUSSION

In support of H1 and H2, the conducted interviews illustrate that stress is a powerful factor of motivation and an incentive for finding new ways of development. The participants of our study confirmed this in the process of determining the primary reasons for blogging: change of social status; job loss; the need to promote expertise or domestic products. These reasons are also factors of stress in a person. These are kind of turning points on the life path that stimulate the search for new opportunities. Of course, we realize that blogging is only a distant example of realizing the need for self-development through the prism of social significance.

Also, an important result of our research was a conscious assessment of the value of a blog for the formation of a personal brand. This awareness manifests itself through a chain of interrelationships of target audience engagement, self-affirmation, self-development, and personal satisfaction. Each of the elements of this chain of interconnection has a directly proportional dependence.

Importantly, although this study provided a better test of our proposed chain of relationships by critically examining individual engagement in social development, it used limited exposures that occurred over a short period of time. If the study had been conducted over a longer period of time using a temporal comparative panel analysis, during which participants had different amounts of conceptually related cues, the increase in significance should have been more pronounced.

## VI. CONCLUSIONS

Manifestations of stress have a double meaning for a person. On the one hand, it has a negative effect on the personality and reduces the motivation for personal development. On the other hand, stress helps to adapt to environmental changes. The main causes of stress are unmet needs and low self-esteem; dissatisfaction with one's professional activity; change of marital status, etc. The same reasons encourage people to look for new socially significant ways of self-development. One of the examples of such actualization of the personality is the formation of a personal brand through the creation and maintenance of an individual blog in social networks. The emotional consequences of affect should depend not only on the specific type of affective stress, but also on the extent to which self-development and social support facilitate or impede the resolution of recurrent adjustment problems.

Personal brand as a product of public perception is formed through interaction with other people. The more people engage and trust a person's brand, the faster and more effectively their personal brand will grow. A personal brand focuses on how a person's skills, motivations and interests are integrated into a single image that manifests itself through loyalty and recognition, as well as self-development and self-affirmation. In this case, personal branding is a competent step-by-step plan of personal promotion and development.

Our research confirmed that confidence in one's importance in social development should make appeals for social support more persuasive than when such appeals are not made. However, the crisis of personal development makes appeals to attention deficits more compelling than when there are no such appeals.

These findings contribute to recent research on the importance of social media for personal branding. Previous research has focused on investigating the impact of information broadcast through personal branding in social networks on the public's perception of the person broadcasting this information. Our findings add to this work by suggesting that social recognition also has a significant impact on personal blog development. This discovery indicates that conceptual interdependence is a confirmation of the evolutionary dependence of the individual and society and the need for leadership in it.

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