

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



**ALL THE NEWS THAT'S FIT TO CAPITALIZE:  
Person Brands and the Dynamics of  
Market Creation in the Field of Online Journalism**  
By

**Dr Ashlee Humphreys  
Northwestern University**

**Date : 24 May 2022 (TUE)  
Time : 9:30 am – 11 am  
Venue : Online via Zoom**

### **Abstract**

How do person-brands shape a market? Based on ethnography and content analysis of three early entrants in the field of online journalism—Breitbart.com, The Drudge Report and The Huffington Post—we examine the role of person brands in imprinting many of the market's early norms, values, and practices. We find that person-brands shape markets by developing oppositional identities within a cultural field. Person brands then use these identities to build status by leveraging resonant and activist audiences to support the brand and its latent ideology or set of values. While prior research in marketing has evaluated the effect of person brands on established fields (Parmentier et al 2012) and explored consumer attachment to person-brands (Thomson 2008), it has not looked at the ways in which person-brands and the audiences they lead can shape emerging fields, despite their important and profound effects in imprinting and establishing norms, values, and practices in a new field.

**Dr Ashlee Humphreys** is a sociologist who examines core topics in consumer behavior and marketing strategy. She studies the role of institutions in markets and the influence of language on both consumer judgments of legitimacy and the broader process of legitimation. She is the author of *Social Media: Enduring Principles* (Oxford UP 2016), and her work has been published in the *Journal of Marketing*, the *Journal of Consumer Research*, and the *Journal of Marketing Research*. She serves as an Associate Editor for the *Journal of Marketing* and the *Journal of Consumer Research*.

**All interested are welcome.**



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