

## **Abstract**

The news are consumed with rising frequency through the social network sites. This activity is going to be grasped with the use of two concepts: opinion leadership and framing because in the social network sites environment the active and influential users (opinion leaders) are attempting to pass certain viewpoints (frames) to other users.

It is going to be evaluated to what extent can such framing be effective. An experiment was therefore conducted – it presents the subjects with an artificial news article and a Facebook “introductory” post. The experiment also lays emphasis on moderators that influence the effectiveness of passing the frames. For a realistic setting of the entire study, determining the opinion leaders and an analysis of their language means is going to be conducted.

The goal of this study is thus grasping the way in which people are being informed about the public issues and the way they are forming opinions about them in the environment of social network sites.

**Keywords:** opinion leadership, framing, Facebook, social network sites, source cues, credibility, belief importance change