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### **Kinetic modelling of opinion leadership**

We propose a kinetic model for opinion formation in the presence of strong opinion leaders. Our approach is based on an opinion formation model introduced in Toscani (2006) and borrows ideas from the kinetic theory of mixtures of rarefied gases. Starting from microscopic interactions among individuals, we arrive at a macroscopic description of the opinion formation process which is characterized by a system of Fokker-Planck type equations. We discuss the steady states of this system and present numerical results.