

# Should influencers be trusted? Analysis of influencers' interaction with young audiences (11-17) on Instagram and Youtube

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**FLPP**

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LIETIŠĶIE PĒTĪJUMU  
PROJEKTI

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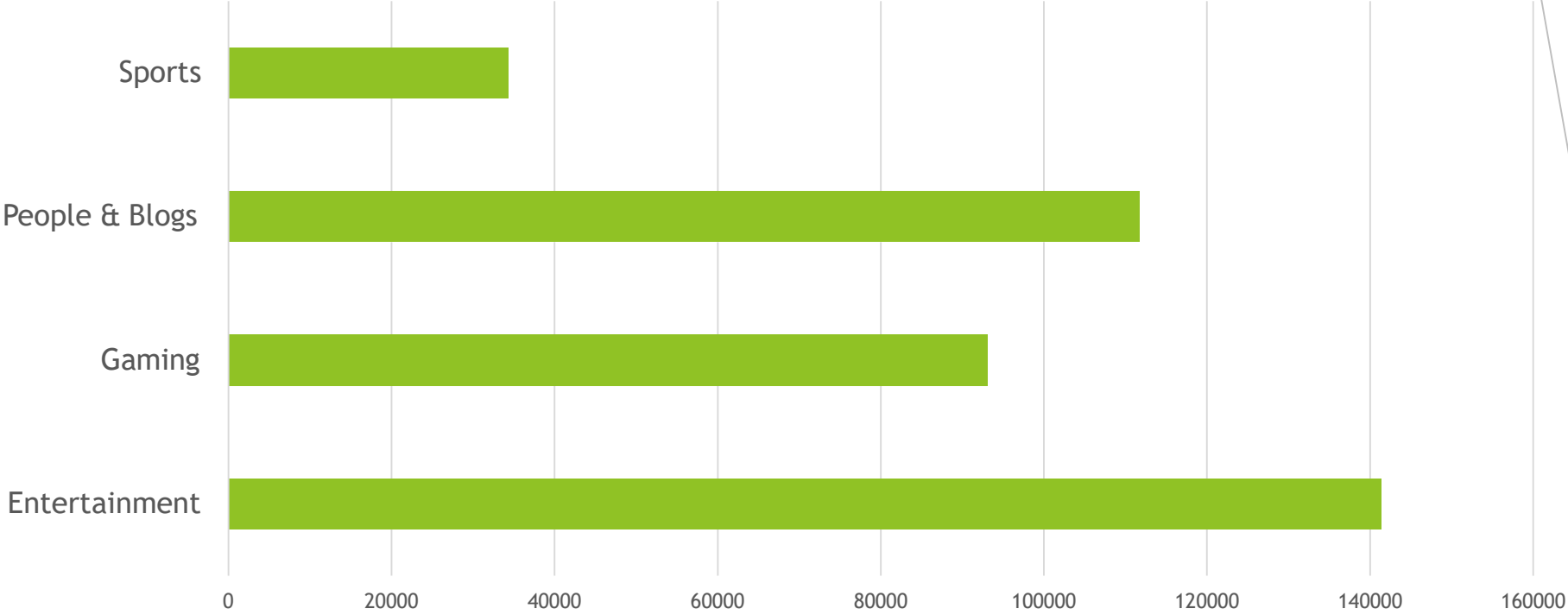
- ▶ Children have always been an important target group for marketers, both because of their impact on their parents' buying decisions, but also as future adult consumers
- ▶ *European Advertising Standards Alliance* defines influencer as a form of advertising when (1) influencers receive a compensation (free products or financial payment) and (2) advertisers have control over the content, which also includes simple final approval of the post or general instructions regarding the post
- ▶ Most previous research on the effectiveness of influencer marketing versus traditional advertising suggests that the former is more effective because individuals are not aware that they are being exposed to sponsored content.
- ▶ Despite the fact that adolescents are using social media extensively and are more vulnerable to marketing attempts than are adults, research concerning how influencer marketing affects adolescents is quite limited.

- ▶ Previous research on how adolescents cope with non-traditional advertising implies that they often experience difficulty processing and critically coping with advertising tactics on social media because these ads are interactive, personalized, and hidden in regular entertaining or editorial content
- ▶ A strongly developed advertising literacy is indispensable to be able to critically reflect on advertising and avoid subconscious persuasion
- ▶ which influencers are rather hesitant about. To be able to critically process advertising, the Persuasion Knowledge Model (Friestad & Wright, 1994) suggests that consumers must first recognize advertising in order for their advertising literacy to be triggered and before their various coping skills can be activated.

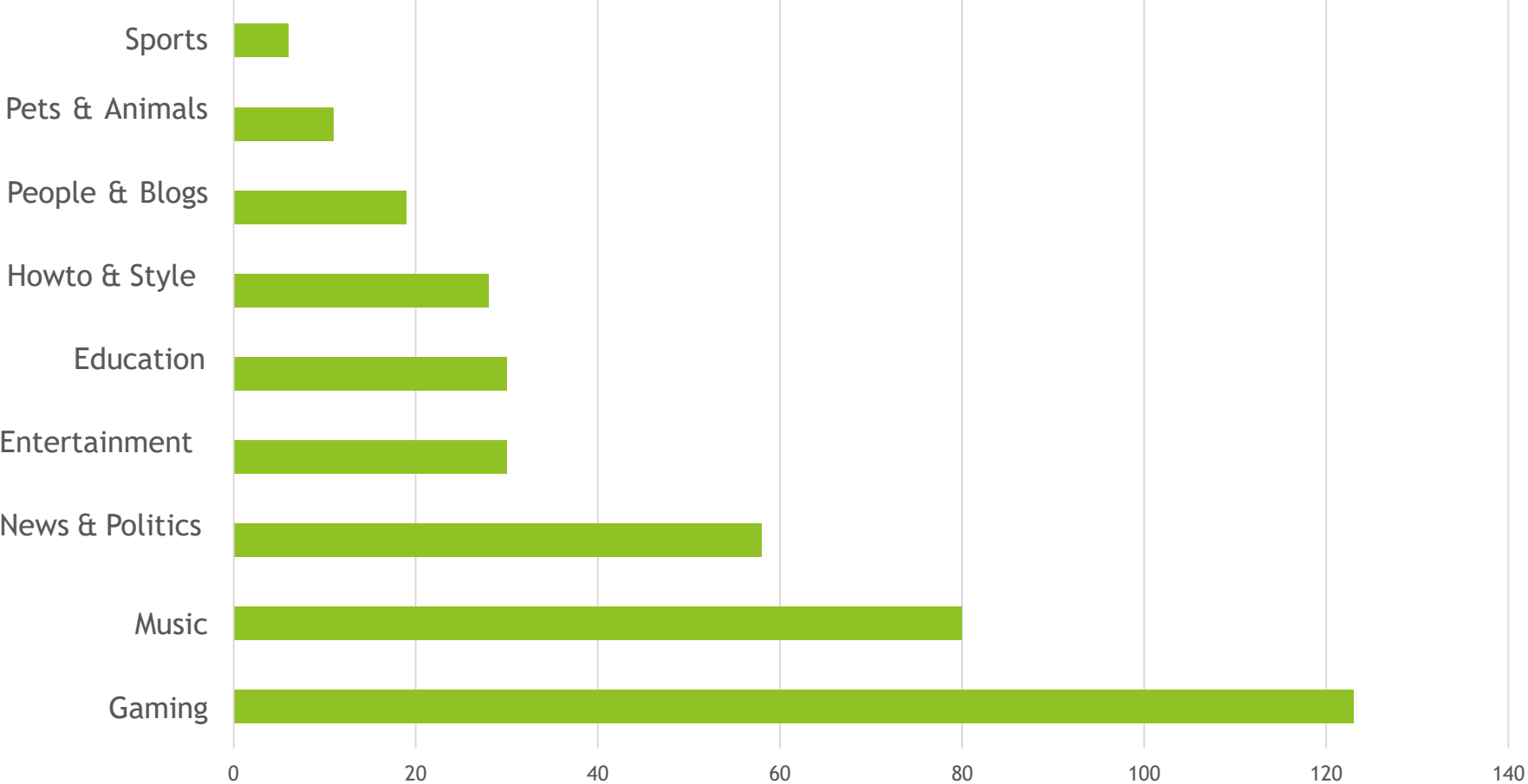
# Youtube

- ▶ Audience analysis - situation by the 20.01.2022.
- ▶ Engagement rate of videos - all of the videos from the very beginning
- ▶ Promo videos analysis, mentioning of advertisement - 01.01.2021.- 01.01.2022.
- ▶ 41 Youtube channel selected:
  - ❑ registered in Latvia;
  - ❑ primary audience is from Latvia;
  - ❑ has the biggest share of teenagers (11-17 y.o.) from Latvia;
  - ❑ has not less than 1500 followers;

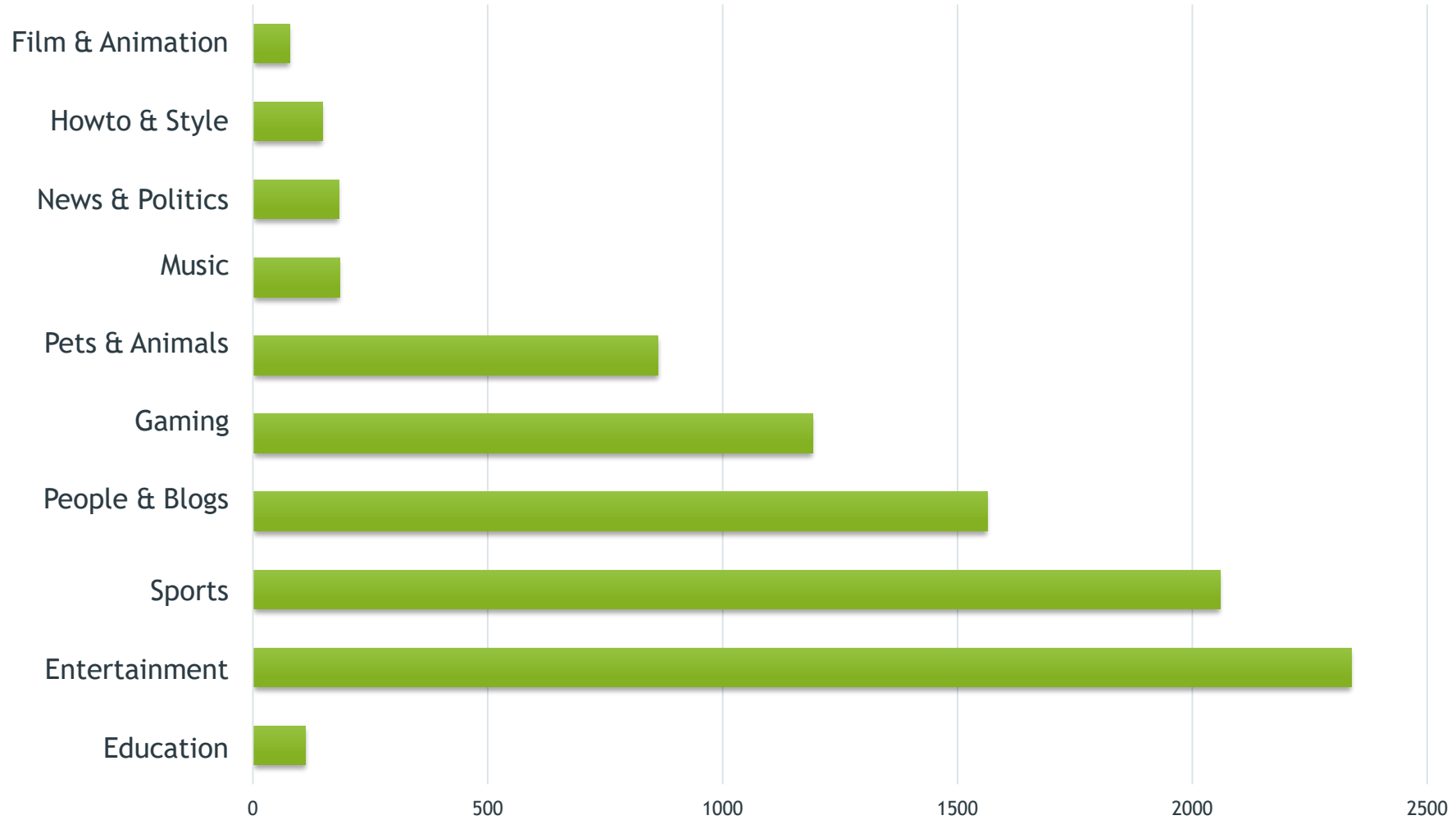
# Youtube: The most popular categories among adolescents (11-17 y.o.)?



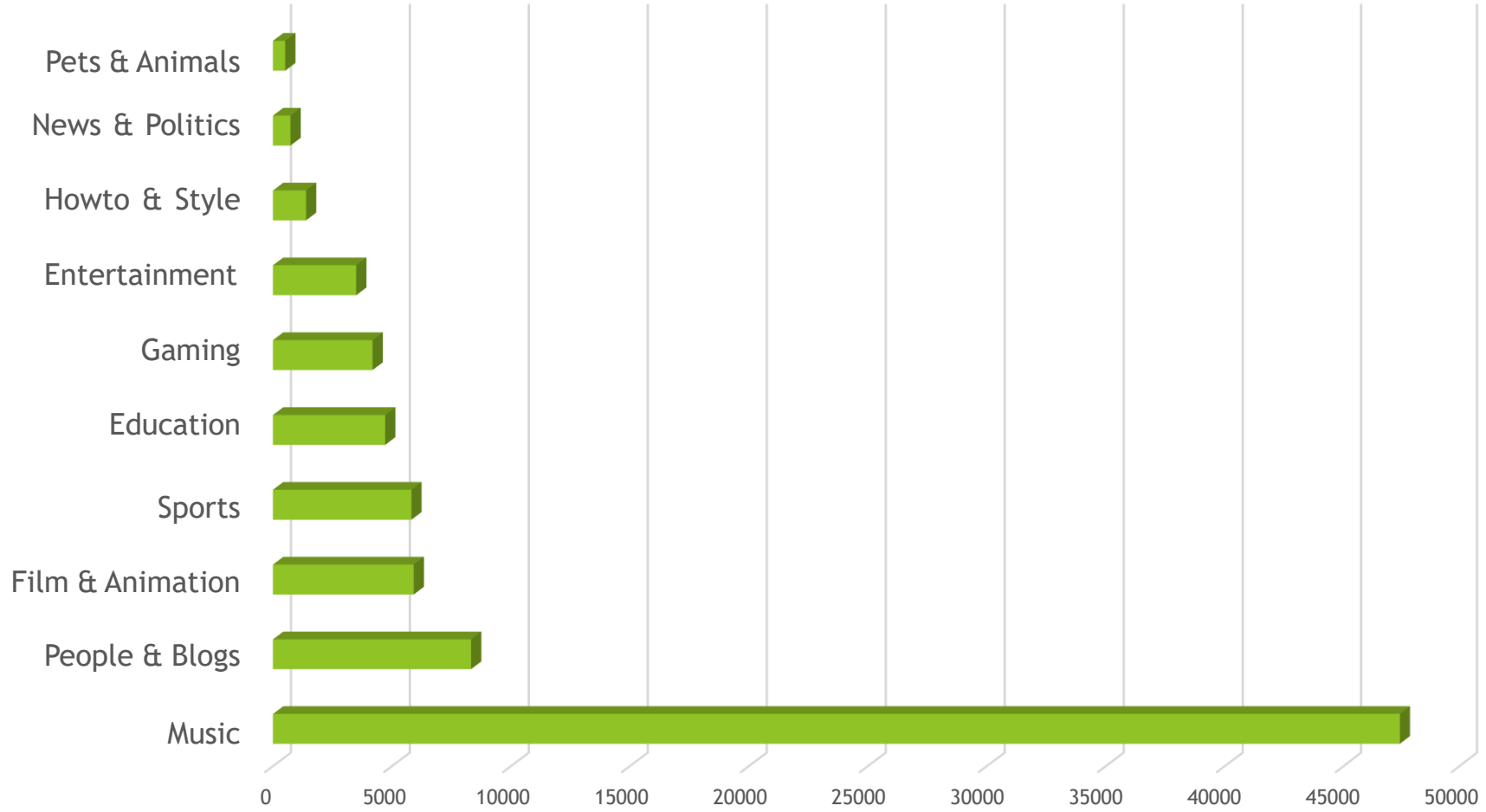
### Average engagement rate per category



Number of videos per category



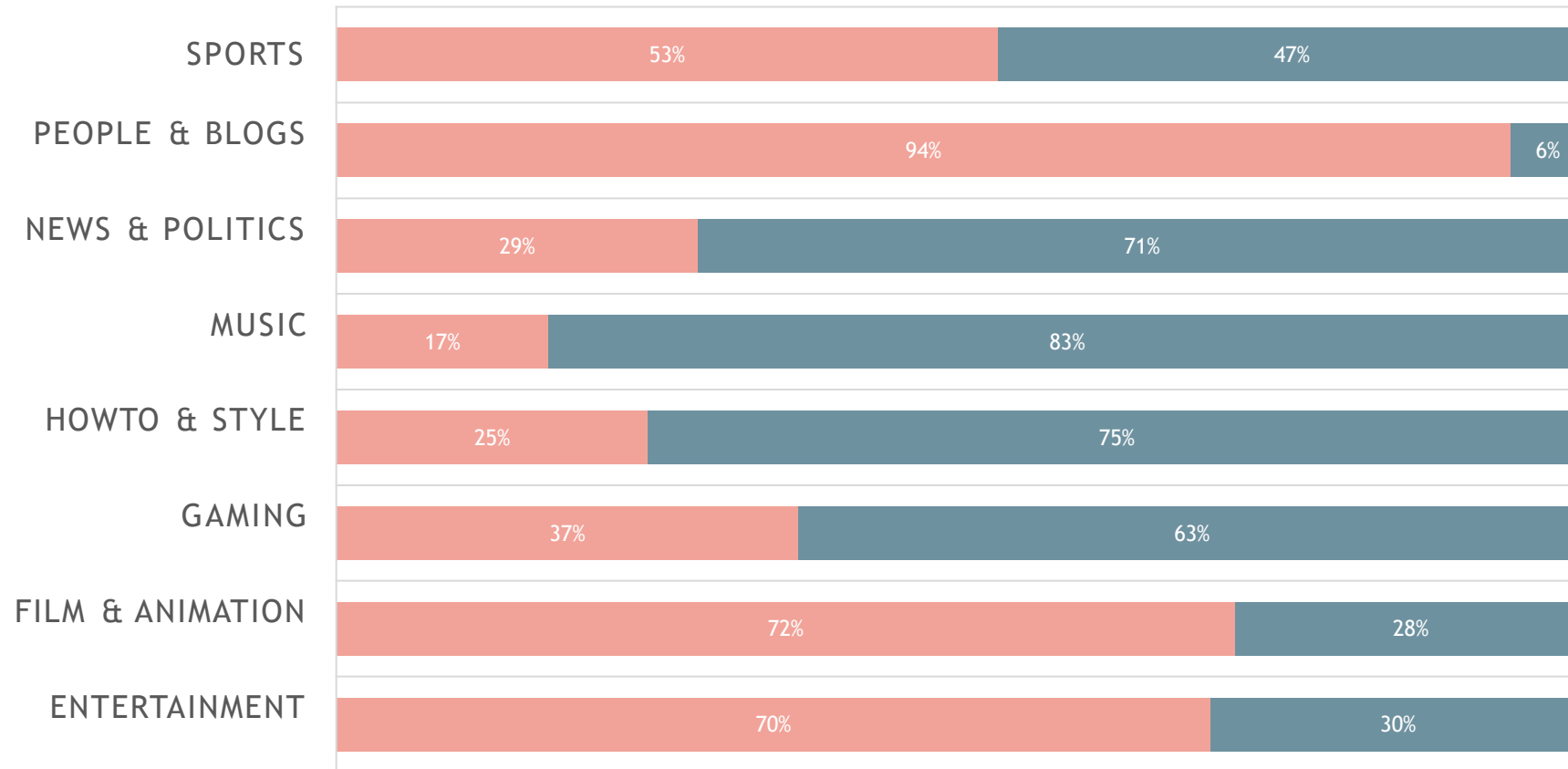
## Average views per category





## Amount of followers according to gender

■ female ■ male



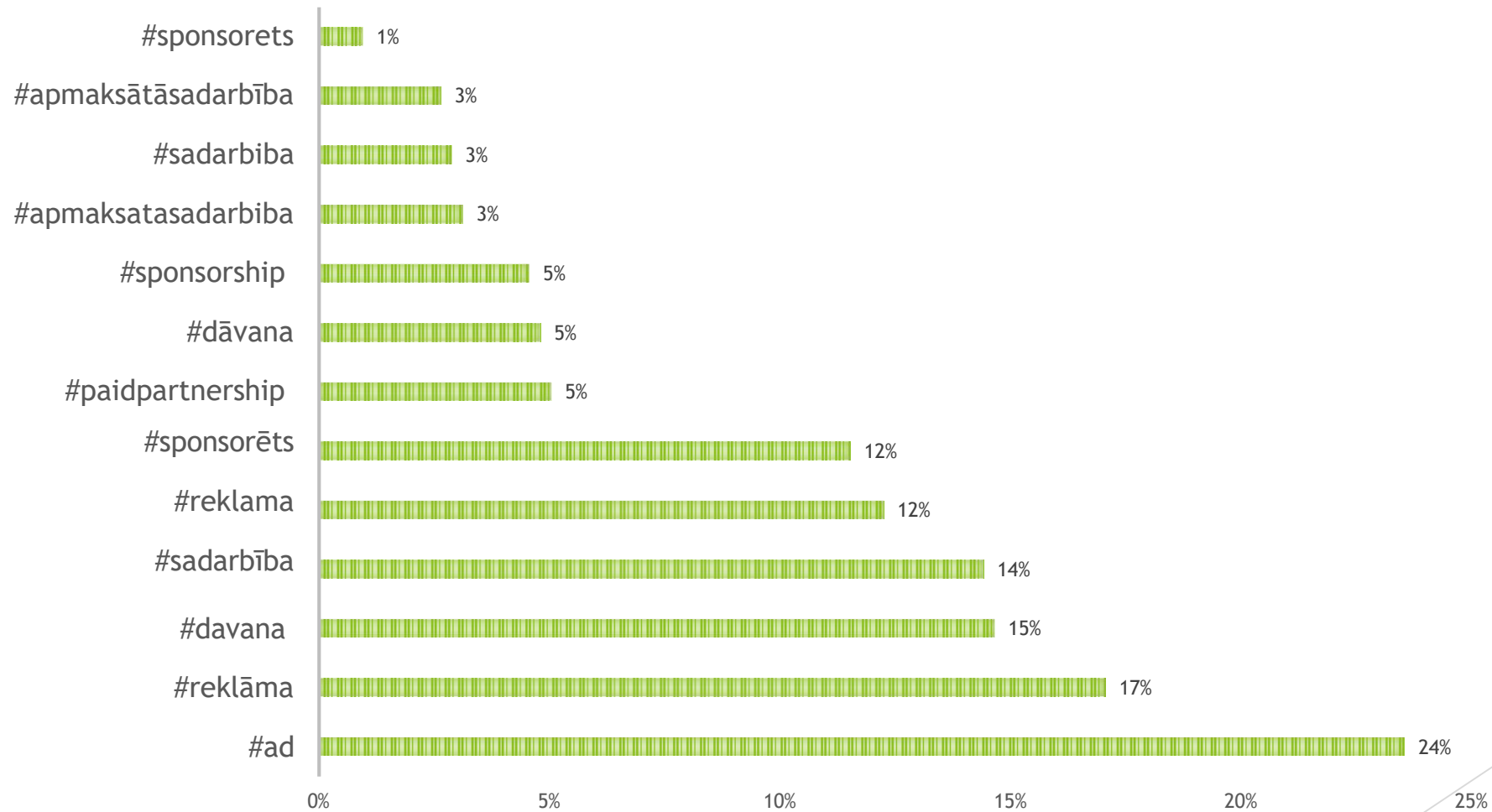
# Youtube: brand mentions

- ▶ Period of the analysis: 01.01.2021. - 01.01.2022.
- ▶ Hashtags + mentionings in the video:
  - #reklāma
  - #reklama
  - #apmaksātāsadarbība
  - #apmaksatasadarbiba
  - #davana
  - #dāvana
  - #sadarbība
  - #sadarbiba
  - #paidpartnership
  - #sponsorship
  - #sponsorets
  - #sponsorēts
  - #ad

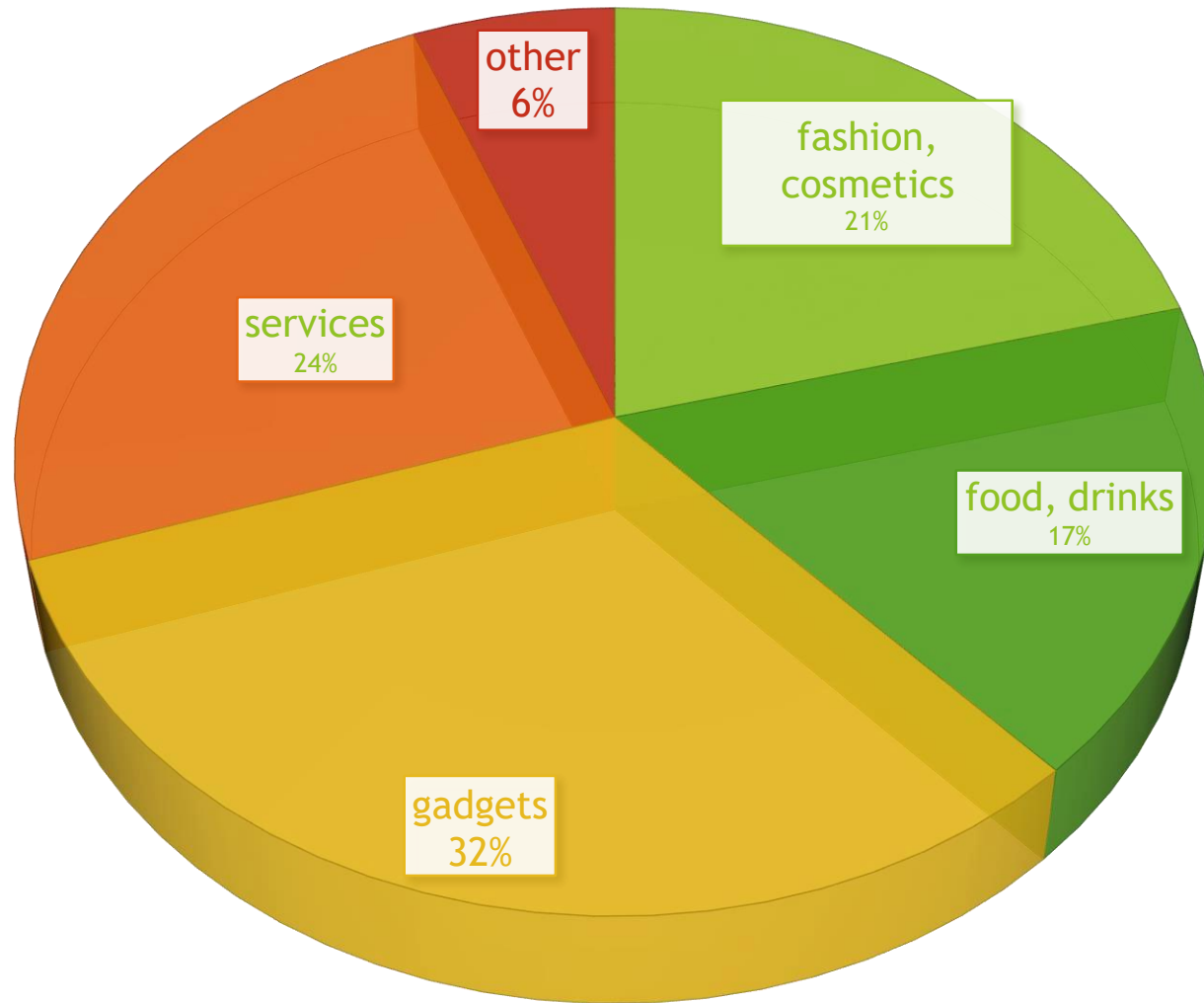
# Youtube: brand mentions

- ▶ 459 videos with brand mention, emphasizing it's advantages or sharing positive opinion
- ▶ In 129 videos (28%), there is mention of the appropriate hashtag; it is told in the description or in the video that it is paid collaboration / gift / barter

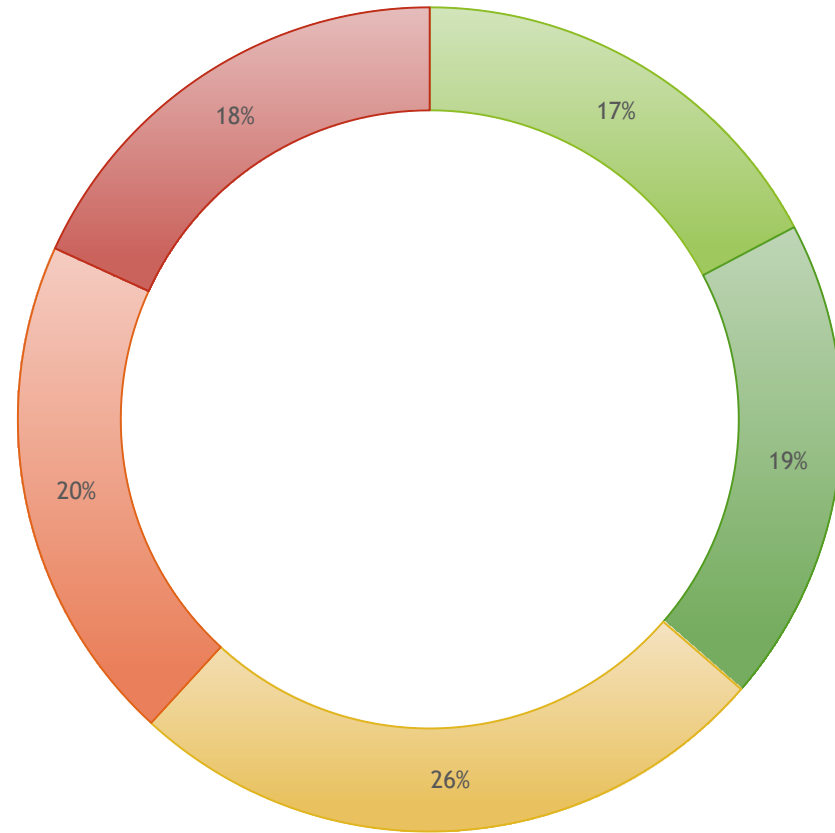
## Youtube: Share of hashtags which indicate collaboration



Youtube: Categories of promo posts, and it's share

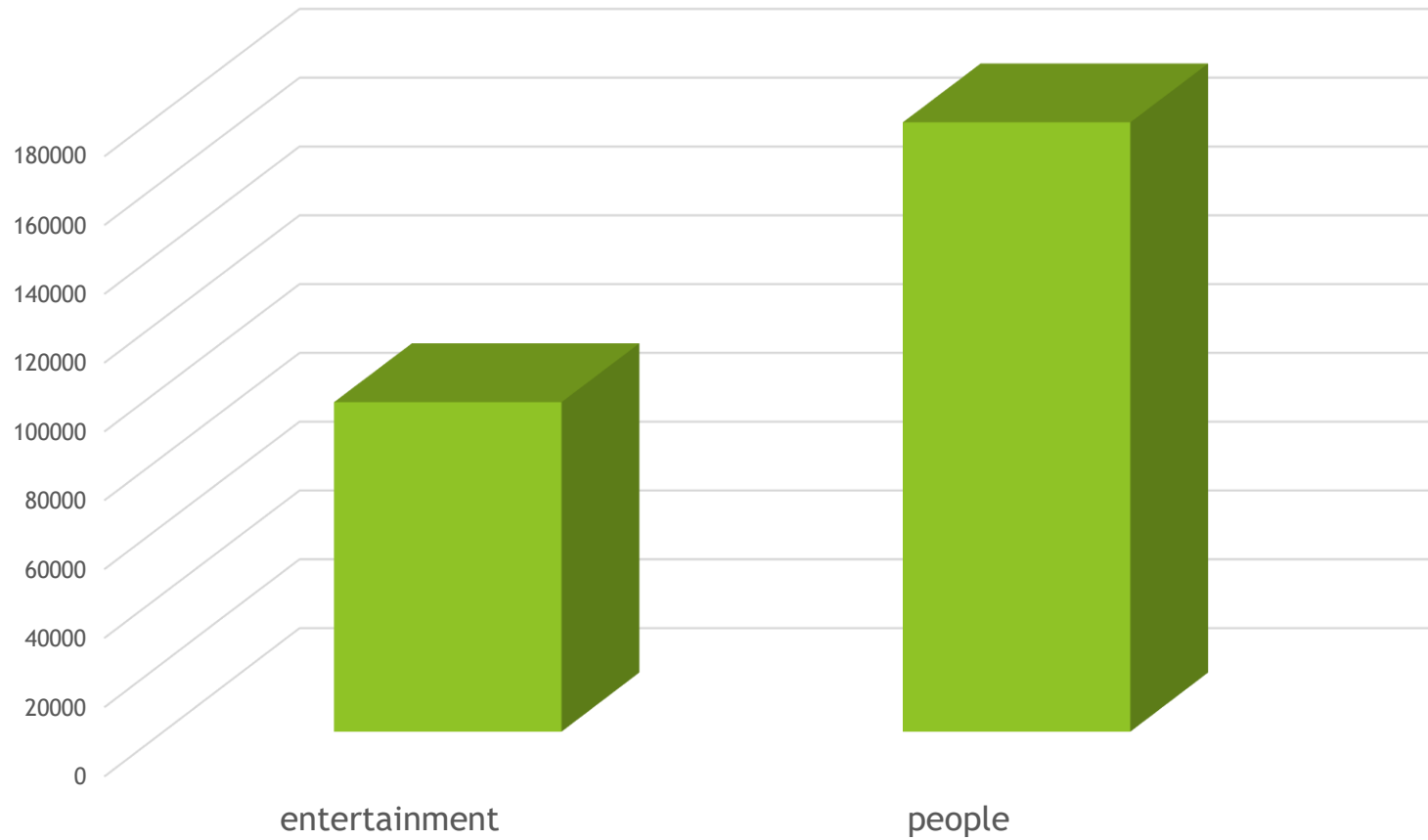


## Youtube: Share of posts, marked / descipted properly

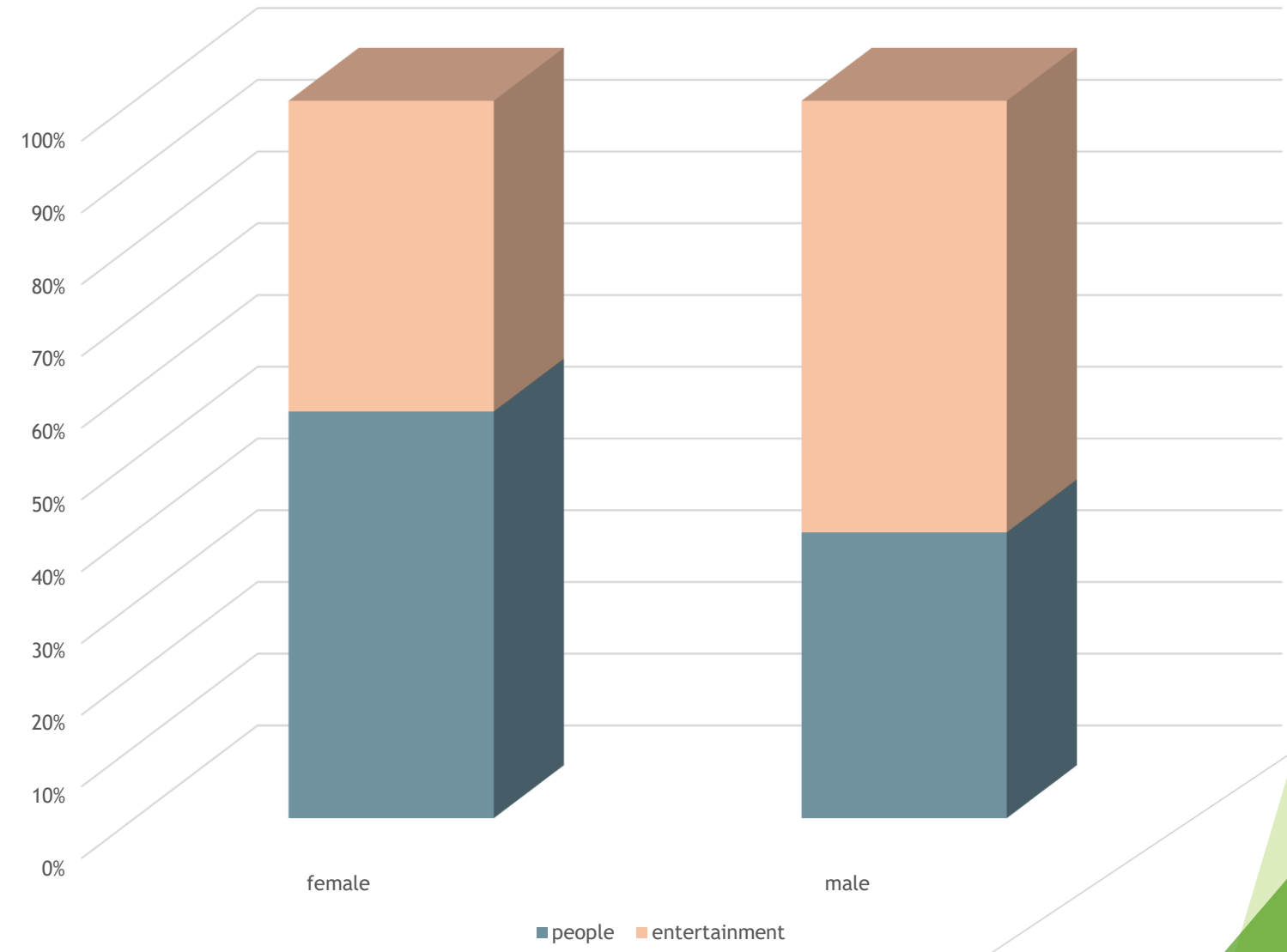


■ fashion, cosmetics   ■ drinks, food   ■ gadgets   ■ services   ■ other

# Instagram: The most popular categories among adolescents (11-17 y.o.)?



Instagram: The most popular catgroies according to gender (11-17 y.o.)?





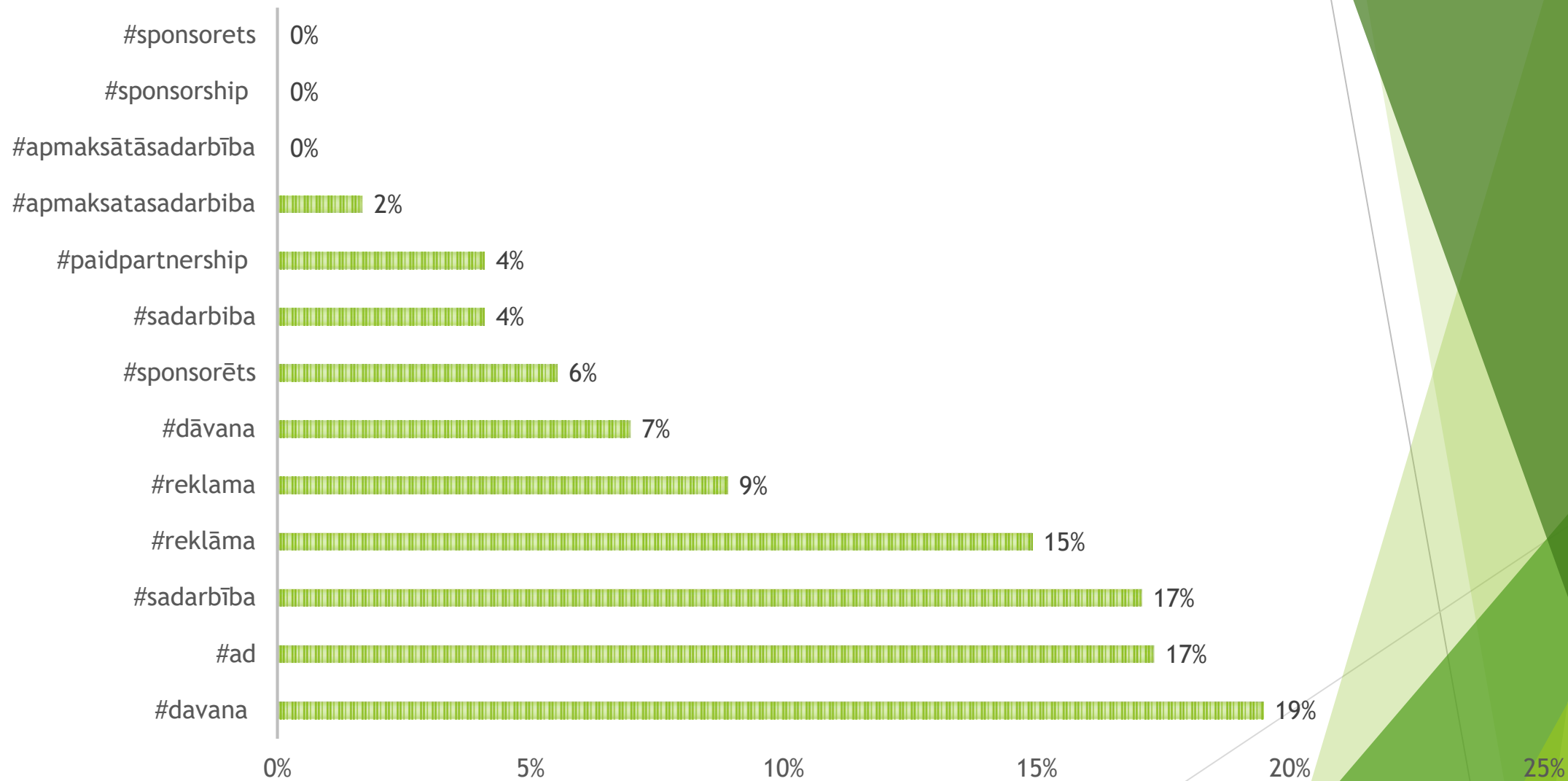
# Instagram: brand mentions

- ▶ Period of the analysis: 01.01.2020. - 01.01.2022.
- ▶ Hashtags:
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  - #reklama
  - #apmaksātāsadarbība
  - #apmaksatasadarbiba
  - #davana
  - #dāvana
  - #sadarbība
  - #sadarbiba
  - #paidpartnership
  - #sponsorship
  - #sponsorets
  - #sponsorēts
  - #ad

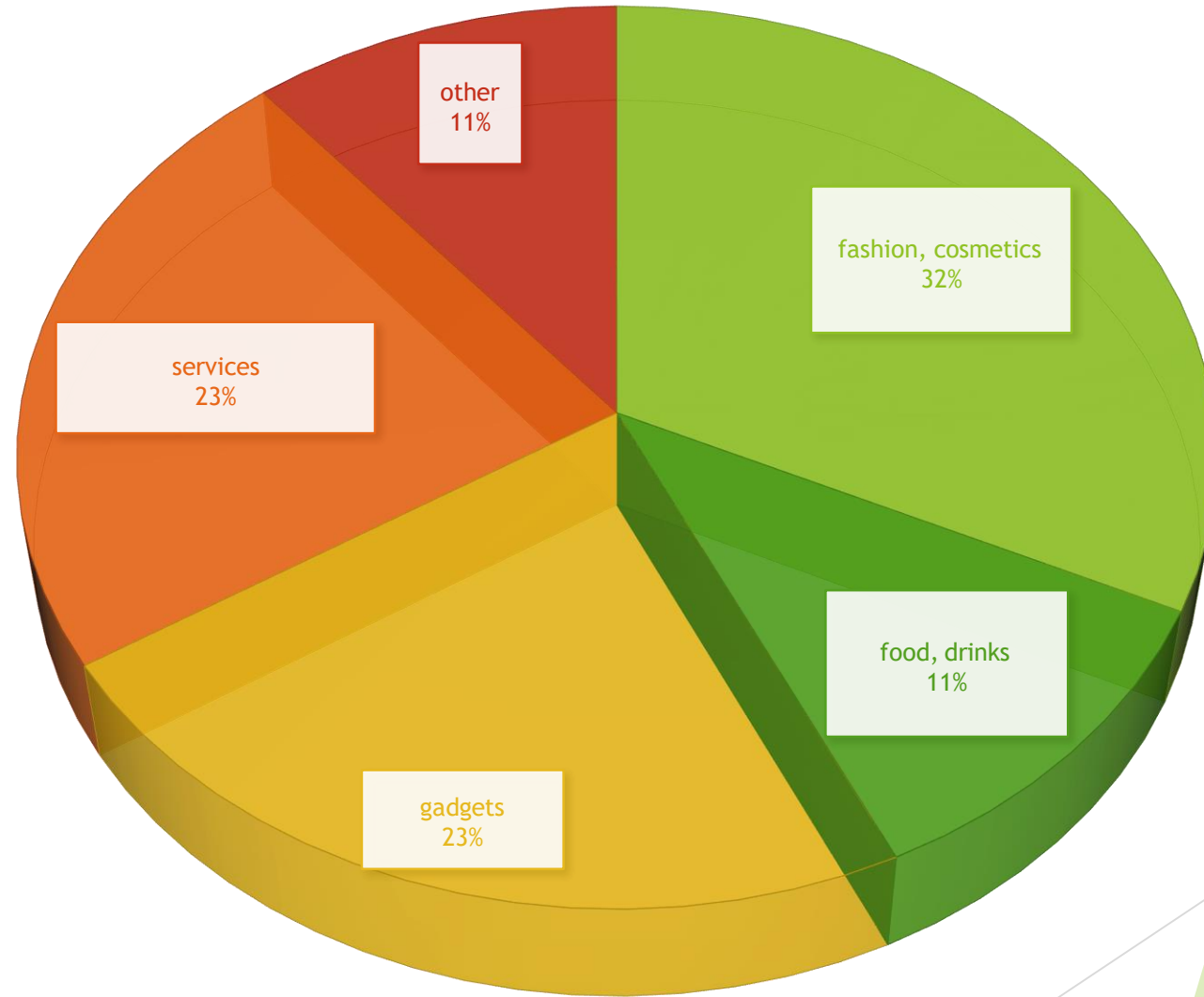
# Instagram: brand mentions

- ▶ 654 posts, mentioning / tagging brand
- ▶ In the 251 post (39%), cooperation is marked

## Instagram: The share of hashtags, marking cooperation



## Youtube: Categories of promo posts, and it's share

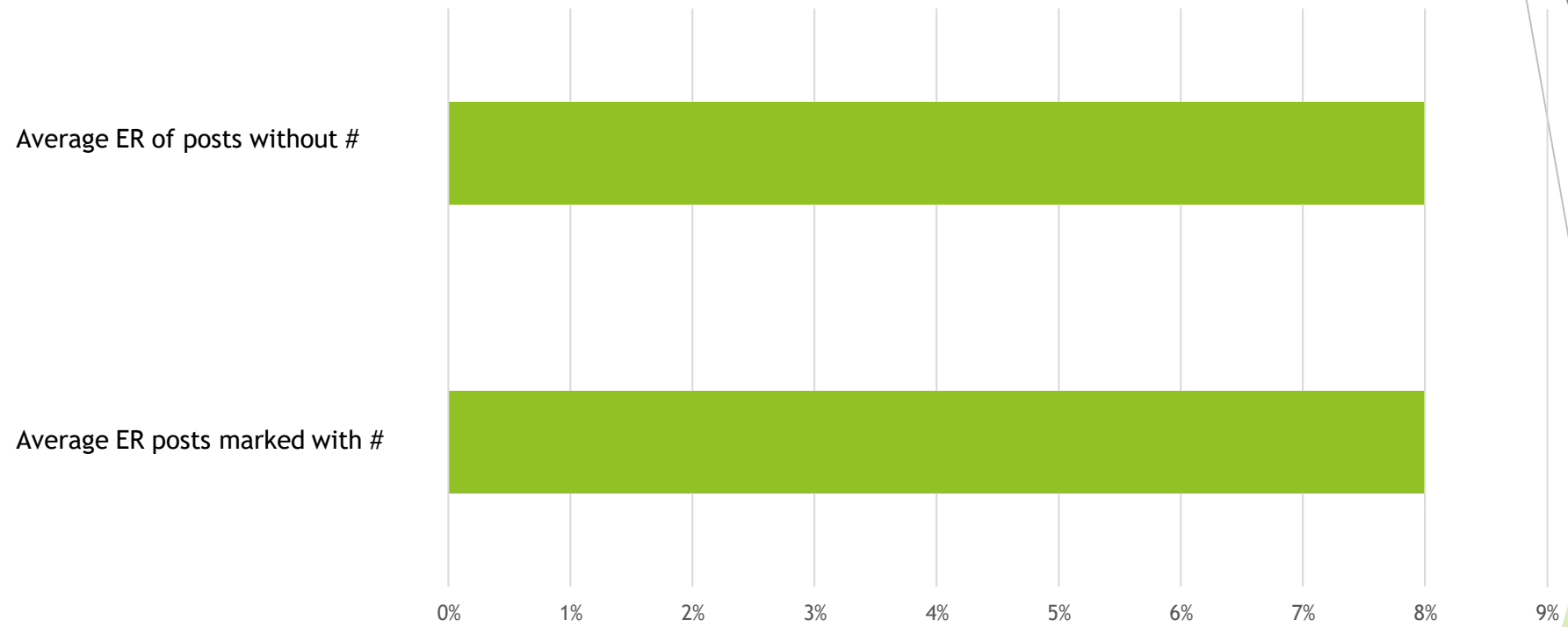


Instagram: Share of posts, marked / descipted properly



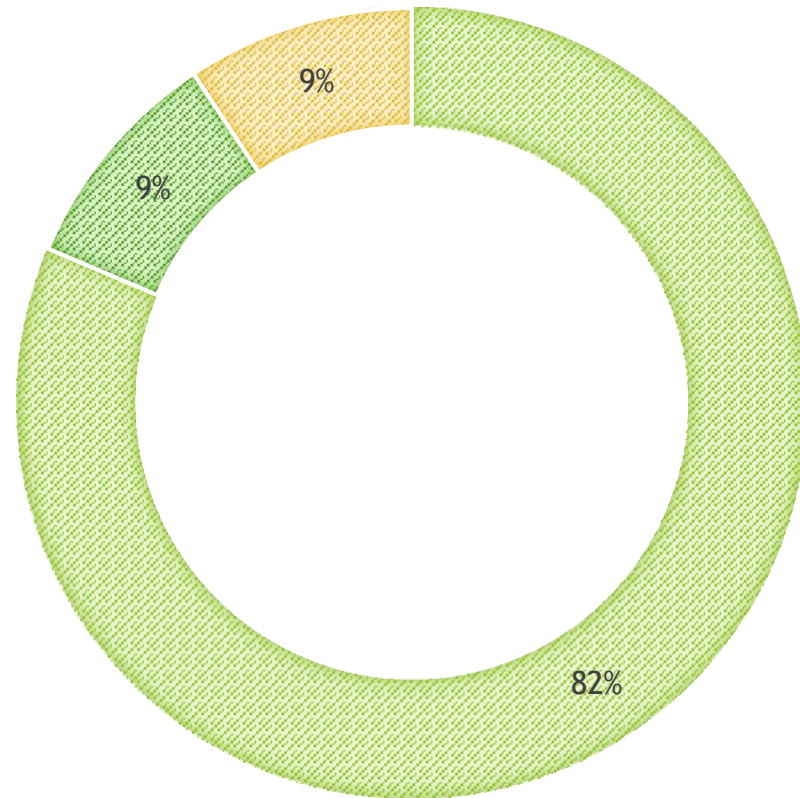
■ fashion, cosmetics   ■ food, drinks   ■ gadgets   ■ services   ■ other

## Instagram: Engagement rate



## Instagram: Engagement rate of promo posts comparing to regular posts

- ER is bigger than usual
- ER is less than usual
- ER is the same



# Key conclusions

- ▶ Majority of promo publications are not marked properly;
- ▶ According to ER, there is no reason to hide cooperation with a brand;
- ▶ ER of promo posts usually is bigger than regular ER; Partially - thanks to contests;
- ▶ Nevertheless we have to clarify if it influences an action;
- ▶ The most popular hashtags are #ad and #sponsored - it has to be clarified if followers understand them quite well, but previous studies demonstrate that adults don't understand it's meaning;
- ▶ The most problematic categories of promoted goods are food/drinks and services - they have been marked properly rarer than others



# Literature

- ▶ Twenge, J. M., Martin, G. N., & Spitzberg, B. H. (2018). Trends in US Adolescents' media use, 1976-2016: The rise of digital media, the decline of TV, and the (near) demise of print. *Psychology of Popular Media Culture*, 1-23. <https://doi.org/10.1037/ppm0000203>.
- ▶ Zarouali, B., Ponnet, K., Walrave, M., & Poels, K. (2017). "Do you like cookies?" Adolescents' skeptical processing of retargeted Facebook-ads and the moderating role of privacy concern and a textual debriefing. *Computers in Human Behavior*, 69, 157-165. <https://doi.org/10.1016/j.chb.2016.11.050>.
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- ▶ EASA (2018). EASA best practice recommendation on influencer marketing.
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- ▶ Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21(1), 1-31. <https://doi.org/10.1086/209380>.

The research was conducted with support of AI platform HypeAuditor:

- Machine learning
- Natural Language Processing
- Computer Vision

#### BASIC INFO & CONTACTS

- ✓ Influencer Age & Gender
- ✓ Influencer Location
- ✓ Influencer Language
- ✓ Influencer Contact details

#### AUDIENCE DEMOGRAPHICS

- ✓ Audience Age & Gender
- ✓ Audience Country & City
- ✓ Audience Interests
- ✓ Audience Size

#### ENGAGEMENT AND FRAUD ANALYSIS

- ✓ Engagement Rate
- ✓ Growth Rate
- ✓ Audience Quality Score
- ✓ Comment Authenticity

“

One of the best systems to come out in keeping transparency on fake followers.

JORESA BLOUNT

**Forbes**

- ▶ To detect a low-quality audience, HypeAuditor uses a specially trained ML-model, which is based on the ensemble of machine learning algorithms and uses 53+ patterns to detect suspicious accounts. As a result, it detects 95.5% of all known fraud activity, with a mean error rate of 0.73%.
- ▶ HypeAuditor is the only tool that checks engagement authenticity and detects Engagement Pods.
- ▶ Followings growth graph helps to detect whether an influencer uses follow/unfollow to grow their audiences.

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by Experience Marketers**

