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The Influence of Social Media Influencers on Language Trends : How Influencers Shape Linguistic Norms Among Youth
The case of Third year Students of English University of 08 Mai 1945

A Dissertation Submitted to the Department of Letters and English Language in Partial Fulfillment of the Requirement for the Degree of Master in Language and Culture

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DEDICATION

In the name of Allah, with endless gratitude, this work is a tribute to those who carried me

through.

To my mother, Farida Maidi

your unconditional love was my strength, your prayers my wings.

To my father, *Rouaiguia Smail*

your silent wisdom guided me more than words ever could.

To my brothers, *Seif* and *Houari,* and my sister-in-law *Khaira*

your support, laughter, and warmth reminded me I was never alone.

To my soul friend, *Fradjallah Nada*

thank you for seeing the light in me when I couldn't.

And to the little girl within me, *Rayouna*

this is your answer. You were always enough. Your dreams were never too much. This

dissertation is the voice you kept safe until it was ready to speak

RAYANE

DEDICATION

This work is lovingly dedicated to my cherished grandmother, **Saliha Lagroumi**, whose prayers and dreams carried me here.

To my father, whose name I proudly bear your sacrifices and values guide me daily.

To my mother, my heart and heroine

your love shaped who I am.

To my dearest aunties, **Nora and Mounia**, thank you for your endless encouragement and affection.

To my partner thank you for your patience, quiet strength, and unwavering love.

To my cousin **Kawther**, your loyalty has been my light.

To my little siblings, **Ines and Anes** may this achievement inspire you to chase your dreams.

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AMINA

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Abstract

This study investigates the impact of social media influencers in shifting modern language use among young people. With the rise of digital platforms, influencers have played a crucial role in spreading new vocabulary, phrases, and communication styles. A quantitative method was adopted through a questionnaire distributed to 80 third-year university students at the University of 8 Mai 1945 in Guelma. The analysis of the collected data supports the hypothesis, revealing that exposure to influencers' language use significantly shapes the linguistic norms of EFL learners. Students were found to incorporate slang, abbreviations, and trending expressions into their speech, both consciously and unconsciously. These findings confirm that social media influencers have a notable influence on how young people communicate today, emphasizing the increasing role of digital media in language change and youth identity. The results reject the null hypothesis, affirming a strong correlation between influencer content and linguistic adaptation. The study recommends further research into media literacy and the evolving nature of informal language use among youth.

Keywords: Social media, linguistic trends, Social Media Influencers, language change, youth, digital communication, online identity

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General Introduction

Introduction

Language is evolving at a rapid speed in the internet age due to social, cultural, and technological developments first and foremost, social media. YouTube, Tik Tok, Instagram, and Twitter have become platforms where new words and modes of communication are created, typically by influencers who contribute to shaping the language use, most notably among young people and EFL learners. For students like them, social media is an unofficial but powerful channel for acquiring real, colloquial English, including slang, abbreviations, and cultural idioms that may not be covered in a classroom setting. Comments and live streaming features only serve to strengthen this dynamic learning process. Social media does the same, though, by giving them more exposure to language as well as breaking conventional rules of grammar to encourage the use of non-standard language forms. This dual nature of social media presents both possibility and challenge since the EFL learner must balance formal academic English with the casual, informal version of online life.

1.Statement of the Problem:

Social media influencers are key to forging and altering modern language norms, especially for younger generations. Through their round-the-clock online visibility, influencers bring forth new words, idioms, stylistic utterances, and communication modes that tend to break conventional linguistic norms. These new linguistic elements internet slang, catchphrases, short forms, and culturally specific allusions are rapidly absorbed and disseminated by followers and become a part of daily digital communication. Despite the heightened profile of this phenomenon, nevertheless, there is a palpable absence of academic research into the extent and scope of this linguistic

influence. Specifically, no one has yet endeavored to try to look systematically at the extent to which social media influencers influence the language use and communication practices of those who follow them. This thesis seeks to bridge that gap by examining how influencers contribute to the introduction of new linguistic tendencies and reshaping communication practices during the era of the digital age. In doing so, the study seeks to shed more light on the intersection of digital content creators and language evolution, particularly in the context of youth interaction and online communication.

2. Aims of the study and research question:

The purpose of this research is to investigate the impact of social media influencers on linguistic norms among youth. Its particular objective is to examine how influencers promote and spread new slang, phrases, and communication styles, therefore influencing language trends and communication patterns among adults. By observing this interaction, the study seeks to gain a better understanding of the relationship between social media, influencers, and the emergence of modern linguistic standards therefore, the results and findings of the study would help answering the following question

1-How do social media influencers affect language norms among people?

2-How do social media influencers' linguistic behaviors differ across platforms (such as Tik Tok vs. Instagram)?

3-How do changes in social media influencers impact traditional language norms and communication standards?

3. Research Hypothesis

This research examines the influence of social media influencers on language trends and how they shape linguistic norms among EFL learners. Hence it is hypothesized that:

• **H1**: If EFL learners are exposed to social media influencers' language use, their linguistic norms will be influenced accordingly.

The null hypothesis suggests that there is no significant relationship between social media influencers and linguistic norms among EFL learners. Hence, It Is Hypothesized That :

• **H0**: If EFL learners are exposed to social media influencers' language use, their linguistic norms will not be influenced

4. Research methodology and design

4.1. Research Method

To test the research hypothesis and answer the research questions, the study adopts the descriptive quantitative method. This approach is illustrated through the administration of a structured questionnaire to third year EFL learners who engage with social media platforms. The goal of this research tool is to obtain trustworthy insights into the impact of social media influencers onlinguistic norms and language trends of EFL learners. The questionnaire aims to collect insights into learners' attitudes toward the influence of social media influencers on their language use, including vocabulary, grammar, and communication styles. This method will provide a comprehensive understanding of how exposure to influencerResearch Population and Sampling-driven content affects language acquisition among EFL learners.

4.2. Population of the Study

The population of the study comprises third-year EFL students at the Department of English, University 8 Mai 1945, Guelma. The sample consists of (80student) This group of students was selected randomly from the total number of students . Their interaction with digital content makes them an appropriate sample for examining how social media influencers shape linguistic norms among EFL learners.

4.3. Data Gathering Tools

The present study adopts a descriptive quantitative research methodology to validate the proposed hypothesis. To examine EFL learners' perceptions of the influence of social media influencers on linguistic norms, a structured questionnaire is administered to third-year students at the Department of English at University 8 Mai 1945, Guelma. This research instrument is designed to systematically collect data on the extent to which social media exposure affects learners' vocabulary, grammatical structures, and overall language use.

5. The Structure of the Dissertation

This dissertation is divided into two sections: theory (Chapters One and Two) and fieldwork research (Chapter Three). The introduction encapsulates the problem, objectives, research questions, hypothesis, methodology, and dissertation structure. Chapter One provides an explanation of language change in the modern period, with a focus on the impact of technology and the new linguistic behavior of young consumers in the form of trends like emojis, slang, and memes. Chapter Two describes the rise of social media, its relative status to traditional media, and its building of cultural identity and language through influencers. It details several categories of influencers, what they do, and how they affect youth language and education. Chapter Three

features a field study utilizing a questionnaire administered to third-year EFL students at the University of 08 Mai 1945, Guelma, taking into account how influencers affect their use of language. Overall conclusion puts the findings into summary, discusses educational implications, acknowledges limitations, and suggests future research directions in digital language learning and influencer-mediated linguistic change.

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Chapter One

Language in Digital Era

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Introduction

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Introduction

Social media plays a major role in influencing communication in our present online world, particularly among youth. The social media influencer, an individual with an enormous following

who shapes trends, behaviors, and even language, is one of the most powerful figures on these platforms. Young people who spend more time online are exposed to influencers' speaking and writing structures more frequently, and they frequently imitate their language, expressions, and communication styles. This study examines the relationship between digital influence and language change by examining how social media influencers help new linguistic norms among young people emerge and flourish.

1.1 Definition of Language

Serious attempts to define the term "language "have resulted in wide range of definitions over time. People utilize language, which is a structured set of symbols that can be written, spoken, or signed, to convey thoughts, emotions, and cultural values. It serves both social and intellectual purposes, according to certain norms and changing all over time. Fasold and ConnorLinton (2006) explain that the structure of language (phonetics, morphology, syntax, and semantics) and its use in social contexts (discourse analysis, sociolinguistics, etc.) are every component of this dynamic and complex system. Leading academics appear together in their edited collection to provide a comprehensive yet comprehensively overview of contemporary language theory and practice (pp. 1–14). Likewise, Yule (2022) argues that Language is a communication ability that is specific to humans and is set up using word, grammar, and sound systems. By covering subjects like language, the beginning, sound systems, word construction, sentence structure, meaning, and language acquisition in an approachable manner for beginners he highlights the diversity and evolution of language (pp. 1–10). Park (2008) demonstrates how Yule is successful in simplifying difficult language ideas, which makes the book especially beneficial for students who have only recently begun out in subject matter. Park also highlights how well the book uses examples and exercises to support learning (p. 191).

1.2 Linguistic Norms

Labov (1972) examines the relationship between linguistic variety and social issues. He challenges the idea of one norm language by offering current information on how linguistic standards change among different cultures and situations and that Linguistic variation is systematic and correlated with social variables such as class, ethnicity, and gender (pp. 150-155). Sinner (2020) analyses examines the treatment of linguistic norms in sociolinguistics, providing a historical perspective on how linguistic diversity and normative approaches evolved throughout time. He investigates how early linguistic studies frequently focused prescriptive norms, whereas recent sociolinguistics acknowledges the dynamic and socially placed aspect of language variations. Sinner promotes an evolution away from static concepts of "correct" language and toward a more sophisticated understanding of linguistic norms as socially created and contextdependent. His analysis also demonstrates how sociolinguistic theories have transformed our understanding of norms, emphasizing not just their structural elements but also the social factors that produce and maintain them. Sinner contributes to important discussions related to authority, legitimacy, and variety in language use (pp. 145–164). Bartsch (1985) examines how language standardization procedures influence the development and perception of linguistic norms. examines how language standardization procedures influence the development and perception of linguistic norms. She investigates the techniques by which standardization influences language use, including how prescriptive standards come up and gain broad support. Bartsch emphasizes the contradiction between these prescriptive rules and actual language usage, demonstrating how standardization frequently simplifies or reduces natural linguistic variation. Her research also tackles the broader implications of standardization for linguistic theory, particularly its effects on language diversity and evolution, expressing concerns about the loss of variability and the rigidification of language structures throughout standardized frameworks (pp. 25–50).

1.3 Language Evolution

Roberge (2006) examines the interactions of history and sociolinguistics, highlighting the importance of social component in long term language change studies the junction of language history and sociolinguistics, emphasizing the importance of social components in long-term language change. He explores language change's extent and procedures, in addition to how social, economic, cultural, and historical factors influence linguistic shifts. Roberge points out the interaction between language, society, and culture, demonstrating how socio historical linguistics contributes to understanding the history of language by providing details about the wider social dynamics that impact linguistic development (pp. 2307–2315). Hickey (2012) investigates the development and codification of standard English variations around the world, concentrating on how previous standards practices have influenced the language's evolution. He investigates the sociolinguistic elements that shape standardized forms, such as cultural recognition, political power, and regional variance underlining that language codification is both a linguistic and a social process, with important consequences for how English evolves and is viewed in multiple factors (pp. 1-15). "Much of the generally accepted body of knowledge on which theories of change are based depends on quite narrow interpretations of written data and decontextualized citation forms (whether written or spoken), rather than on observation of spoken language in context ('situated speech')" (Milroy, 1992, p. 5).

1.4 Language Change

Language is constantly evolving. The way we communicate today differs from how people spoke in the past, and it will continue to evolve in the future. This natural process, known as language change, illustrates how society, culture, and communication evolve throughout

time.Tagliamonte (2016) examines the unplanned spoken language of adolescents using an extensive collection of real-life interactions in order to identify consistent linguistic patterns that indicate teenager communication. She lists intensifiers ("so," "totally"), quotatives ("like," "go"), and discourse markers ("you know," "I mean") as essential components of young speech, rather than perceiving these as errors, Tagliamonte claims they show systematic and creative linguistic behavior. Adolescents are considered as significant participants in language development, creating new forms that frequently extend beyond peer groups and into mainstream usage. Her findings contradict negative assumptions about adolescent language, revealing it as a creative and developing system. In the digital era of today such ideas may gain strength when adopted and modeled by social media influencers (p. 112-136). Milroy and Milroy (1992) argue that understanding how linguistic change occurs requires a focus on social networks. According to their outcomes, people in compact, closed networks are more likely to conserve standard language patterns, whereas those in unrestricted open networks are more likely to accept and transmit linguistic innovations. This approach is especially relevant in the digital age, as influencers serve as weak-tie connectors, bringing together big, distributed audiences. Their position enables them to introduce and defend new forms of language that cross traditional group boundaries (P. 69). Eckert (2000) qualitative study of high school students demonstrates how language could serve as an effective instrument for building social identity among adolescents. She shows that linguistic variation is not a coincidence, but an intentional social practice hired by teenagers to represent group affiliation, social standing, or resistance to authority. According to the study, children develop particular speech patterns, slang, and pronunciation styles based on their social groupings, contributing to language change in a localized setting (p. 36-41).

1.4.1 Historical Background of Language Change

"Language change is a natural and inevitable process, shaped by both internal linguistic factors, like sound shifts, and external influences, such as social, cultural, and historical events" (Brinton, 2017, p. 33). Hock (1991) discusses that According to Hock; historical linguistics is the study of language change and evolution across time. Changes in pronunciation, syntax, and vocabulary happen progressively, but they are influenced by social interactions, displacement, and other types of linguistic contact (p. 9). Campbell (2004) in his book explains the process of language change over time. He introduces key concepts such as language families and methods for studying language change (Campbell, 2004, p. 1-18). The book covers sound changes, grammatical shifts, and changes in vocabulary (p. 35-112), showing how languages evolve in structure and meaning. Campbell also discusses the social and cultural factors that influence language change, such as migration and language contact (p. 113-134). He explores how linguists reconstruct past languages using the comparative method (p. 135-154) and how languages influence each other when speakers from different communities interact (p. 155-180). The book concludes with case studies of language change in different language families, providing concrete examples of how historical and social factors shape language development (p. 181-210).

1.4.2 Role of Technology in Language Change

Technology has had a significant impact on the way languages evolve nowadays. With the rise of social media, texting, and chat, people are now using shorter, faster forms of communication such as abbreviations, emojis and slang. This swift style of writing is influencing how we speak and write, making language more comfortable and creative. The internet also facilitates the rapid transmission of new linguistic trends around the world, allowing phrases or memes to go viral. Even voice assistants like Siri and Alexa have simplified language habits, influencing how we talk.

In this sense, technology is affecting not only how we communicate, but also the language we use on a daily basis. Crystal (2001) explores the effects of the internet on communication and language. He contends that the internet accelerates linguistic change through offering alternatives for communication. The internet, through platforms such as social media, texting, and online groups, facilitates novel language use, such as informal language, symbols, and the blending of written and spoken communication styles. The book stresses how the internet is a worldwide force that alters linguistic norms (p. 6). Baron (2008) investigates the influence of cell phones and social media on language change. She addresses about the way these instruments have made communication speedier and more informal. Baron focuses on an appearance of new linguistic forms including abbreviations (e.g., "LOL"), emoticons, and the use of informal language in digital settings. These changes have resulted in a shift in people's communication styles, away from traditional, formal vocabulary and toward more spontaneous, interactive communication (p. 102). "Hashtags, emojis, and internet slang are reshaping both the form and function of language in ways that traditional linguistic studies have not fully anticipated." (Anderson, 2012, p. 550).

1.5 Linguistic Trends

Linguistic trends are interesting because they demonstrate how language adapts to new contexts and necessities. They represent shifts in society, culture, and technology. Linguistic trends also show how language is dynamic and continually evolving. Wang (2025) investigates language educators' perspectives of translating between languages, a method of instruction that brings multiple languages into teaching. The study synthesizes findings from nine qualitative studies, indicating that teachers' attitudes on translated material are mixed and complicated. While educators appreciate the benefits of translating in supporting inclusive and successful learning settings, they voice concerns over possible improper use of students' first language (L1), barriers

to teacher professionalism, and conflicts with monolingual rules and regulations. Some of these apprehensions originate from misunderstandings regarding translanguaging, which may limit its broad application in classrooms. The study shows that correcting these misconceptions could promote greater utilization of translation technologies to boost teaching and learning outcomes (para. 4). Smith (2024) presents a full evaluation of language awareness research performed between 2020 and 2024, with a focus on developing themes including the integration of technology into language learning and the growing emphasis on multilingual schooling. The study focuses on how contemporary research has investigated the impacts, cultivation methods, developmental patterns, and moderating aspects of language awareness in educational settings, mostly among second language learners, bilinguals, and multilinguals. The research also covers cross-linguistic features of language awareness and how awareness of many languages effects learning results. The review finishes by clarifying recent developments in the subject and underlining the need for additional research to improve understanding and use of language awareness in learning contexts (p. 407423). Alharthi (2020) investigates the effects of translanguaging procedures on the English as a Foreign Language (EFL) expansion among Arabic-speaking students. It highlights how combining students' first language alongside English enhances meaning-making and communication, thus boosting language skill development. The study emphasizes the worth of translanguaging in altering language gaps and developing better comprehension, particularly among learners who struggle to communicate purely in English. It suggests that using the first language alongside English can improve both comprehension and expression in the target language (p. 15-30).

1.5.1 The Impact of Internet on Reshaping Language (emojis, memes, slang, etc.)

"Emoji enrich our messages, not only clarifying our intent but also providing a means of managing our digital relationships more effectively." (Evans, 2017, p. 37). He explains that Emojis augment digital communication by elucidating the sender's intent and facilitating the management of online interpersonal interactions. Emojis serve as emotional and contextual identifiers in digital messages, reducing ambiguity in the absence of words such as voice and facial expressions. Each emoji can convey affection, humor, or feelings, helping users set social relationships and express hidden emotions in written interactions. "Younger generations have quickly adopted new internet slang, while older populations lag behind, creating intergenerational language gaps." .They Emphasize the swift adoption of internet slang comprising abbreviations, acronyms, and contemporary expressions by younger generations, in contrast to the relative unfamiliarity exhibited by older individuals towards these novel linguistic forms. This produces a communication gap throughout generations, with digital language standing as a symbol of generational identity. As a result, variations in linguistic competence and usage can lead to misunderstandings or a sense of division between younger and older users. Capote Domínguez et al. (2019, p. 52). Araneo (2024) argues that Beyond the internet, digital parts including memes, acronyms, and emojis have become effective tools for communication, so improving the expressiveness of language. They created a distinct "visual vernacular" that crosses through traditional linguistic borders, allowing users from diverse backgrounds to comprehend and participate in shared digital interactions. As a result, graphic elements must exist for modern digital discourse. (p. 130).

1.5.2. Informal Language in Digital Platforms

Lee (2024) asserts that informal language acquisition frequently entails creative use of resources developed for social and recreational usage, rather than for educational objectives. These materials include social media, which language learners use to learn foreign languages or pursue interests related to the languages they learn. Social media platforms are continually evolving, and technology advancements embraced by popular programs have made online communication and networking more multimodal. However, there has been little research into how online informal language learning is adapting to technical innovation in emerging image based social media platforms. (Para. 1). Al-Kadi (2020) examines into ICT-based informal language learning uses carried out beyond traditional education programs, highlighting their importance to learners' total language ability. It emphasizes the significance of digital technology to promote these informal activities, arguing that they provide valuable linguistic in put and engagement chances outside of traditional classrooms. likewise, the chapter emphasizes the necessity of incorporating informal language activities into formal education systems to improve second language acquisition and create a more comprehensive learning experience (p. 1-23). Barton and Lee (2013) Investigate how informal speech appears on digital websites. They establish the concept of "new vernacular literacies," highlighting how regular, informal writing such as texting, blogging, and social media posts has become more public and widely shared online. This transition has transformed private, casual communication into visible, shareable content, changing language use and representation in digital space. The authors examine how informal writing activities, once confined to private domains, have become part of public discourse, influencing language norms and literacy practices in the digital age. (P. 154).

1.6 The Role of Young Learners in Language Evolution

Young students, especially teenagers, help to shape modern communication techniques and creatively use language on digital platforms, so promoting language evolution. "Adolescents are the primary movers in linguistic change" (Eckert, 2000, p. 4). He argues that Teenagers construct their identity using language and drive linguistic change. Kerswill (1996) states that young people are quite important in disseminating linguistic innovations over generations and across regions. Adolescents are particularly powerful in adopting and spreading new language features, which might eventually become generally accepted in a society (p. 180). Tagliamonte (2016, p. 3) emphasizes that "adolescents are at the forefront of linguistic innovation," always setting the standard in using and circulating new language forms. Especially in informal conversation, young speakers are quite important in forming and changing language standards. Digital platforms boost this process in the highly interconnected society of today, permitting young learners not only to consume language but also to actively contribute in its development.

1.6.1 Linguistic Adaptation in Youth

The ability of young people and adolescents to adapt their language use according to context, audience, and goals is known as language adaptability in youth. This ability grows over time is impacted by linguistic and social factors. Street. et al. (1989) search at how children adjust to adult speech, emphasizing pragmatic and linguistic skills like verbal responsiveness and complex syntactic patterns. 37 kids between the ages of 3 and 6 participated in the study, interacting with adults for 20 to 30 minutes. The findings indicated that while there were variations in the type and degree of adaptation within particular pairs, children generally reciprocated changes in adult speech

rate and response a delay (p. 1). Norms, expectations, and culture all have an impact on how adolescents use language in a variety of contexts. While English language learners may have different expectations at home and at school, they might alternate between grammar and slang. Teenagers of color who use African American Vernacular English (AAVE) interchangeably with Standard English frequently engage in code-switching, or language or dialect switching (Martinez, 2024, para. 3). Nguyen. et al. (2015) explores how young people who are bilingual modify their language on Twitter based on the target audience, alternating between standard language and regional dialects.

1.6.2 Language Aspects (lexical changes).

Zappavigna(2012) explains how users use specific lexical strategies like hashtags, expressions that are used repeatedly, and artistic spelling to create a sense of community and shared identity on Twitter and other platforms. She demonstrates how these unfamiliar lexical items serve as indicators of in-group affiliation as well as discourse-organizing tools (p. 60-85). Paolillo (2011) Paolillo describes social network analysis as a method for analyzing the emergence and dissemination of new terms in online groups. Using case studies, he demonstrates the way particular users like influencers serve as servers, hastening the network's adoption of slang terms (p. 172). Tagliamonte and Denis (2008) argue that teen chat transcripts and finds that acronyms (e.g., LOL, BRB), emojis and artistic spellings form a systematic sub-variety. Depending on Tagliamonte and Denis, they are not random "errors" but rather a coherent set of lexical innovations that serve pragmatic goals such as signaling humor or solidarity (p. 6-27).

Conclusion

Young people's communication habits are being significantly influenced by social media influencers. They introduce and normalize new slang, expressions, and speech patterns that frequently cross the boundaries of the internet because of their extensive reach and ongoing communication with followers. According to this study, influencers' language encourages linguistic change among young people in addition to reflecting current trends. Obtaining knowledge of this phenomenon can help one better understand how language is changing in the digital age and how influencers shape modern communication.

Chapter Two

Social Media Influencers

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Introduction

The rapid development of digital technology has transformed communication, information access, and the building of cultural identity, with social media being a dominant platform especially among the youth. Social media contrasts with other media in that it encourages active participation, changing the consumers to content producers and modifying the use of power in communication. Social media influencers have now become the focal cultural figures whose content from videos to live streams deeply affect linguistic norms and

internet language trends. They are powerful models for young people's communication insofar as their authentic and massive following base positions them as incredibly effective models for young people's communication. Consequently, as young people increasingly take on words and turns that influencers use, changes in language have been observed, even in schools. Teachers are now witnessing first-hand the impact of informal, influencer-led language on student academic writing and speech. This chapter looks at these changes and their broader implications for language use, identity, and education in the digital age.

2.1. Definition of Social Media

Social media has become an integral part of our daily lives. It tends to enhance opportunities and an open view on the world around us ,its definition differs according to certain researchers.

According to Kaplan and Haenlein (2010), social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (p.61)ᴛhis means that social media includes different websites and apps on the internet like Facebook, Instagram, YouTube, etc. that are built using Web 2.0 technology. Web 2.0 is what made the internet more interactive allowing people not just to read content, but also to create and share their own contenteasily.Although conceptualization of social media varies in the present review, social media is defined as "computer-mediated communication channels that allow users to engage in social interaction with broad and narrow audiences in real-time or asynchronously" (Bayer, Trieu, & Ellison, 2020).This means that social media are web-based applications that allow people to communicate via computers, smartphones, or other devices. Social media websites allow users to interact socially with other users, either with a wide-open group or a small closed group. The interaction can be in real time, for example, live chats and video calls, or non-simultaneous, for example, replying to a post hours after it was created. Put simply, social media facilitates individuals to share and interact with others on the internet, whenever and whichever way they want. Moreover, Carr & Hayes (2015) explains that social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others (p.50).Therefor social media are internet sites that enable people to choose and opportunistically engage with broad and targeted audiences, either as synchronously.

2.2. Evolution of Social Media

Social media is an integral part of daily life, used for a variety of purposes like communicating with friends and family, obtaining news and information, and entertainment (Auxier & Anderson, 2021). Today, the US population uses social network sites at a rate of around 70%, which are being used globally by more than 2.6 billion users (Statista, 2023). People spend an average of 2.5 hours on social network sites daily (Global Web Index, 2020). Even though it is everywhere, the widespread use of social media is a relatively new trend. In 2005, only 5% of Americans reported that they used social media, and this is the very rapid rate at which new digital communication technologies have filled the landscape (Perrin, 2015). This shift demonstrates just how much social media has altered digital culture, interpersonal communication, and social norms. While other researchers go back to the very beginning of communication technology, such as Samuel Morse's telegraph in 1844, one-to-one communication of this sort does not meet today's definition of social media as a many-to-many, online interaction (Kaplan & Haenlein, 2010). The social media infrastructure built its foundation in the 1970s with the start of the internet, supported by public and private efforts to enable computer-based communication (Leiner et al., 2009). Development of digital communication picked up pace in the 1980s and 1990s, particularly with growing access to personal computers and the availability of blog tools. Blogging enabled regular users to post personal accounts, opinions, and news online and welcome public comment and interaction. This was a turning point in online culture, as individuals began to realize the internet's potential to facilitate mass information sharing and communal creation, paving the way for the development of modern-day social media sites (Rettberg, 2014).

2.3. The Shift from Traditional to Digital Era

In the past decade, media consumption has undergone a major change from conventional media such as newspapers, TV, and radio to digital media such as websites, social media, and streaming (Napoli, 2014; Newman et al., 2023). It has been influenced largely by technological advancement, increased access to high-speed internet, and the proliferation of mobile phones and tablets (Pew Research Center, 2021).

There are several advantages that digital media enjoys over its broadcast and print counterparts, one of the most notable being speed. News articles can be published online instantly, enabling readers to access current information in real time, unlike the fixed publication or broadcast times of conventional media (Hermida, 2010). Social media platforms such as formerly Twitter and Facebook have also enabled the spread of information through the rapid sharing of content (Allcott & Gentzkow, 2017).

Interactivity is another significant strength. Unlike one-way information transmission characteristic of traditional media, digital media invites users to be active by commenting, liking, and sharing, as well as enabling the creation of user-generated content (Mc Quail, 2010).

In addition, personalization algorithms on platforms such as YouTube and Netflix recommend content based on individuals' history, hence increasing viewers' satisfaction and retention (Anderson, 2020). In addition, digital media has democratized content production, diminishing the economic and institutional barriers that previously limited entry to the media environment. Websites such as TikTok, YouTube, and podcasting platforms enable individual producers to access large audiences without having to be aligned with legacy media conglomerates (Jenkins, Ford, & Green, 2013).

Nevertheless, this revolution in the media is not free of disadvantages. With waning power of conventional news outlets, there has been an increasing need to question the validity and credibility of online sources. Hyper-publishing on the internet has led to rapid spreading of disinformation and fake news, particularly via social media (Lazer et al., 2018). Furthermore, algorithmic content recommendation can lead to echo chambers, which strengthen existing views of the users and limit exposure to alternative perspectives (Pariser, 2011).

2.4. The Role of Social Media in Shaping Ideas, Beliefs (culture)

Social media is a significant source of new ideas, beliefs, and cultural values in contemporary times in the sense that it is a powerful tool for communication, information production, and socialization. It is a strong tool for the quick exchange of information and ideologies to different individuals so that users can get access to world perspectives while supplementing local values (Couldry & Hepp, 2017). Through peer-to-peer engagement and algorithmic personalization, individuals are frequently compelled to view stories that mislead or validate their present sets of beliefs, leading to cultural convergence or polarization (Bakshy, Messing, & Adamic, 2015).

Social media further provides visibility and authority to marginalized voices, making it possible for subcultures and grassroots movements to flourish and reframe mainstream cultural debate (Castells, 2015). The interactive nature of such sites as TikTok, Instagram, and (Twitter) generates a culture where the consumers are not merely passive but active agents of cultural trends, creating memes, hashtags, and viral videos (Jenkins, Ford, & Green, 2013). This shift from top-down to networked messaging emboldens people to be cultural producers, remaking norms of identity, politics, language, and aesthetics. As such, social media has emerged as the required terrain for cultural negotiation where collective identity is created, disputed, and altered in real-time.

2.5. Differences between Traditional Social Media and Modern Media

The evolution of communication platforms has radically redesigned production, distribution, and reception of information, which imposes clear contrasts between new and old media (Deuze, 2007; Lister et al., 2009). Traditional media such as newspapers, television, and radio tended to be national in reach and employed a one-way communication model with audiences passive receivers of news (McQuail, 2010; Lievrouw & Livingstone, 2006). In contrast, new media offers worldwide access and promotes interactive, two-way communication through platforms like YouTube and Instagram, where viewers can produce, spread, and respond to content (Kietzmann et al., 2011; Kaplan & Haenlein, 2010). Additionally, while traditional media is extremely capital-intensive in production and distribution, digital media is cheap and accessible to anyone who possesses an internet connection and minimal resources (Pavlik, 2008; Jenkins, 2006). Traditional forms rely on delivery via physical media or broadcast signals, whereas new media relies on digital technologies and can be accessed via smartphones, tablets, and computers (Lister et al., 2009). Access has also become greater, with new media offering access to online free content, whereas traditional sources require subscriptions or specialist infrastructure (Livingstone & Helsper, 2007). With regards to influence, mainstream media is considered authoritative and enduring in influence, founded on institutional convention, while new media is susceptible to producing rapid yet often short-lived effects shaped by rapid online tides (McQuail, 2010; Hermida, 2010). Both are still, however, faced with trust issues, nonetheless. Preferential media, previously valued for their editorial control, today are criticized for political bias and sensationalism (Pew Research Center, 2020; McQuail, 2010), while social media platforms, driven by algorithmic virality, facilitate the spread of disinformation and emotionally charged content, further deepening ideological divisions (Kirschner, 2022; Menczer & Hills, 2020). Behaviours such as "rage baiting" and untested opinion-based posts are prone to gaining momentum rapidly since editorial control is lacking on the internet (Bode & Vraga, 2018; CITAP, 2023). In order to counteract these, experts suggest greater media literacy, ethical journalism, and more transparency in online algorithms as essential steps towards encouraging critical and well-informed media use (Wardle & Derakhshan, 2017).

2.6. Overview about Social Media Influencers

Social media influencers (SMIs) are a significant part of public opinion shaping, trends, and communication styles in the digital age. SMIs reach millions of people using social media sites like Instagram, Tik Tok, and YouTube by posting content that is a mix of entertainment, mundane experience, and advertisement. The influence of these influencers over the behavior of their followers, particularly young adults, goes beyond consumerism to influence cultural codes and the use of language, making them powerful characters in the modern digital culture. Influencers can influence our minds and buying habits across many areas, such as fashion, fitness, beauty, and food. Freberg et al. (2011) defined social media influencers as "a new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media" (p. 90). This suggests social media influencers are a new type of independent endorser who influences audience attitudes through social media such as blogs, tweets, and other social media websites. They shape opinions and behavior by providing personal, relatable content that resonates with their followers in a manner that is more genuine and trustworthy than celebrity endorsements or print ads. Abidin (2016) understood social media influencers as "a form of microcelebrities who document their everyday lives from the mundane and ordinary to the exciting glimpses of the exclusive moments in their line of work, thereby shaping public opinion through the strategic calibration of persona on social media" (p. 1). Social media influencers are therefore understood as a form of microcelebrities who provide insights into their everyday lives, ranging from the ordinary to the exciting or exclusive nature of their work. They influence public opinion by diligently designing and showcasing their personality on social media, making sure that their image is well-managed to affect how their audience thinks about them. De Veirman et al. (2017) defined social media influencersas "individuals who have acquired a sizable following and are regarded as trusted tastemakers in one or more niches" (p. 798). To say more, SMIs are individuals who have gained a sizable social media following and are recognized as trustworthy sources of influence in

specific areas or niches also, they gain credibility by sharing content that resonates with their followers, positioning themselves as experts whose opinions and recommendations can shape trends or behavior in those particular

niches.

2.7. Types of Social Media Influencers

A wide range of influencer categories exist on social media, each capable of exerting either positive or negative influence on their followers. Among these, the most prominent and impactful types are

2.7.1 Mega Influencers

Mega influencers are among the most powerful and popular social media marketing personalities in the world. Usually celebrities, professional athletes, artists, and other public figures in mainstream media, these personalities usually have follower counts in millions (Lou & Yuan, 2019). With their sheer popularity, they have the ability to break through user bases across various countries, cultures, and age groups, therefore making them best for brand campaigns that target gaining mass visibility. Due to their global popularity and developed reputation with the public, mega influencers can lend prestige and credibility to a brand (Jin et al., 2019). For instance, when a product is supported by a mega influencer, it makes the product more attractive and expensive. Yet the wide and mass audience base of theirs is usually preceded by poor individual relationships with certain followers, which yield worse engagement rates compared to micro or nano influencers (De Veirman et al., 2017). Mega influencers are also suitable for highend campaigns such as product launches with high impact, market launches, or large-scale brand awareness campaigns. For example, a technology company launching a new smartphone can collaborate with a well-

known actor or sportsman. Utilizing the celebrity within advertising content, social media posts, and launch events, the brand can potentially acquire public attention instantly and create hype (Booth & Matic, 2011). While the influencer's popularity assures enormous reach, brands need to counterbalance this with the trade-off of reduced audience intimacy and interaction.

2.7.2. Macro Influencers

Macro influencers are popular social media influencers with a vast number of followers, typically ranging from 100,000 to a million followers (Lou & Yuan, 2019). Though they may not be mainstream famous, they are widely recognized within online circles because of their content and engagement. They tend to have niche areas of interest such as fashion, fitness, beauty, gaming, or travel and possess followers who value their opinions and trust their recommendations (Jin et al., 2019). Due to their wide yet still somewhat niche audiences, macro influencers are very useful for brands who want to target specific consumer groups without losing some degree of authenticity. For example, an exercise clothing brand collaborating with a well-known fitness influencer can quite effectively market its clothing to an audience that is already interested in fitness and exercise. As the followers view the influencer as an expert in that area, the brand message is more likely to remain and lead to engagement (Casaló et al., 2020).

2.7.3. Micro influencers

Their social media followers with between approximately 1,000 and 100,000 (De Veirman et al., 2017). While their followers could be smaller in number compared to that of macro or mega influencers, the followings tend to be more engaged. The higher level of engagement is generally attributed to the greater sense of personal connection and trust that followers have in micro influencers (Lou & Yuan, 2019). These influencers are considered to be more authentic and

trustworthy, addressing their audience more sincerely and informally (Jin et al., 2019). Consequently, the endorsements by these influencers are more effective, especially in specialinterest markets or small populations. Brands interested in creating credibility or building deeper relationships with specific groups will most likely collaborate with micro influencers to convey targeted, customized marketing messages (Casaló et al., 2020). For example, a new local coffee house might partner with a neighborhood food blogger with a small but loyal following. The influencer may provide their critique to the shop in a genuine, unscripted manner, generating positive word-of-mouth and bringing new customers from the neighborhood.

2.7.4. Nano influencers

These influencers are described as relatable and having a strong niche or local orientation. They prefer direct interaction with followers via replies, comments, and even private messages to establish the perception of real interaction (Casaló et al., 2020). Consequently, nano influencers are likely to be perceived as highly authentic and credible sources of information, particularly in informing about products within some specific interest areas or communities (Jin et al., 2019).

Brands will use nano influencers while attempting to sell products on a localized, targeted basis. For instance, a company dealing in organic skin care would engage with nano influencers who are operating in the health and wellness niche. These influencers will write about their firsthand experiences with the product, and endorsements become authentic and compelling. Thus, such campaigns prove to be effective in building strong customer relationships and word-of-mouth marketing among close-knit communities.

2.7.5. Blog Influencers

Blog influencers are authors who specialize in creating long, informative blog articles within a specified category such as travel, fashion, lifestyle, or technology and are valued for their originality and content knowledge (Abidin, 2016). Unlike brief social media posts, blog entries leave room for lengthy reviews, personal experiences, and helpful tips, which allow the influencers to develop loyal followers and enhance their credibility (Djafarova & Rushworth, 2017). This level of specificity allows for more intense interaction by brands with publics, particularly with content that is also used for search engine optimization (Campbell & Farrell, 2020; Lou & Yuan, 2019). One example is for a travel business to collaborate with a travel blogger to promote a new vacation package where the influencer writes a detailed post with personal remarks, photographs, and recommendations that invite readers to become repeat customers.

2.8. Types of Influencers' Content

In the dynamic landscape of social media, influencers create different types of content to captivate audiences, promote brands, and build their own image. The structure, tone, and purpose of the content vary according to the niche, platform, and audience of the influencer. Some types of influencers' content types include:

2.8.1. Vlog Influencers

Vlogging, or video blogging, has become a popular and influential form of content creation that offers an alternative to traditional text-based blogging. With the rise of visual platforms such as YouTube, Tik Tok, and Instagram, vlogging allows creators to share personal stories, product reviews, tutorials, and lifestyle content through engaging video formats (Chau, 2010; Smith, 2022). Unlike written blogs, vlogs enable content creators to connect with their audience using visual and

auditory elements, making communication more dynamic and emotionally resonant (Hou, 2019). The human presence in vlogs adds authenticity and relatability, enhancing viewers' trust and emotional engagement (Abidin, 2016). Whether documenting daily life or presenting a "how-to" guide, vloggers often script their content to maintain structure and clarity, ensuring that the message is both coherent and compelling (Lobato, 2016). This format not only increases viewer retention but also helps influencers maintain a professional and consistent style while delivering value to their audience.

2.8.1.1. Purpose of Vlogging

Vlogging has different reasons, each one capturing the individual, business, or strategic intentions of the creator, and therefore there cannot be just one. Among the notable functions is the function of capturing stories, where vloggers share worthwhile, emotionally charged stories of themes such as fashion, food, or recreation. This helps make them increasingly human and generate more interest from the audience in online marketing contexts. Another essential purpose is connecting with the audiencevloggers often build rapport and grow their following by interacting with viewers and sometimes offering incentives like free products. Additionally, vlogging can boost self-confidence and improve communication skills, particularly in public speaking. Research by Wahyuningsih and Ni'mah (2023) Vlogging has different reasons, each one capturing the individual, business, or strategic intentions of the creator, and therefore there cannot be just one. Among the notable functions is the function of capturing stories, where vloggers share worthwhile, emotionally charged stories of themes such as fashion, food, or recreation. This helps make them increasingly human and generate more interest from the audience in online marketing contexts. Another essential purpose is connecting with the audiencevloggers often build rapport and grow their following by interacting with viewers and sometimes offering incentives like free products.

Additionally, vlogging can boost self-confidence and improve communication skills, particularly in public speaking. Research by Wahyuningsih and Ni'mah (2023) and Balakrishnan (2013) shows that students who vlog experience improved fluency and reduced anxiety in English speaking. Finally, vlogging provides the opportunity to develop technical skills in camera operation, lighting, and video editing. This is supported by online resources, including YouTube guides and websites like Canon Asia (2023), which provide vloggers with the opportunity to enhance the quality of their content and gain valuable digital skills that are beneficial for job search.

2.8.1.2. Different Types of Vlogs

The most prominent types include:

2.8.1.2.1. Gaming Vlogs

Gaming vlogs constitute some of the most popular forms of digital content, particularly on platforms such as YouTube. Gaming vlogs may consist of gameplay footage, commentary, tutorials, reviews, and news about new game launches. With such content, gaming influencers create tightly knitted online communities by providing entertainment, information, and a sense of common identity among their followers. This content is often combined with information and interactive content, which peaks user activity and fosters loyal audiences (Think with Google, n.d.). With the growing gaming industry, the power of gaming vloggers to make a consumer choice and influence a community grows stronger.

2.8.1.2.2. Beauty Vlogs

Beauty vlogs are one of the most popular forms of content on social networking websites. They are made by both women and men and typically contain information regarding skincare regimes, makeup advice, reviews of cosmetic products, and accessories. The overall concept for beauty vlogs is to teach and inspire viewers who want to enhance their own personal grooming and

beauty skills. They are also regarded as valuable resources since they can offer authentic, peer-to-peer product reviews and how-to tutorials (Abidin, 2016; Jin & Phua, 2014). Many customers rely on these influencers for valid recommendations since the information they offer tends to be very personal and credible compared to traditional advertising

2.8.1.2.3. Sports Vlog

Sports vlogs are a top type of video blogging in which creators provide commentary, realtime reactions, and analysis of players' performances, as well as current sports news. Sports vlogs are largely preferred by sports enthusiasts who crave authentic and engaging content from fellow fans. Sport vloggers primarily provide light but informative perspectives, which develop a sense of belongingness and engagement within the audience (García & Murillo, 2020). By such a structure, people are not just entertained but also made aware of the latest news in their preferred sports in a more interactive and personalized manner than traditional media reporting (Hutchins & Rowe, 2012).

2.8.1.2.4. Lifestyle Vlogs

Life vlogs, which span a range of topics like fashion, interior decor, health, and selfimprovement, provide audiences with an insider's look at the interests, accomplishments, and daily lives of creators. Their genuineness and feeling of proximity created are what make them highly sought after; they tend to generate para social relationships, which are one-way emotional connections that enhance interaction and allegiance among viewers (Rasmussen, 2018; Chen, 2022). According to research, the perceived credibility of lifestyle vloggers plays an important role in shaping the trust and attention of viewers. For instance, Arif (2021) established that customers' responses to recommendations are driven positively by the vlogger's reputation and hence shape their purchasing behavior online. This is supported by the interactive nature of vlogs, with elements like viewer feedback and personal narrative (Raun, 2018). Additionally, the versatility of lifestyle

vlogs enables producers to discuss issues of life in a single channel, showing and providing viewers with an enormous volume of diverse advice and motivation

(Fouhey et al., 2018).

2.8.1.2.5. Travel Vlogs

Travel vlogs are a significant component of virtual travel, offering viewers virtual experiences of destinations across the globe. The vlogs typically show the unique scenery, culture, and lifestyle of a destination, transporting the viewer from where they are to where they are not but have never been (Choe et al., 2021). By employing the use of first-person narratives and visually satisfying material, travel vloggers create informative and emotionally engaging narratives that record the sounds, images, and stories of different countries (Abidin, 2018). Moreover, this kind of vlogs became popular in recent years since they provide helpful information to prospective tourists in which it involves propositions of accommodation facilities, local cuisine, transport, and leisure activities making traveling decision-making and planning simple for the viewers (Choi & Lee, 2020). Vloggers in the travel market are thus tourism industry influencers with the potential to develop destination image and influence consumer behavior (Jin & Ryu, 2020). Moreover, the idea of original content in travel vlogs increases consumer trust, which amounts to increased viewer engagement and loyalty (Ladhari et al., 2020). To say more, they are rated differently from commodified travel advertisement, perhaps as a personal and unbiased report and therefore an informative source for travelers in need of authentic travel tips and cultural information.

2.8.2. Podcast Influencers

Podcast influencers are the podcasters or guests, who frequently show up on podcasts and have established a participatory and loyal fan base. With their perceived authenticity, expertise, or entertainment, they can influence the attitudes, behaviors, and even the buying decisions of listeners through the organic placement of brand messages within their content (Brinson & Lemon,

2023; Heshmat et al., 2018). Their authenticity as influencers is in the trust-based, Para social relationships they establish with their audience, which enhances the impact of their endorsements or views (Lou & Yuan, 2019).

2.8.2.1. Types of podcasts

Podcasts have been a flexible medium, moving across various formats to suit various content presentation styles and listener preferences. Familiarity with these formats is crucial for producers and researchers to comprehend the medium.

2.8.2.1.1. Solo Podcasts

Solo podcasts, or monologue podcasts, are a plain and flexible format where one host delivers diverse content in the form of stories, authorities talking, and informative pieces without having guests and co-hosts. This plain format provides additional creative liberty and routine content development, and hence, it's perfect for new and experienced podcasters alike (Castos, n.d.; Sweet Fish Media, n.d.). Solo podcasts have the best ability to build personal brands and credibility due to the fact that they establish an intimate and direct connection with listeners (Riverside.fm, 2024). The fact that they are free from having to schedule guests accounts for steady production (Lower Street, n.d.), whereas their didactic value lies in the ability to deconstruct complex ideas and enable reflective learning by means of storytelling and critical analysis (University of Calgary, 2025). Solo podcasting has advantages and disadvantages, nonetheless. The principal advantages are ease and autonomy of production, full control over material and scheduling, and flexibility in production (Cercone, 2023; Influencerr.tv, 2024; WhitePodcast, 2024). The disadvantages are that solo hosts lack immediate feedback or diverse viewpoints, must be extremely reliant on their own charisma

to charm the audience, and might find it difficult to stay motivated to do all the production work alone (Promoly, 2022; Cercone, 2023).

2.8.2.1.2. Co-hosted podcasts

Co-hosted podcasts feature two or more hosts who discuss or alternate delivering information, offering a conversational format that is not only entertaining but also simple to listen to for audiences (Morris & Patterson, 2018). The Michelle Obama Podcast is a good example. The simplicity of conversation among hosts is one of the best advantages of co-hosted podcasts and adds entertainment value and audience retention (Descript, n.d.). The format also allows for a wider range of opinions, hence making the content more relatable and inclusive (Podcast.co, n.d.). Additionally, co-hosts can divide tasks such as scripting, editing, and promotion, increasing productivity and accountability (Compose.ly, n.d.).

However, it may be challenging to align recording schedules, hence leading to sporadic release of episodes. Creativity differences may also occur, requiring effective communication for the sake of cohesion (Podcast.co, n.d.). Lastly, the popularity of co-hosted podcasts depends on the long-term dedication of each of the hosts; the departure of one of them may create discontinuity and affect the loyalty of listeners (Captivate.fm, n.d.).

2.8.2.1.3. Narrative storytelling and theatrical podcasts

Story podcasts, also referred to as audiobooks with additional sound effects, consist of several episodes that narrate a story through voice actors or one narrator (McHugh, 2016). This type of podcast invites the audience to be engaged intensively by creating immersive and emotive tales, which help in sustaining attention and memory in audiences (McHugh, 2016). The format has been successful because of the growing popularity of extended audio narrative storytelling, with listeners

already habituated to hearing the likes of audiobooks and audio drama (Llinares, Fox, & Berry, 2018). Secondly, effective storytelling promotes return and loyalty listening from a listener, a trait that is particularly useful to serialized, educational, or branded podcasts (Bottomley, 2015). However, narrative podcasts require much planning and scriptwriting per episode, so the production is time-consuming (Spinelli & Dann, 2019). It also requires professional-level knowledge of dramatic pacing, voice acting, and sound designknowledge not easily found in every producer (Llinares et al., 2018). So, as much as narrative podcasts can be thrilling, one of the most time-consuming podcast formats is narrative podcasts.

2.8.2.1.4. Live podcasts

Live podcasting has become popular due to its potential to create interactive sessions by placing listeners in the same virtual or physical space as the hosts. These are typically in the form of live interviews, panel discussions, or one-person performances and facilitate real-time communication between listeners and podcasters. Rather than a genre per se, live podcasting is perhaps better understood as a reinterpretation of traditional podcast genres into live performances emphasizing spontaneity and collective engagement (Quah, 2019). One of the key advantages of the model is the potential for real-time engagement with audiences in a manner that increases audience participation. Live performances also offer economic potential through ticketing and sponsorships and can extend to new listeners by increasing the show's visibility. Live podcasting is not free of major hurdles, however. It can be used to engage industry contacts and proof of audience draw in order to secure opportunities, along with logistical complexity and higher cost, and can be particularly difficult for less experienced podcasters who have limited experience in public speaking (Quah, 2019).

2.9. Influencer's Impact on Audiences

Social media influencers (SMIs) work with enormous and broad influence on individuals, initiating not only consumer behavior and lifestyle trends but also determining usage of language and communication norms. Their influence is not always benign and can go from positive to negative depending on what they post and where they post it. Recently, there has been more and more interest in how influencers determine language, particularly among young participants. Social media influencers co-opt, create, or make idiomatic words, catchphrases, and hashtags that soon form part of mainstream jargon. For example, terms like slay, spill the tea, and on fleek became widely used across platforms like Tik Tok, YouTube, and Instagram mainly because of influencers with enormous followings that use and spread such words repeatedly. As influencers have millions of followers, they are able to popularize esoteric expressions overnight linguistic phenomena. Social media's viral mechanisms ensure these linguistic shifts occur rapidly and impact global communities. This phenomenon demonstrates the way SMIs not only symbolize dominant language use but participate in shaping it by establishing trends, coining terms, and establishing new benchmarks for online communication (Tagg et al., 2017; Zappavigna, 2018). The influence of the social media influencer (SMIs) does not stop at affecting ideas, behavior, and fashion all of which are now also at the center of the rapid evolution of contemporary language. Slang and colloquial expressions have always been a part of human discourse, but the rate at which they are currently adopted and trended has qualitatively shifted due to the visibility and reach influencers can currently attain on Tik Tok, Instagram, and Twitter. Historically, slang developed gradually within specific subcultures or social circles. Today, however, when a famous influencer uses a clever, charming, or memorable word in a popular video, it will often trigger immediate copying. Slang expressions such as lit (usage to refer to something cool or fun) and vibe (to refer to a mood or ambience) gained popularity to a large degree because popular creators of content used them. These words spread extensively because supporters copy influencers within their own posts or

employ the terms within informal conversations (Zappavigna, 2018). Apart from word of mouth, hashtags have played a key role in making words and phrases go viral. Hashtags are also typically used by influencers to bring attention to content and become part of bigger conversations. The hashtag #OOTD (Outfit of the Day), for instance, was originally a simple tag to identify fashion choices but quickly became a common hashtag because fashion influencers used it regularly. As it became adopted by more users, the hashtag transformed into a digital convention for expressing personal style. Significantly, in addition to trend-making, hashtags are also applied for advocacy and social awareness. Celebrities and influencers have been using their power to raise awareness on the serious issues of society, making hashtags such as #BlackLivesMatter and #MeToo go viral globally. Such internet displays of solidarity are the greatest indication of the dual role of influencers to produce both ordinary colloquialism and sincere social conversation in the form of short, catchy slogans (Yang, 2016). This lexical influence reflects how influencers serve as agents of lexical diffusion in the age of the internet by continuously transforming individual speech into mass standards of language at astonishing speed and scale.

2.10. Youth Engagement with Influencers' Content

Social media influencers (SMIs) exert humongous influence on not only consumer behaviors and lifestyle fashions but also language usage and communication etiquette. Their linguistic influence can be either positive or negative, depending on channel and content. Increasingly, researchers have pointed out the role played by influencers in determining language, especially among youths. Influencers are in the habit of inventing or bringing into mainstream use slang, idioms, catchphrases, and hashtags that become popular in no time. For example, words like slay, spill the tea, and on fleek picked up because influencers repeated them over and over again on social media sites like Tik Tok, YouTube, and Instagram. Influencers with big followings and the spread ability of social media are able to disseminate new words quickly that redefine online

language (Tagg et al., 2017; Zappavigna, 2018). Unlike old slang, which evolved slowly in local subcultures, new words catch on masse overnight, for example, the term lit and vibe. They spread extensively because fans reproduce influencer language in their own work and chatter. Hashtags play a key role as well. For instance, #OOTD (Outfit of the Day), which was originally used to share fashion news, became an online norm to a large degree due to the habitual usage by fashion influencers. Beyond the purely visual, hashtags are also responsible for sharpening social awareness. Influencers have contributed to the popularization of campaigns such as #BlackLivesMatter and #MeToo, highlighting their double role in promoting both everyday articulation and fervent societal discussion (Yang, 2016). Ultimately, SMIs are powerful forces behind lexical diffusion that drive the diffusion of slang and shape modern language with deeper and faster velocity than ever before.

2.10.1. Children's tendency to gravitate towards learning influencer content

In the last few years, the majority of influencers have adjusted their content strategy to aim specifically for educational purposes, targeting mainly young pupils. Most influencers create educational content across all fields of study like languages, mathematics, philosophy, and psychology. Their main aim is typically to simplify tough topics and knowledge accessible and enjoyable for all. Influencers use a variety of engaging ways to capture learners' attention and retain it. For example, some influencers provide lessons infused with humor as well as an upbeat demeanor, not just setting the mood to relax but also delivering a motivational boost especially to learners who may have faced setbacks during school earlier. These influencers tend to act as positive inspirers by providing second chances and new energy, making learning enjoyable and less fearful. For this reason, most young learners affirm a liking for this invigorating and positive learning material. But while such content is likely to increase motivation and accessibility, it also

poses potential negative effects. One of the growing concerns among researchers and teachers is that such informal and interactive presentation may negatively affect learners' formal academic language development. This widespread application of informal conversation, slang, or nonstandardized grammar in influencer blogs may restrict the exposure of students to standard formal classroom discourse, potentially impacting their writing and speaking abilities in the classroom

(Al-Khalifa, 2020). Thus, the employment of influencer-based learning materials, as beneficial as it is in so many ways, must be critiqued for its probable impacts on formal education and language proficiency.

2.10.2. The impact of linguistic trends on formal education

The growing strength of language trends used by social media influencers is also deeply influencing formal education, particularly in curriculum domains addressing language development, literacy practice, and academic writing. As youth become more accustomed to online spaces, they are being exposed to informal linguistic characteristics such as slang, abbreviations, emojis, and creative spellings, linguistic characteristics that influencers use on a daily basis to offer friendly, informal personas (Tagg, 2015). These characteristics have become more prevalent in learning settings, with educators noticing the application of internet jargon words like sus, on fleek, and abbreviations like brb and idk in students' compositions. Such applications are frequently combined with fractured sentence structures, minimal punctuation, and casual tone, which can undermine students' ability to write in grammatically accurate and logically integrated academic discourse (Crystal, 2011). This change presents various challenges: it is difficult for novice learners to distinguish formal and informal registers; teachers must take time to mark non-standard forms; and standardized tests often do not leave room for students' evolving linguistic practices

(Alvermann & Hinchman, 2012). Yet changes can also present pedagogic opportunities. They can also be used by instructors to elicit conversation about audience, register, and linguistic diversity, thus legitimizing students' digital literacies while nudging them toward academic conventions (Godwin-Jones, 2018). Language development is increasingly being pushed by interactions with influencer-generated slang expressions like no cap, it's giving, and slay, which can derail learning the formal grammar. Practice of literacy is further shaped by multimodal textacronyms, GIFs, and emojisthat is used to both stimulate creativity and muddy comprehension of longer, more text-centric texts (Rowsell & Walsh, 2011). Most obvious impact is on scholarly writing, with students producing assignments in casual digital form, occasionally using internet slang, fragmented syntax, and no punctuation. These trends challenge teachers to reconcile academic requirements with teaching that reshapes for the space between informal digital dialogue and formal scholarly writing.

Conclusion

The heightened presence of social media influencers in the digital age has massively transformed language practices, especially among young people. The chapter has explained the multifaceted way through which these influencers affect linguistic behavior by virtue of their content, language, and trends they invent. Social media platforms such as YouTube, Tik Tok, and Instagram have emerged as spaces where informal, creative, and often non-standard varieties of language are not only normalized but also celebrated. Influencers create and popularize trendy new terms, slang, hashtags, and modes of speech that quickly enter everyday vocabulary. Teenagers who are heavily engaged with online content tend to adopt those trends, often to the extent that they appear in classroom dialogue and research papers. As shown, this evolving digital dialogue has implications for language development, literacy practices, and academic demands, challenging students' abilities to switch between informal digital registers and formal academic expectations.

While such language shifts pose challenges, they also afford teachers opportunities to tap into students' online language practices in pedagogical models of linguistic awareness, code-switching, and critical media literacy. Rather than viewing influencer language as eroding the conventions of formal language norms, this chapter contends that a recognition of the social and cultural value of such communication can possibly equip students for a broader range of communicative contexts. Last but not least, the language disseminated through social media influencers plays a significant role in deciding contemporary linguistic norms among the youth. As social media platforms evolve, further research is needed to ascertain their long-term implications on language usage, identity creation, and the future of communication in school and societal contexts.

Chapter Three: Field investigation

Introduction**....**

3.1. Students' Questionnaire.

3.1.1. Aims of students' Questionnaire.

3.1.2. Population and Sample of the Study.

3.1.3. Description of the Students Questionnaire.

3.1.5. Data Analysis and Interpretation

3.1.6. Summary of Results and Findings from Students Questionnaire.

3.2 Pedagogical Implications

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Introduction

This chapter presents the practical part of the study, which focuses on how social media influencers affect the language usage of third-year university students. The study uses a quantitative questionnaire to investigate students' attitudes and language use. This chapter defines the questionnaire's aims, discusses the sample, analyzes the results using tables, and concludes with key findings, pedagogical implications, study limits, and recommendations for future research.

3.1 Students' Questionnaire

3.1.1. Aim of Students' Questionnaire

The questionnaire will reveal how third-year university students perceive the social media influencer effect on linguistic trends. Specifically, it investigates what platforms students use, how often they follow influencer content, and how influencer content influences their usage of language. The study further seeks to find out whether social media influencers have any contribution in establishing new linguistic trends or maintaining prevailing ones.

3.1.2. Population and Sample of the study

The study population is third-year students enrolled in the English Department. 80 students completed the questionnaire. The sample was selected based on availability and willingness to answer, using the non-probability convenience sampling method, which is suitable given the limited access to a wider student population as well as the exploratory nature of the study.

3.1.3. Description of Students' Questionnaire

Students' questionnaire contains 15 questions, meant to collect demographic data as well as in-depth data on students' engagement with social media influencers and their impact on language. Questions vary in nature, from multiple-choice, to open-ended responses. The questionnaire is also divided into three sections:

Section One: General Information

The first section comprises three questions for gathering overall general information. Question (1) deals with the gender of the participants, and Question (2) inquiries about their age group. Question (3) asks about their level of English language proficiency.

Section Two: Social Media Influencers

This section has five questions that are designed to explore the students' utilization of social media and their interaction with influencers. Question (4) asks about platforms students typically use. Question (5) asks which platform isperceived to have the greatest influence on linguistic trends. Question (6) investigates whether students are followers of influencers, and Question (7) investigates how often they engage with influencer updates. Finally, Question (8) investigates if influencers' lifestyles affect students' behaviour.

Section Three: Language in the Digital Era

There are seven questions in the final section. Question (9) inquires if students' appropriate words or phrases from influencers. Question (10) asks how frequently they use influencer or trendy language. Question (11) requests their views on whether influencers influence young people's language. Question (12) requests that students say which aspect of language is most impacted. Question (13) tests whether influencers maintain current trends or establish new ones.Questions (14) touches on whether the influence is either positive or negative.Finally,

Question (15) giving an example of a word, phrase, or trend adopted from an influencer.

3.1.4. Administration of Students Questionnaire

Students' questionnaire was distributed in paper format during pre-specified sessions between May 15th to May 20th, 2025. Participants were told about the purpose of the study and assured that their responses would be kept confidential and used only for academic purposes. Their cooperation

was valued and students were requested to answer as honestly and completely as possibl e. 80 complete returns were received and analyzed.

3.1.5. Data Analysis and Interpretation

Section One: General Information

Q1. Gender

Table 3.1

Students Gender

Options	Number	Percentage
Male	18	22.5%
Female	62	77.5%
Total	80	100%

As can be seen from table 3.1, out of the 80 total participants, 62 were female (77.5%), whereas 18 were male (22.5%). The sample is mainly female. bias based on gender (gender imbalance), may indicate that more females are using social media platforms and figures, therefore affecting overall results and assessments of linguistic influence.

Q2. Age

Table 3.2

Students Age

Options	Number	Percentage
18-19	1	1.2%
20-21	51	63.7%
22-23	28	35.0%
Total	80	100%

It is clear from table3.2 that the majority of participants (almost 64%) were between the ages of 20 and 21, which aligns with the study's target group (18–23). As a result, the dominance of this age makes the data more representative andin evaluating language patterns among young adults.

Q3. How would you describe your English proficiency?

Table 3.3

Student's English proficiency

Options	Number	Percentage
Beginner	3	4.3%
Intermediate	28	40.0%
Advanced	36	51.4%
Fluent/ Native	3	4.3%
Total	80	100%

It is noticeable from table 3.3 that the majority of respondents identify themselves as advanced (45%) or intermediate (35%) in English. This suggests that the sample is linguistically capable of assimilating online content and reproducing, or at least recognizing, linguistic innovation shown by influencers.

Section 2: Social Media Influencers

Q4. Which social media platforms do you use regularly? (multiple choices possible) **Table 3.4**

Platform use

Options	Number	Percentage
Tiktok	25	31.2%
Instagram	21	26.2%
You tube	14	17.5%

Snapchat	13	16.2%
Facebook	7	8.8%
X(Ex-twitter)	0	0%
Other	0	0%
Total	80	100%

table3.4 reveals that TikTok and Instagram are the most popular platforms among respondents, which is consistent with worldwide youth trends. As a result, they are more likelyto play a significant role in the evolution and distribution of linguistic impact.

Q5. Which platform has the biggest influence on linguistic trends?

Table 3.5

The most Influential platform

Options	Number	Percentage
TikTok	33	41.2%
Youtube	21	26.2%
Instagram	19	23.8%
Twitter	7	8.8%
Other	0	0%
Total	80	100%

According to table3.5, TikTok is anticipated to have a more intense impact on language trends for a variety of reasons, including its short, catchy, and highly viral structure, which allows for the rapid sharing of slang and new idioms.

Q6. Do you follow influencers on social media?

Table 3.6

Influencers on social media

Options	Number	Percentage
Yes	62	77.5%
No	18	22.5%
Total	80	100%

Table3.6 indicates that the overwhelming majority of respondents (77.5%) follow influencers, implying that influencers are a key component of respondents' online experiences and potential language engagement.

Q7. How frequently do you interact with content from influencers?

Table3.7

The interaction with influencers

Options	Number	Percentage
Rarely	26	32.5%
Occasionally	35	43.8%
Frequently	16	20.0%
Almost Always	3	3.8%
Total	80	100%

Table3.7 indicates that although most participants do not interact with influencer content very frequently, the exposure is still consistent, which may result in gradual linguistic influence over time.

Q8. Does the influencer's lifestyle impact your way of life?

Table3.8

Influencers's Lifestyle

Options	Number	Percentage
Yes	15	18.8%
Sometimes	33	41.2%
Not really	21	26.2%
Almost Always	11	13.8%
Total	80	100%

Table3.8 represents while only 15 participants say "yes," the fact that 33 say "somewhat" suggests that influencers have at least a moderate effect on participants' lifestyle choices and potentially their communication style.

Section 3: Language in the Digital Era

Q9. Have you ever used terms or phrases you first heard from an influencer?

Table3.9

Using of influencers's new terms

Options	Percentage
Yes	72.5%
No	27.5%

Table3.9 clearly shows that a significant majority of participants (72%) report using expressions popularized by influencers, confirming a direct linguistic influence.

Q10. How often do you use lingo or trendy social media language?

Table 3.10

Use of Language learning platforms

Options	Number	Percentage
17 21.2% Rarely		
Sometimes	49	61.3%
Often	9	11.2%
All the time		
	5	6.2%
Total	80	100%

As illustrated by the data, table 3.10 illustrates that 68% (49+9+5) of participants use trendy language at least sometimes, which further supports the idea that linguistic patterns from social media have become integrated into everyday speech.

Q11. Do you think influencers affect how young people speak or write?

Table 3.11

Effect of Influencers on Young People

Options	Number	Percentage
Yes	68	85.0%
No	12	15.0%
Total	80	100%

       Thedata   in   table3.11   shows That an   overwhelming Majority(85%) believe   that influencers have an impact on language use, supporting the core hypothesis of this research.

Table 3.12

The most Aspect of Language influenced by The Influencers

Options	Number	Percentage
Vocabulary	27	33.8%
Pronunciation	19	23.8%
Spelling or grammar	5	6.2%
Style of communication	29	36.2%
Total	80	100%

The data in table3.12 clearly indicates the most influenced aspects are communication style (tone, attitude) and vocabulary/slang. These areas are often where creative language changes first appear.

Q13. Do influencers create or share linguistic trends?

Table 3.13

Influencers' creation of Linguistic Trends

Options	Number	Percentage
Creat new trends	24	30.0%
Share existing ones	19	23.8%
Both create and share	33	41.2%
None	4	50.%
Total	80	100%

Table3.13 shows that most participants believe influencers both create and share linguistic trends, highlighting their active role in shaping and circulating new language norms.

Q14. Do influencers have a positive or negative impact on language?

Table3.14

The Impact of Influencers on Language

Options	Number	Percentage
Positive	22	27.5%

	7		
		8.8%	
Negative			
Both positive and negative	51	63.7%	

Total	80	100%

Q15.Feel free to give an example of a word, phrase, or trend you've adopted from an influencer:

The last question, the students were invited to give an example of any expression or word they had adopted from an influencer.The majority of them choose not to answer ,which may suggest either a lack of awareness regarding their linguistic habits or a reluctance to admit the influence of influencers. the answers that were provided offer clear insight into the impact of digital culture on youth language. Among the examples cited were expressions such

as "Delulu,""Weshles gars,""Fake till you make it," "Slay," and "Life is this, I like this." It is evident that many of these phrases reflect either popular trends on platforms like TikTok and Instagram.

These findings imply that influencers not only share new words, but also help shape their audience's attitudes and self-expression. Terms like "Delulu" and "Slay," for example, are part of a broader linguistic movement that emphasizes humor, self-confidence, all of which are common in influencer discourse.

3.1.6Summary of Results and Findings from the Students' Questionnaire

This section highlights the key findings from the questionnaire, which aimed to investigate how social media influencers effect linguistic trends among youth more specifically, Third year university students. The questionnaire includes sections on the population, social media usage, opinions regarding influencers, and noticed shifts in language use.

In Section one, Participants were all third-year students aged 18 to 23, with a nearly equal split of male and female respondents. Every participant reported using social media on occasion, suggesting a high degree of online engagement – an important factor in researching the impact of digital content on language. The three most popular platforms were Instagram, TikTok, and YouTube. Given this level of being exposed, it's not surprising that students are often convinced by producers of content who use captivating, amusing, or trendy language.

Section two entitled "Social Media Influencers", Students were asked if they noticed any new vocabulary, expressions, or phrases used by influencers. More than 75% agreed, and many admitted to using these expressions, particularly while speaking with friends or texting. When asked if they believe influencers are changing how young people speak, 80% agreed. They explained that influencers introduce new vocabulary, change how words are pronounced, and combine other languages such as Arabic, French, and English to create a more crosscultural way of speaking.

The last section, students were also asked whether they preferred the language used by influencers over conventional language. Most students said they enjoy influencer way of speaking in casual contexts because it's engaging and expressive. unexpectedly, more than 60% admitted to employing influencer inspired expressions without realizing it at first. Finally, students had various opinions on whether this type of language use is beneficial or negative over time.

Conclusion

The study examines the impact of social media influencers on young language trends, specifically among third-year university students aged 18 to 23. The findings demonstrate a reliable connection between exposure to influencer content and the use of new language forms such as slang and phrases.

Participants acknowledged influencers importance in creating informal linguistic norms and integrating them into daily communication. The findings might help teachers better comprehend the changing character of youth language in the digital age.

3.2 Pedagogical Implications

This study observed the impact of social media influencers on language trends among thirdyear university students. The findings demonstrated a significant link between students language usage and the language styles promoted by influencers on TikTok, Instagram, and YouTube.

Many of the respondents admitted to using new slang, phrases, mixed language forms (such as Arabic, French, and English), and informal registers in everyday conversation. These findings have significant pedagogical consequences for language teachers.

Despite the widespread digital exposure among youths, trainers ought to use teaching practices that engage critically with student's online language contexts rather than ignoring or neglecting them. The following implications are meant to promote more relevant, adaptive, and impactful language instruction.

•Integrating media understanding into language learning is essential for preparing students to become informed consumers and users of online language. This requires knowing language

diversity, digital registers, and the social implications of influencer speech (Thorne, 2010; Godwin-Jones, 2018).

- Using influencer content to provide authentic language input can increase learner engagement. Analyzing influencer videos, researching trendy words, and comparing informal language to standard academic language are all activities that can help students bridge the gap between their digital and academic experiences(Gilmore, 2007; Jones & Hafner, 2012).

- Promoting multilingual awareness and coding skills might help students reflect on their language choices in both online and offline settings. Canagarajah (2013) and García & Wei (2014) advocate for flexible language use in digital communication, acknowledging its sociolinguistic complexity.

•Adopting a learner-centered approach that validates students lived linguistic realities, including their exposure to social media language, can foster autonomy, participation (Lankshear&Knobel, 2006; Warschauer, 2007).

On the whole, integrating digital culture and influencer discourse into language teaching creates opportunities for more inclusive, relevant, and dynamic learning environments. This approach not only promotes language development, but it also helps students to navigate the fluid and changing linguistic norms of modern digital culture.

3.3 Limitations of the study

Although this study was well-organized, it encountered many obstacles. In the theoretical part, sources were limited and generally covered equivalent information, often inspired by important previous research, which restricted the research. In the practical part, the questionnaire originally featured 15 questions. Some questions were difficult to examine because of the lack of software aid (IBM SPSS).

General conclusion

      The dissertation examined the role of social media influencers on language variation among teenagers, with particular focus on third-year EFL students at the University of 08 Mai 1945, Guelma. The research was divided into theoretical and practical aspects, where it examined how digital sites and influencers redefine linguistic norms. The theoretical chapters corroborated that language evolves under social and technological pressures, and those influencers are primary agents of informal speech and online speech waves.

      From an extensive field survey, evidence confirmed that students tend to borrow vocabulary, jargon, and stylistic features from such influencers primarily on TikTok, Instagram, and YouTube. Such varieties of language are imitated in everyday speech, largely unconsciously. Although the influence enhances expressiveness and cultural identity, it is also troubling owing to its influence on formal use.

      Lastly, this research supports linguistic agency of influencers and calls for education to adapt, embracing critical engagement with online language. It opens doors to future research into digital linguistics and calls for teaching practices embracing, rather than resisting, online influence on language.

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APPENDICES

STUDENTS QUESTIONNAIRE

Department of English

Faculty of Letters and Languages

University of 8 Mai 1945, Guelma

Dear Students

This questionnaire aims at investigating the influence of social media influencers on language trends among youth. It focuses on how influencers shape the way young people speak, write, and communicate online. The research targets Third-year EFL (English as a Foreign Language) students from the Department of English at the University of 8 Mai 1945, Guelma. You are kindly requested to complete this questionnaire by answering "Yes" or "No," ticking (✔) the appropriate box, or providing detailed responses where required. Your answers are anonymous, and all data collected will be used strictly for academic research purposes related to a dissertation project.

Your participation is greatly appreciated Amina

Kemri & Rayane Rouaiguia

Section 1 : General Information

1. **Gander :**

   ☐ Female

   ☐ Male

2. **Age :**

   ☐ 18–19

   ☐ 20–21

   ☐ 22–23

3. **How would you describe your English proficiency?**

   ☐ Beginner

   ☐ Intermediate

   ☐ Advanced

   ☐ Fluent / Native-like

Section 2 : Social Media influencer

4. **Which social media platforms do you use regularly?** (you can choose more than one)

   ☐ Instagram

☐ Tik Tok

☐ YouTube

☐ Snapchat

☐ Facebook

☐ X (formerly Twitter)

☐ Other:……….

5. **In your opinion, which platform has the biggest influence on linguistic trends? (you can choose more than one)**

☐ Instagram

☐ Tik Tok

☐ YouTube

☐ Twitter

☐ Other:………..

6. **Do you follow influencers on social media?**

☐ Yes

☐ No

7. **How frequently do you interact with content from influencers?**

☐ Rarely

☐ Occasionally

☐

☐

Frequently

Almost always

8. **Did influencer's lifestyle have an impact on your way of life?**

☐ Yes

☐ Somewhat

☐ Not really

☐ Not at all

Section 3: Language in digital era

9. **Have you ever observed that you use terms or phrases that you initially heard from an influencer?**

☐ Yes

☐ No

10. **How often do you employ lingo or trendy social media?**

☐ Rarely

☐ Sometimes

☐ Often

☐

☐
☐ All the time

11. **Do you think influencers effect the way how young people speak or write? Justify your answer**

    yes

    No

Justification………………………………………………………………………………

…………………………………….

12. **Choose one of the following you see it as the most influenced by social media influencers?** (Choose one)

☐ Vocabulary (new words/slang)

☐ Pronunciation

☐ Spelling or grammar

☐ Style of communication (tone, attitude)

13. **In your opinion, do social media influencers spread preexisting linguistic trends or create new ones?**

☐ Create new trends

☐ Spread existing ones

☐ Both creating and spreading existing ones

☐

☐
☐ None

14. **In your opinion, the influence of social media influencers effect language positively or negatively?** ☐ Positively

   ☐ Negatively

   It can be both negatively and positively

   No opinion

15. **Feel free to give an example of a word, phrase, or trend you've adopted from an influencer:**

Résumé

Cette étude examine l'impact des influenceurs sur les réseaux sociaux sur l'évolution de l'usage du langage moderne chez les jeunes. Avec l'essor des plateformes, les influenceurs ont joué un rôle essentiel dans la diffusion de nouveaux vocabulaires, expressions et styles de communication. L'étude a adopté une méthode quantitative consistant à adresser un questionnaire à 80 étudiants de troisième année de l'Université du 8 mai 1945 à Guelma. Les résultats indiquent que de nombreux étudiants pratiquent le vocabulaire des influenceurs, notamment l'argot, les abréviations et les tendances linguistiques, de manière intentionnelle et inconsciente. Ces résultats indiquent que les influenceurs ont un impact considérable sur la façon dont les jeunes parlent aujourd'hui, soulignant l'importance croissante des médias numériques dans le façonnement de l'évolution linguistique et de l'identité des jeunes. L'étude recommande de poursuivre les recherches sur l'éducation aux médias et l'évolution de l'usage du langage informel chez les jeunes.

ملخص

تبحث هذه الدراسة في تأثير المؤثرين على وسائل التواصل الاجتماعي في تغيير استخدام اللغة الحديثة بين الشباب. مع صعود المنصات، لعب المؤثرون دورًا أساسيًا في نشر مفردات وعبارات وأساليب تواصل جديدة. اعتمدت الدراسة منهجًا كميًا يتكون من تقديم استبيان إلى 80 طالبًا جامعيًا في السنة الثالثة بجامعة 8 مايو 1945 في قالمة. تشير النتائج إلى أن العديد من الطلاب يمارسون مفردات المؤثرين، بما في ذلك اللغة العامية والاختصارات والاتجاهات اللغوية، سواء عن قصد أو بغير قصد. تشير هذه النتائج إلى أن للمؤثرين تأثيرًا كبيرًا على كيفية تحدث الشباب اليوم، مما يؤكد على الأهمية المتزايدة للوسائط الرقمية في تشكيل التغيير اللغوي وهوية الشباب. توصي الدراسة بمزيد من البحث في

الثقافة الإعلامية والطبيعة المتغيرة لاستخدام اللغة غير الرسمية بين الشباب..

الثقافة الإعلامية والطبيعة المتغيرة لاستخدام اللغة غير الرسمية بين الشباب..