




FEMINIST ANALYSIS OF INFLUENCERS' CONTENT



The study is available at the link in the bio.

FACTSHEET #3



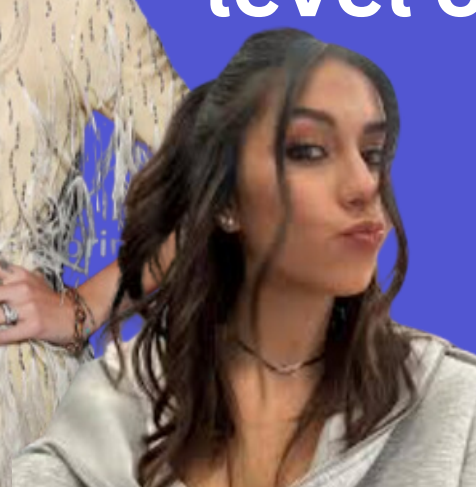


From April to August 2024, we analysed content from 14 top influencers identified by teens across Romania, Italy, Bulgaria, and Spain, such as Iva Ivanova and Vladislav Radoslavov in Bulgaria, Andrei Șeralu (Selly) and Marilu Dobrescu in Romania, Chiara Ferragni and Michele Molteni in Italy or IlloJuan and RickyEdit in Spain.

We focused on their most liked and shared posts across all platforms to see how they handle topics like gender, stereotypes, and cyberviolence.



Here's the scoop on what Italian teens are seeing online:

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- female influencers like Chiara Ferragni, Elisa Maino, Gaia Bianchi, and Sofia Crisafulli who often share lifestyle, beauty, and travel content, get bombarded with sexist comments about their bodies or how they should act based on gender stereotypes.
 - meanwhile, male influencers like Michele Molteni can post about DIY projects or other creative content without facing the same level of hate or judgment.

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Here's the scoop on what Spanish teens are seeing online:

- male influencers like IlloJuan and RickyEdit are all about gaming and sharing their thoughts with their followers
- they often use slang and humor in his videos, but sometimes it can come off as sexist, whether it's through jokes or how they talk about gender issues, and that can influence teens by normalising these attitudes
- RickyEdit has dropped some opinions on feminism and women's rights that have stirred up debates



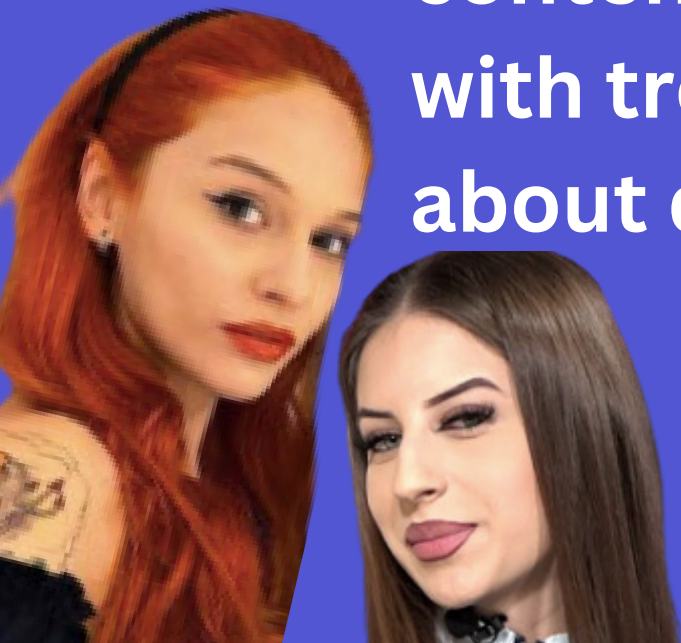
Here's the scoop on what Bulgarian teens are seeing online:

- ivkabeibe shares lifestyle & beauty content and sometimes faces criticism for her appearance. Her podcast with rapper Krisko reveals some outdated views on women's earnings
- Vladislav Radoslavov's content focuses on charity and he's receives positive feedback for his acts
- Andrew Tate's harmful views on masculinity and criminal background are troubling as he's gaining a concerning following among Bulgarian teens



Here's the scoop on what Romanian teens are seeing online:

- Selly is known for vlogs and humor, but he has been involved in incidents promoting harmful stereotypes (see Buzz House and Beach Please scandals).
- Marilu often shares relatable lifestyle content and powerful posts about her personal journey, tackling topics that are typically considered taboo, like sexuality, abuse, toxic relationships, IVF etc.
- Iorga is known for her satirical content, often sparking controversy with troubling remarks, like jokes about drunk driving.



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Unfortunately, most of the time influencers reinforce traditional gender stereotypes and reinforce gender based violence.

Too many influencers miss the opportunity to educate their audience and promote gender equality. Marilu is a notable exception, but she could further leverage her platform by partnering with organizations for greater impact.

With 69% of teens interacting with social media content daily, influencers have a powerful role to play in shaping attitudes. Yet, most of them fail to use their platforms to challenge harmful norms and provide better examples for the next generation.

WHAT NEEDS TO CHANGE:

- We need more influencers to speak out on harassment, body shaming, and online abuse. They can help challenge harmful stereotypes and create positive change.
- Schools must teach students how to recognise and challenge gender stereotypes and GBV
- Online platforms must make it easier for us to report abuse and block harmful content or accounts
- Policymakers need to develop and enforce rules that address online violence and discrimination
- We need accessible resources and support for those experiencing online abuse, especially gender-based violence, so that they don't feel alone.



UP&UP for Digital Society (UP&UP4DS) is a project funded by the Erasmus+ Programme.

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