

Dossier de synthèse inversée – Gp 8 : Aymen / Enzo / Cameron / Camille

En vous appuyant uniquement sur les documents du dossier thématique qui vous est proposé, vous rédigerez une synthèse répondant à la question suivante

Social media influencers: boon or bane?

Votre synthèse comportera entre 450 et 500 mots et sera précédée d'un titre. Le nombre de mots rédigés (titre inclus) devra être indiqué à la fin de votre copie.

Liste des documents :

1. Un article tiré de The Guardian, daté du 22 février 2023.
<http://theguardian.com/lifeandstyle/2023/feb/22/the-sudden-dawn-of-the-deinfluencer-can-online-superstars-stop-us-shopping>
2. Un article tiré de Fow News, daté du 28 janvier 2024.
<https://www.foxnews.com/media/democrats-social-media-influencers-attract-young-voters-battleground-states>
3. Un article tiré de Tech Explorist, daté du 28 octobre 2023.
<https://www.techexplorist.com/viewing-sexualized-instagram-posts-increases-dissatisfaction-young-female-adults/76638/>
4. Un dessin de Sonia Pulido, tiré de The New York Times, daté du 15 mai 2023.
<https://www.nytimes.com/2023/05/10/well/move/fitness-influencers.html>
5. Un dessin de Tom Fishburne, tiré de <https://marketoonist.com>, daté du 27 juin 2021.

Document 1 - The sudden dawn of the deinfluencer: can online superstars stop us shopping? 22 February 2023, *The Guardian*

I am watching people I have never met cry at the smell of a perfume I have never smelled. But I want it, and I am not alone. When influencers began posting videos of themselves reacting with tears and evocative descriptions of a scent called Missing Person by Phlur, likening it to the smell of someone you love and miss, it sold out in five hours and amassed a 200,000-strong waiting list.

Social media is now what markets and shopping centers once were – the place people go to spend their cash – full of such “must-haves” as heated eyelash curlers and “miracle” pink cleaning pastes. And when something goes viral online, it sells in real life. [...]

While Facebook is the favoured social media platform for digital shoppers, TikTok is where gen Z goes to spend its money. Which makes it both the perfect and a paradoxical place for a new movement: deinfluencing.

If influencing is trying to convince people on social media to buy certain products, then deinfluencing is, very broadly, the opposite. Reportedly originating on beauty TikTok last month, it has been huge on the platform ever since, spreading to game and book influencers. The hashtag has more than 185m views, while #antihaul – a reaction against “haul” videos, in which someone talks about their recent purchases – has more than 58m. [...]

But as with most things on the internet, deinfluencing has different meanings for different people. In some posts, influencers aim to puncture hype. “It’s an opportunity to use my voice and share my honest and personal thoughts on experiences with products I’ve purchased that have become viral through social media,” Rachele di Stasio, a former dancer with more than 160,000 followers on TikTok, tells me by email. Her first video tagged “deinfluencing” has been watched more than 780,000 times. “Put this back on the shelf,” she tells viewers, referring to a \$60 lip balm from Tom Ford. For Liv Markley, a 20-year-old with 64,000 TikTok followers, “it’s about taking a step back” from products that are being “pushed as super-trendy” and “really evaluating how something works for me personally”.

Others recommend low-cost alternatives to luxury products they deem not worth the money. While @alyssastephanie admits to having bought 20 bottles of one expensive TikTok-popular sunscreen, she recommends an \$8 alternative from the US grocery store Trader Joe's instead. "Honestly, it's better," she tells her 127,000 followers. Another popular type of content sees former employees of big-name beauty shops dish the dirt on which products were most frequently returned. Some recommend cheaper alternatives or question the merit of makeup that has gone viral.

But it is easy to see why deinfluencing has been called influencing by another name. "Deinfluencing is still influencing," says Jasmine Enberg, a social media analyst at Insider Intelligence. "Creators are using their power to sway the purchasing decisions of a broader population. They've just adapted the trend to resonate with consumers during an economic downturn."

Document 2 - Democrats use social media influencers to attract young voters in battleground states. 28 January 2024, *Fox News*

A Democratic super PAC is spending \$1 million on a campaign to pay social media content creators to post pro-Biden messaging.

POLITICO reported the PAC, Priorities USA, is supporting President Biden's re-election and is enlisting 150 creators on TikTok and Instagram in order to attract young voters heading into the 2024 election.

Danielle Butterfield, Priorities' executive director, told POLITICO they are using influencers to spread pro-Biden messages in battleground states like Pennsylvania, Wisconsin, Michigan, Arizona and Georgia.

"As we looked to 2024, we felt like it was important to reach voters where they were spending their time," Butterfield said. "We're going to have a ton of success in marketing Biden's accomplishments when we can anchor it in terms of impact and real people and putting some personality behind what Biden's accomplishments are doing."

A November poll from NBC found one in five voters use TikTok daily and a higher share of young women and people of color regularly use the app. It also found Democrats and independents are more likely to regularly use the app compared to Republicans.

Fox News' Lisa Boothe noted that exit polling showed Biden won young voters by double digits in the 2020 presidential election, but recent polling has shifted, showing former President Trump winning the demographic or significantly closing the gap.

A recent USA TODAY/Suffolk University Poll found Trump leading Biden among voters under 35 by 37%-33%.

"There's a gender divide with younger voters as well, with women, you know, being more liberal and then men trending more moderate and conservative," Boothe said on "The Big Weekend Show." "So look out for young voters. [They] could surprise us if these trends continue." Co-host Tomi Lahren said she doesn't think Biden will do as well with young voters because they are disgruntled with him and his age.

She added that if Biden isn't the 2024 Democratic nominee and Democrats talk about issues like student loan forgiveness, Roe v. Wade and climate change, "young people will go out and vote for that no matter how many influencers on the right that you try to cultivate."

Former Rep. Jason Chaffetz, R-Utah, said he was concerned about the Republican response to Democrats' use of social media influencers.

Document 3 - Viewing sexualized Instagram posts increases dissatisfaction among young female adults. 28 October 2023, www.techexplorist.com

Influencers are well-known individuals on social media who advocate for brands, businesses, and lifestyles and have a sizable following. Concern over the blatantly sexualized content that specific influencers share on social media is growing as they support lingerie and bikini brands.

A new study by Flinders University scientists highlights the negative impact of sexualized images on social media and the need for enhanced regulation of influencer advertising.

The study suggests that seeing sexualized Instagram photos by internet influencers makes young adult females feel worse about their bodies and has detrimental impacts on them that go beyond the desire to be thin and attractive.

Body image expert Associate Professor Prichard, who leads the Embrace Impact Lab at Flinders University, said, *“This problem is amplified by the popularity of Instagram among young adults aged 18–34 years, with more than two billion active users monthly.”*

The study looked at how young women’s mood and body dissatisfaction were affected by viewing regular fashion as well as sexualized pictures (posted suggestively and wearing lingerie or bikinis) shared by the same female influencers.

Online recruitment was used to find females between the ages of 17 and 25, who then completed measures of appearance comparison, self-objectification, and mood and body dissatisfaction before and after seeing the videos.

Associate Professor Prichard said, *“Exposure to influencer imagery led to greater negative mood, body dissatisfaction, appearance comparison, and self-objectification than exposure to control images.”*

“Furthermore, exposure to sexualized images led to an even greater negative mood, body dissatisfaction, and appearance comparison than exposure to standard fashion images of influencers – and this was with images chosen as being only moderately sexualized (for ethical reasons) rather than hypersexualized, which depict more lewd poses.”

The most obvious conclusion is that women should be urged to unfollow influencers who publish such content and to restrict their exposure to such photos. There is mounting evidence that the benefits of taking even a little vacation from Instagram might be significant.

On a policy note, the use of highly sexualized imagery in advertising is forbidden by a new code of conduct for Australian advertisers, which went into effect on February 1, 2021. However, as user-generated content is exempt from this rule, influencers’ Instagram posts, including user-generated content, are not covered.

Associate Professor Prichard says that *influencers, who gain considerable financial benefit from their endorsements should be held to the same standards as other advertisers.*

“Our study findings highlight the detrimental impact of exposure to sexualized imagery, which is an increasingly common part of contemporary social media, and the role of social comparisons to such imagery.”

“We have clearly shown that the effects of sexualization extend beyond those of attractiveness. These findings illustrate the need for more research and enhanced regulation regarding advertising by influencers on social media.”

Document 4 - Most Fitness Influencers Are Doing More Harm Than Good, 15 May 2023.



Document 5 - Influencer marketing and authenticity, June 2021.

