

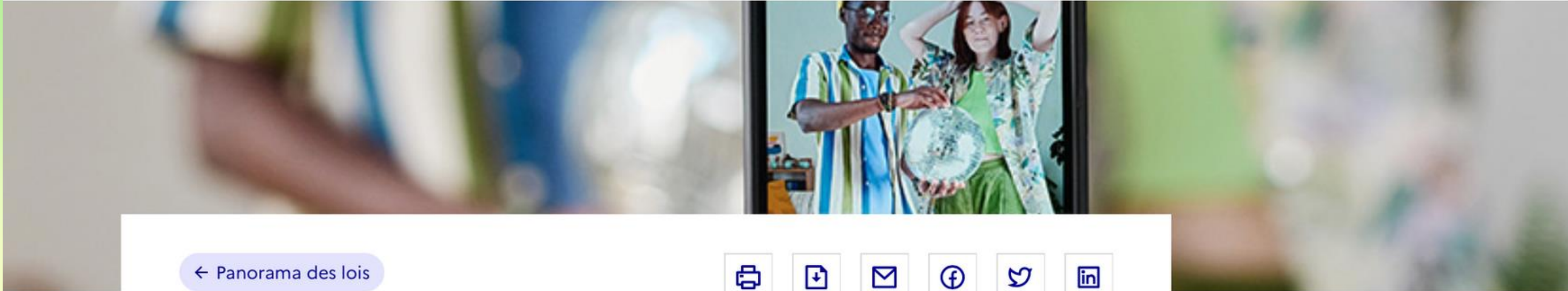
# The Complicated World of Influencers

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AOS**



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← Panorama des lois



# Proposition de loi visant à encadrer l'influence commerciale et à lutter contre les dérives des influenceurs sur les réseaux sociaux

Société Économie

Publié le 1er juin 2023 | ⌚ 6 minutes

La proposition de loi définit et encadre l'activité des influenceurs sur les réseaux sociaux, dont le public est souvent jeune. L'objectif est de mieux lutter contre certaines dérives et arnaques constatées (incitation à faire des régimes alimentaires dangereux, de la chirurgie esthétique, des paris excessifs, promotion de contrefaçons...).

## Où en est-on ?

- Dépôt au parlement**  
31 janvier 2023
- Examen et adoption**  
1er juin 2023  
Adoption définitive
- Promulgation**

Les lois de la

# **THE RISE OF INFLUENCER MARKETING**



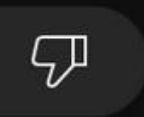
### Me at the zoo



**jawed** ✓  
3.69M subscribers

Subscribe

👍 14M



➦ Share



272,607,946 views Apr 24, 2005 [SAN DIEGO ZOO](#)

# Influencers & Content creators

Producing content on social media for monetization, supported by parasocial relationships

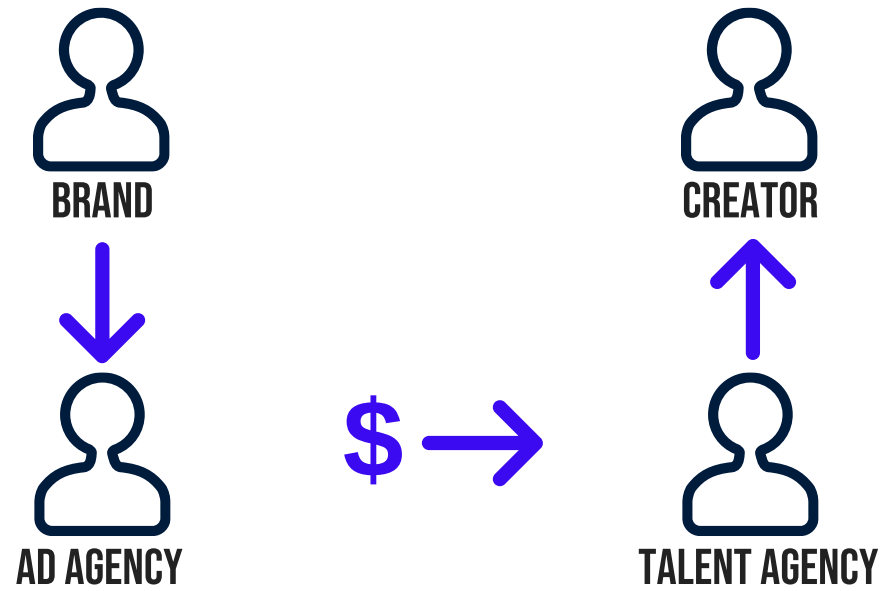
Authentic, relatable, aspirational

Influencer marketing (advertising) is only one aspect of the creator economy

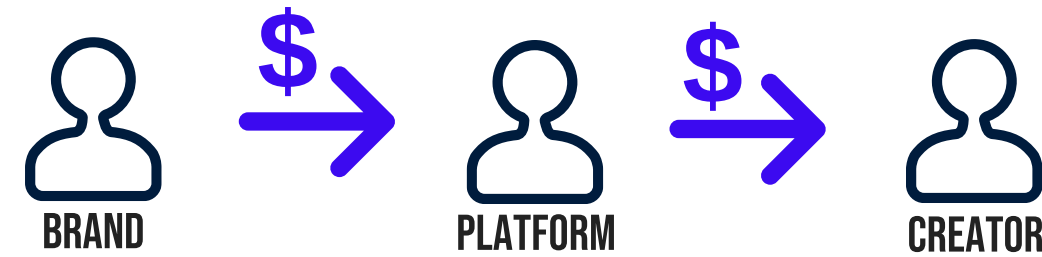
# CONTENT MONETIZATION SUPPLY CHAIN (UPDATED 2023)

based on Goanta & Wildhaber 2019

## 1. INFLUENCER MARKETING



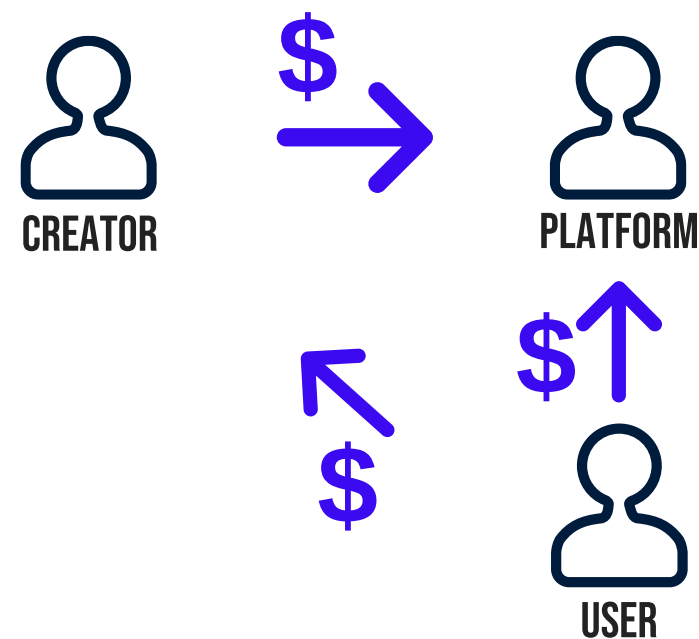
## 2. AD REVENUE/ ON-PLATFORM INFLUENCER MARKETING



## 3. SUBSCRIPTIONS/TOKENS



## 4. DIRECT SELLING



## 5. CREATOR FUNDS





# The impact of influencers on advertising and consumer protection in the Single Market

Study – 16-02-2022



Influencer marketing as part of the advertising industry has grown significantly in recent years, becoming one of the most popular and effective forms of online advertising. The fast-growing market of influencers comes with potential risks for consumers and creates several challenges for regulators. This study provides information and analysis on the impact of influencers on advertising and consumer protection in the Internal Market, identifies best practices and makes recommendations for future action. This document was provided by the Policy Department for Economic, Scientific and Quality of Life Policies at the request of the committee on Internal Market and Consumer Protection (IMCO).

Study

 [EN](#) (PDF - 2 MB)

## External author

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## Le cas Dylan Thiry ne fait pas de vagues au Luxembourg

**LUXEMBOURG/PARIS – Accusé de trafic d'enfants et dénoncé à la justice française, l'influenceur luxembourgeois Dylan Thiry ne fait l'objet d'aucune enquête judiciaire au Grand-Duché, où le débat sur les dérives des influenceurs peine à émerger sur le plan institutionnel.**



par  
**Thomas Holzer**

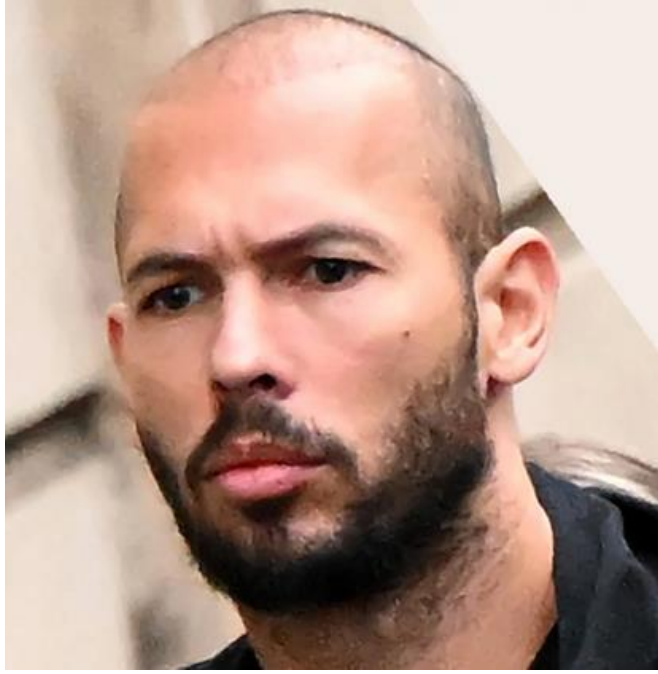


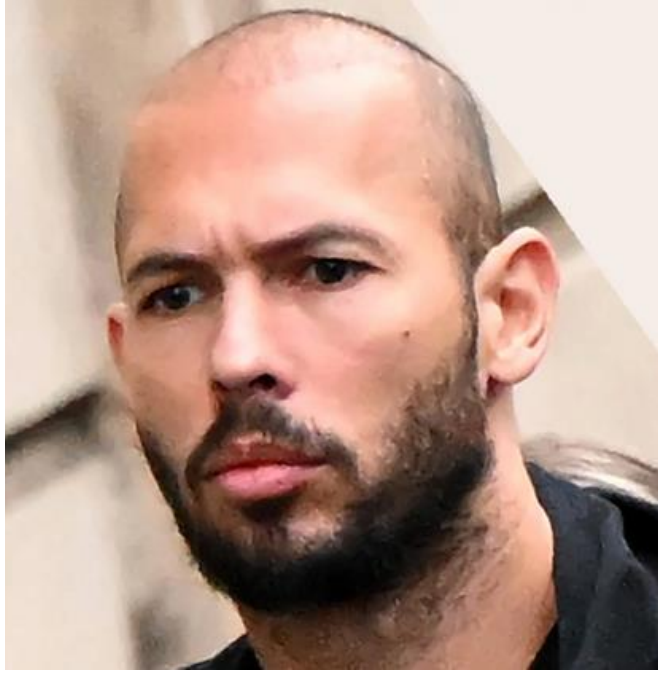
112 19 10



Dylan Thiry s'est lancé dans des projets humanitaires, mais le sérieux de ces initiatives interroge.











# **SCIENTIFIC EVIDENCE**

# The ingredients of influencer science

Do influencers actually influence?

How many influencers are there in country x?

How are vulnerable audiences (e.g. children) affected?

How much hidden advertising is there on platform x, y z?

Computer science, behavioural sciences, humanities, law, etc.

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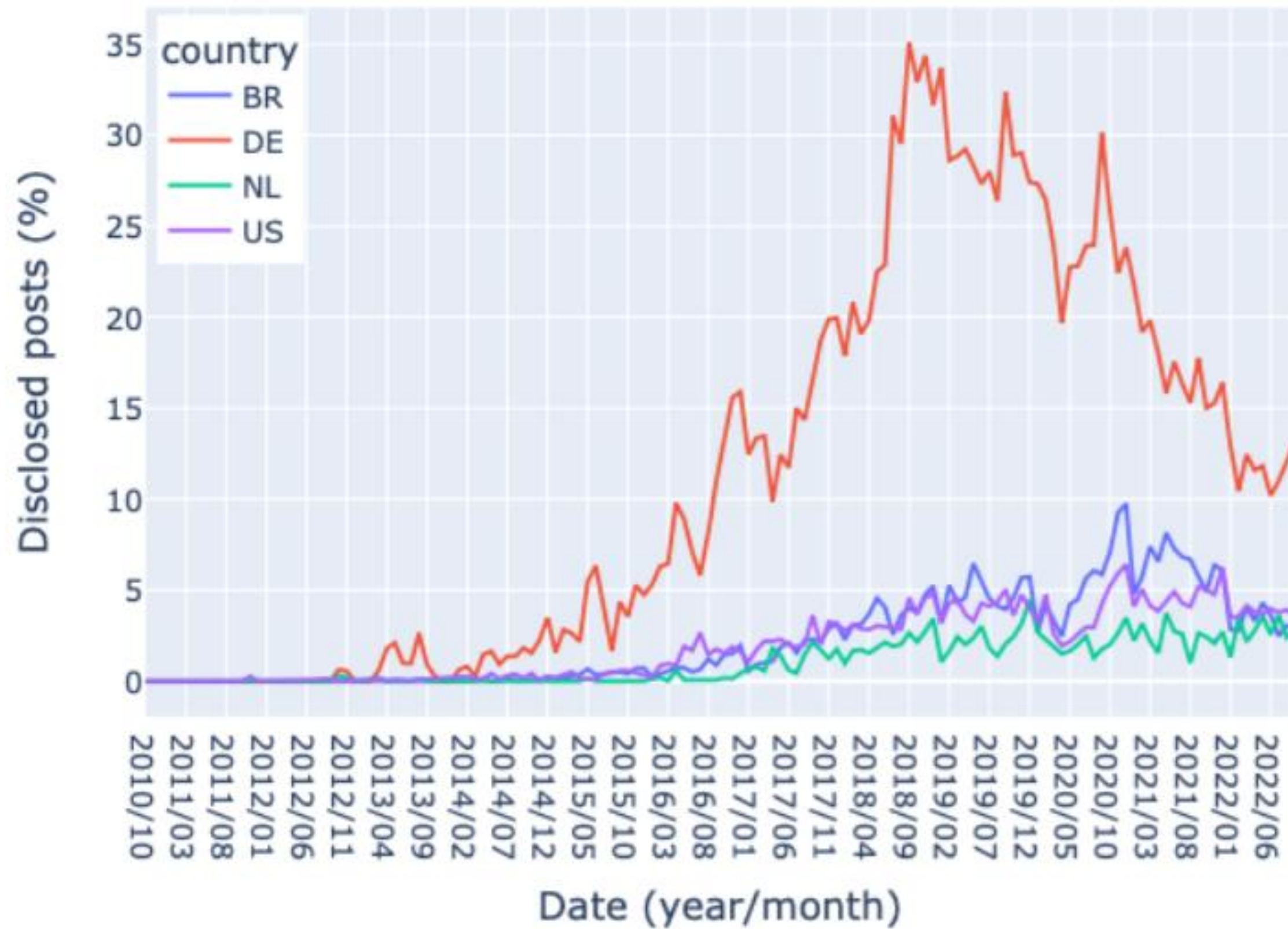
# Influencer self-disclosure practices\*

## Data:

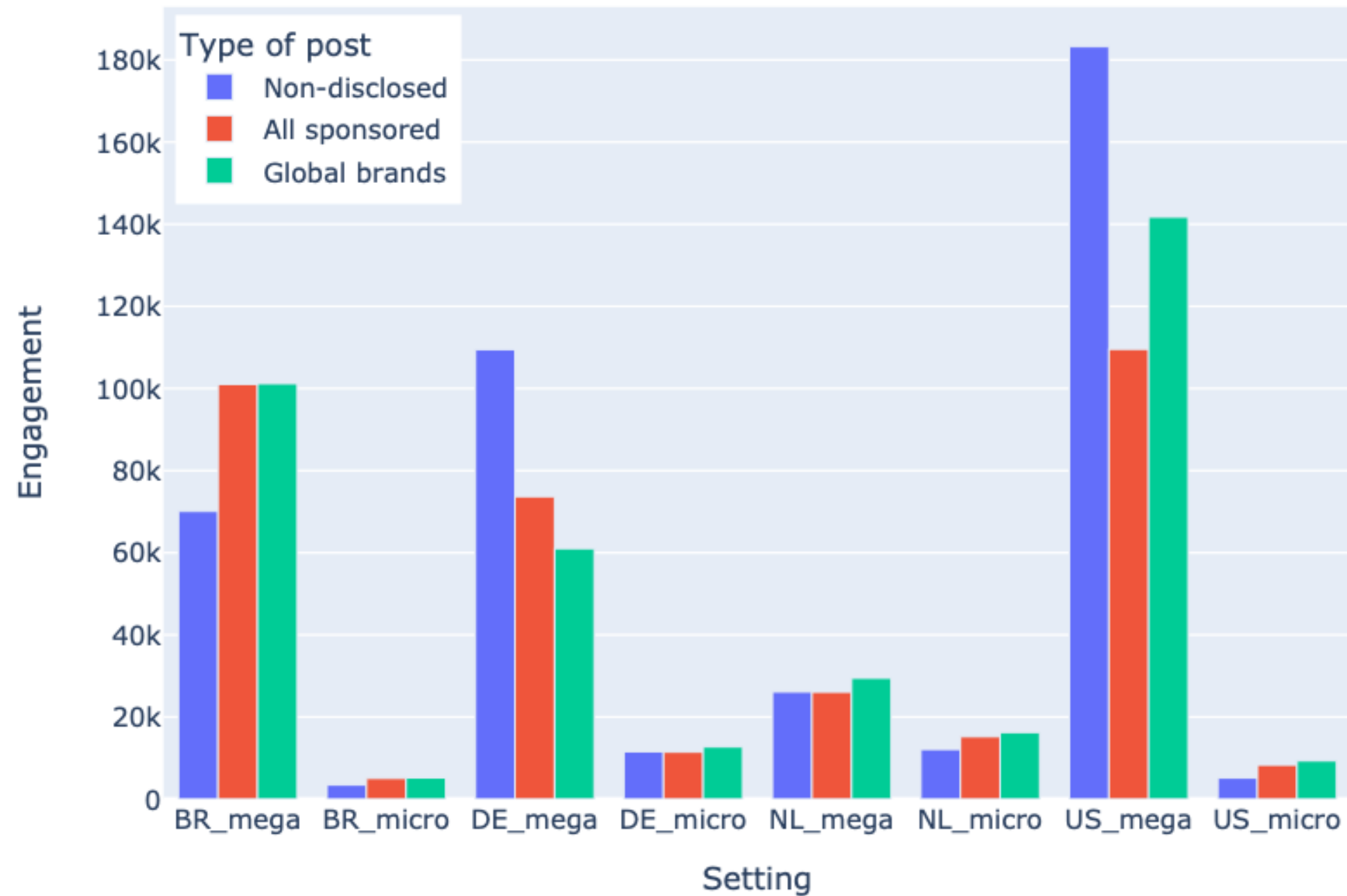
- curated list of 400 influencers (50 micro & 50 macro) from 4 jurisdictions: NL, BR, DE, US (curated via Heepsy.com)
- 12 years of posts (no Reels/videos/lives/no comments), 2012-2022
- over 1 million posts
- characterizing self-disclosure practices by influencers

\*Thales Bertaglia, Catalina Goanta, Jerry Spanakis, Anda Iamnitchi, 2023





**Figure 2: Percentage of disclosed posts over time per country.**



**Figure 7** Average engagement per post across different settings, split into disclosed sponsored posts, non-disclosed posts, and sponsored posts tagging global brands. Global brands are identified from the “paid partnership with” feature and are present in all countries.

## Behavioural studies

- Emotional attachment to a creator + their attitude, values and appearance seem to influence their perceived popularity, leading to a significant effect on the purchase of the recommended product (Ladhari et al., [2020](#));
- Wishful identification (desire to be or act like another person) and parasocial interaction (illusory friendship) attract followers to an influencer (Hu et al. [2020](#))
- High endorser-brand-product fit -> greater engagement and favourable attitudes towards ads

# Children & influencing

- Children as audiences: eye-tracking study on 272 children -> disclosures at the start of a video lead to more visual attention & ad recognition (Van Reijmersdal et al. 2022); parental literacy and mediation techniques (Ahn 2020)
- Children as influencers: research on Dutch child influencers (Mol & Goanta, 2023) - Request to the Dutch Chamber of Commerce for an overview of active (underage) businesses registered with a description including the terms 'blog', 'vlog', 'youtube', 'tiktok' or 'influence/influencer'.

<b>Age in years</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>1-11-2022</b>
<b>9</b>	1					1
<b>10</b>		1				
<b>11</b>	1	2	1			
<b>12</b>		1	2	1		
<b>13</b>			2	3	2	
<b>14</b>		1	1	2	5	2
<b>15</b>	1		3	4	4	5
<b>16</b>	2	5	11	7	4	7
<b>17</b>	7	4	11	18	18	6
<b>Total ≤17</b>	<b>12</b>	<b>14</b>	<b>31</b>	<b>35</b>	<b>33</b>	<b>21</b>
<b>18</b>	18	22	13	26	34	36
<b>19</b>	28	37	39	38	49	63

*Table 1: Active businesses in the Commercial Register per 1 November 2022*

# **REGULATORY PROPOSALS**

# Striking a fine balance

## **Legal certainty**

Regulatory agreement on clear prohibitions

## **Agile enforcement**

Responsible & transparent data-driven investigations at scale, built on increased public administration digital literacy & research data access

## **Platform accountability**

Social media platform-centered enforcement solutions

## **Influencer education**

Legal & business literacy



## Welcome to the Internet - Bo Burnham (from "Inside" - YouTube

<https://www.youtube.com> › watch

Welcome to the internet  
Have a look around  
Anything that brain of yours can think of can be found  
We've got mountains of content  
Some better, some worse  
If none of it's of interest to you, you'd be the first



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