

MINI CONSUMERS

SOCIAL MEDIA & GEN ALPHA

catalina goanta



Team



Dr. Catalina Goanta

Principal investigator | Associate professor in law and technology

Utrecht University

[Full profile](#)



Dr. Taylor Annabell

Postdoctoral researcher in media studies

Utrecht University

[Full profile](#)



Haoyang Gui

PhD researcher in computational social science

Utrecht University

[Full profile](#)



Thales Bertaglia

Postdoctoral researcher in computer science

Utrecht University

[Full profile](#)

Research plan

WP1

**THEORETICAL
FRAMEWORK**

A COHESIVE VIEW ON CONTENT MONETIZATION

How does consumer law fairness apply to commercial speech by human ads, and can/should it also govern their transactional political speech?

WP2

**COMPARATIVE
PLATGOV**

WP3

**COMPARATIVE
AD LAW**

WP4

**MONETIZATION
DETECTION**

GATHERING EVIDENCE

Mapping, describing and measuring business models, regulatory frameworks and prevalence of hidden commercial and political monetized content to support and adapt the policy interventions

WP5

**SYNTHESIS
GOVERNANCE
DESIGN**

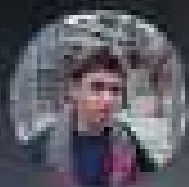
PROPOSING FAIR MONETIZATION AS PUBLIC POLICY

Designing concrete platform affordances which can be implemented by platforms to increase transparency around human ads, in the light of project findings and ongoing regulatory reforms (Digital Services Act, Digital Fairness Act).

outline

- **The New Social Media**
- **Gen Alpha: Who are the new social media users?**
- **Parasociality**
- **New rights or new limitations?**

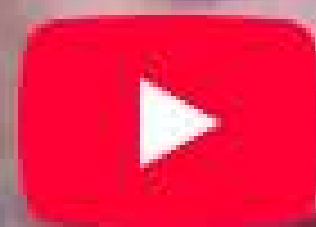
The New Social Media



Me at the zoo



Copy link

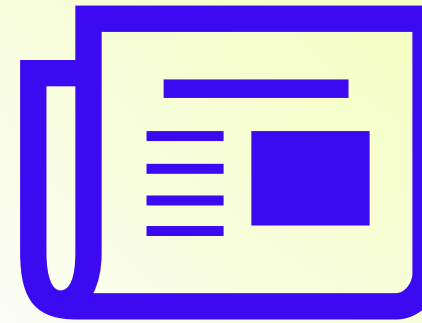
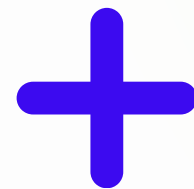


Watch on  YouTube



“This year (2023), the 50 honorees on our second annual Forbes Top Creator list harnessed their combined 2.6 billion followers to haul in an estimated \$700 million in earnings. That's up more than 20% from 2022's \$570 million score.”

The New Social Media*



social
networks

social
media

social
commerce

consumers

use the platform
observe community
guidelines
pay with data

use the platform
observe community
guidelines
pay with data/money

use the platform
observe community
guidelines
pay for services
pay for goods

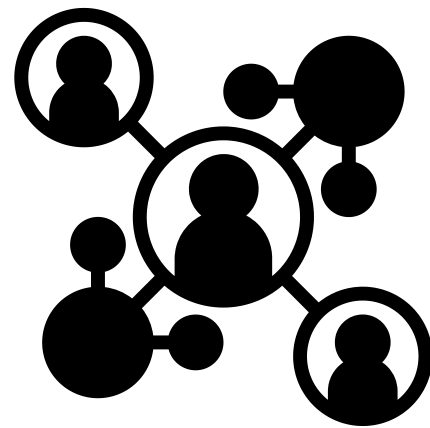
platforms

offer access to
digital content (in
conformity with
user expectations)

offer access to digital
content (in conformity
with user
expectations)
gratuitously/paid

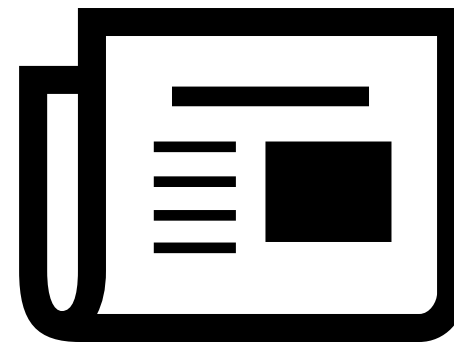
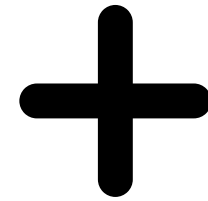
offer access to digital
content (in conformity
with user
expectations)
gratuitously/paid
marketplace

The New Social Media



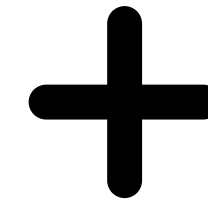
social
networks

networks



social
media

content
delivery

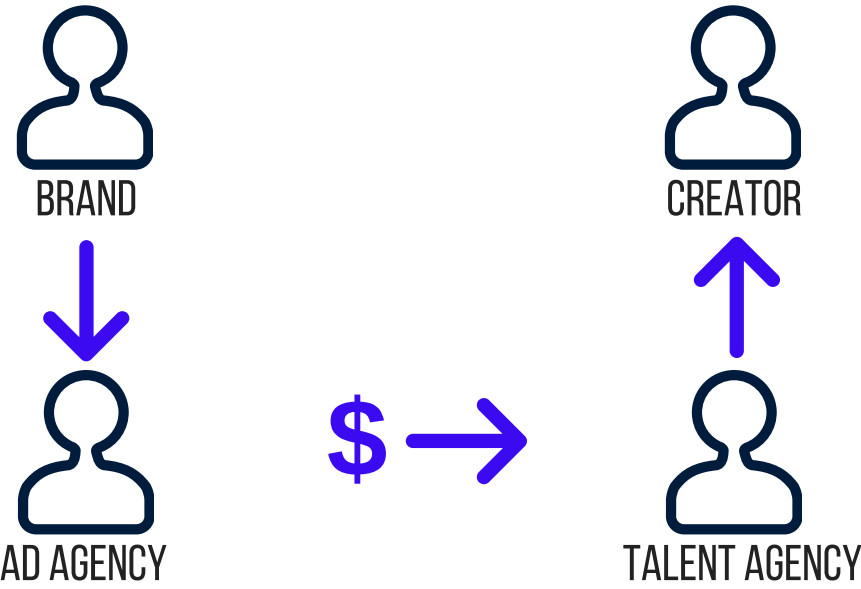


social
commerce

shopping

CONTENT MONETIZATION SUPPLY CHAIN

1. INFLUENCER MARKETING



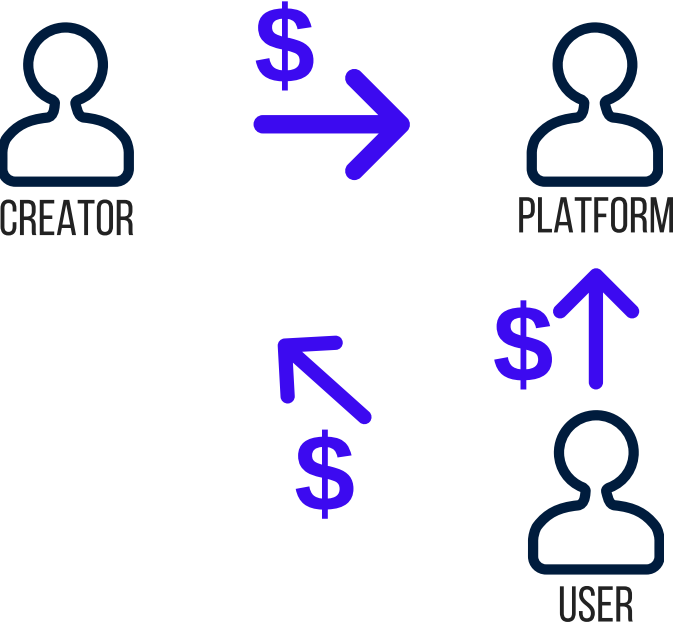
2. AD REVENUE/ ON-PLATFORM INFLUENCER MARKETING



3. SUBSCRIPTIONS/TOKENS



4. DIRECT SELLING



5. CREATOR FUNDS



Influencer self-disclosure practices on Instagram: A multi-country longitudinal study

Thales Bertaglia ^a  , Catalina Goanta ^a, Gerasimos Spanakis ^b,
Adriana Iamnitchi ^b

Show more 

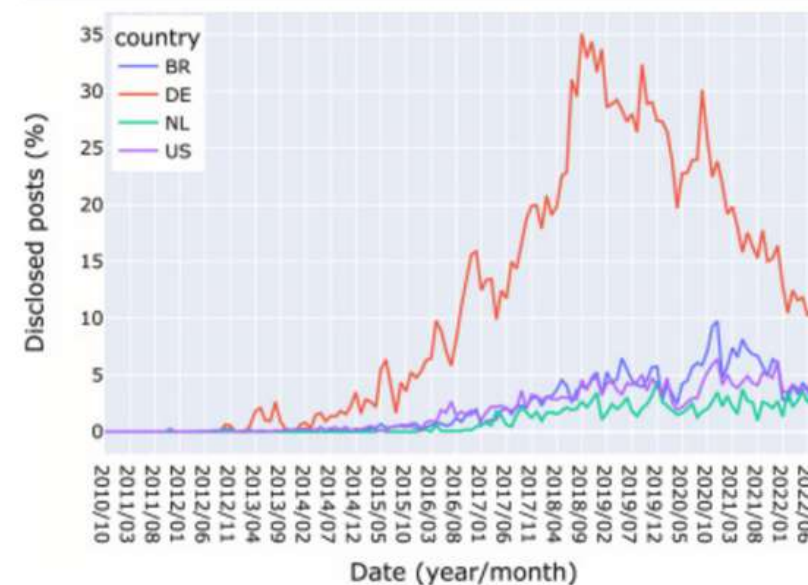
 Add to Mendeley  Share  Cite

<https://doi.org/10.1016/j.osnem.2024.100298> 

[Get rights and content](#) 

Under a Creative Commons [license](#) 

 open access



Download: [Download high-res image \(437KB\)](#)

Download: [Download full-size image](#)

Fig. 2. Percentage of disclosed sponsored posts over time for each country. Disclosures include the use of hashtags, keywords, and the paid partnership label.

[Home](#) > [Social Networks Analysis and Mining](#) > Conference paper

Across Platforms and Languages: Dutch Influencers and Legal Disclosures on Instagram, YouTube and TikTok

Conference paper | First Online: 24 January 2025

pp 3–12 | [Cite this conference paper](#)

 Access provided by Utrecht University

[Download book PDF](#) 

[Download book EPUB](#) 



Social Networks Analysis and Mining
(ASONAM 2024)

Haoyang Gui, Thales Bertaglia , Catalina Goanta, Sybe de Vries & Gerasimos Spanakis

 Part of the book series: [Lecture Notes in Computer Science](#) ((LNCS, volume 15213))

 Included in the following conference series:
[International Conference on Advances in Social Networks Analysis and Mining](#)

 462 Accesses

Abstract

Content monetization on social media fuels a growing influencer economy. Influencer marketing remains largely undisclosed or inappropriately disclosed on social media. Non-disclosure issues have become a priority for national and supranational authorities worldwide, who are starting to impose increasingly harsher sanctions on them. This paper proposes a transparent methodology for measuring whether and how influencers comply with disclosures based on legal standards. We introduce a novel distinction between disclosures that are legally sufficient (green) and legally insufficient (yellow). We apply this methodology to an original dataset reflecting the content of 150 Dutch influencers publicly registered with the Dutch Media Authority based on recently introduced registration obligations. The dataset consists of 292,315 posts and is multi-language (English and Dutch) and cross-platform (Instagram, YouTube and TikTok). We find that influencer marketing remains generally underdisclosed on social media, and that bigger influencers are not necessarily more compliant with disclosure standards.

[Sections](#) [Figures](#) [References](#)

[Abstract](#)

[Introduction](#)

[Related Work](#)

[Content Monetization and Legal Disclosures](#)

[Methodology](#)

[Findings](#)

[Discussion and Future Research](#)

[References](#)

[Acknowledgments](#)

[Author information](#)

[Editor information](#)

[Rights and permissions](#)

[Copyright information](#)

[About this paper](#)

[Publish with us](#)

gen alpha

<



Salish

@salish

73

Following

2.8M

Followers

16M

Likes

Follow

Message

Final tiktok account!!



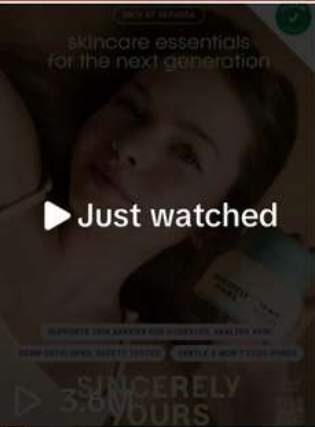
▶ 15.1M



▶ 7.7M



▶ 3M



▶ Just watched



▶ 10.9M



▶ 4.7M







salish



salish



Salish

@salishmatter · 3.02M subscribers · 13 videos

This is my only channel, well except for my dad's . Competitive gymnast! Here's my 'ol ...more

instagram.com/salishmatter

Subscribe

Home

Videos

Shorts

Posts

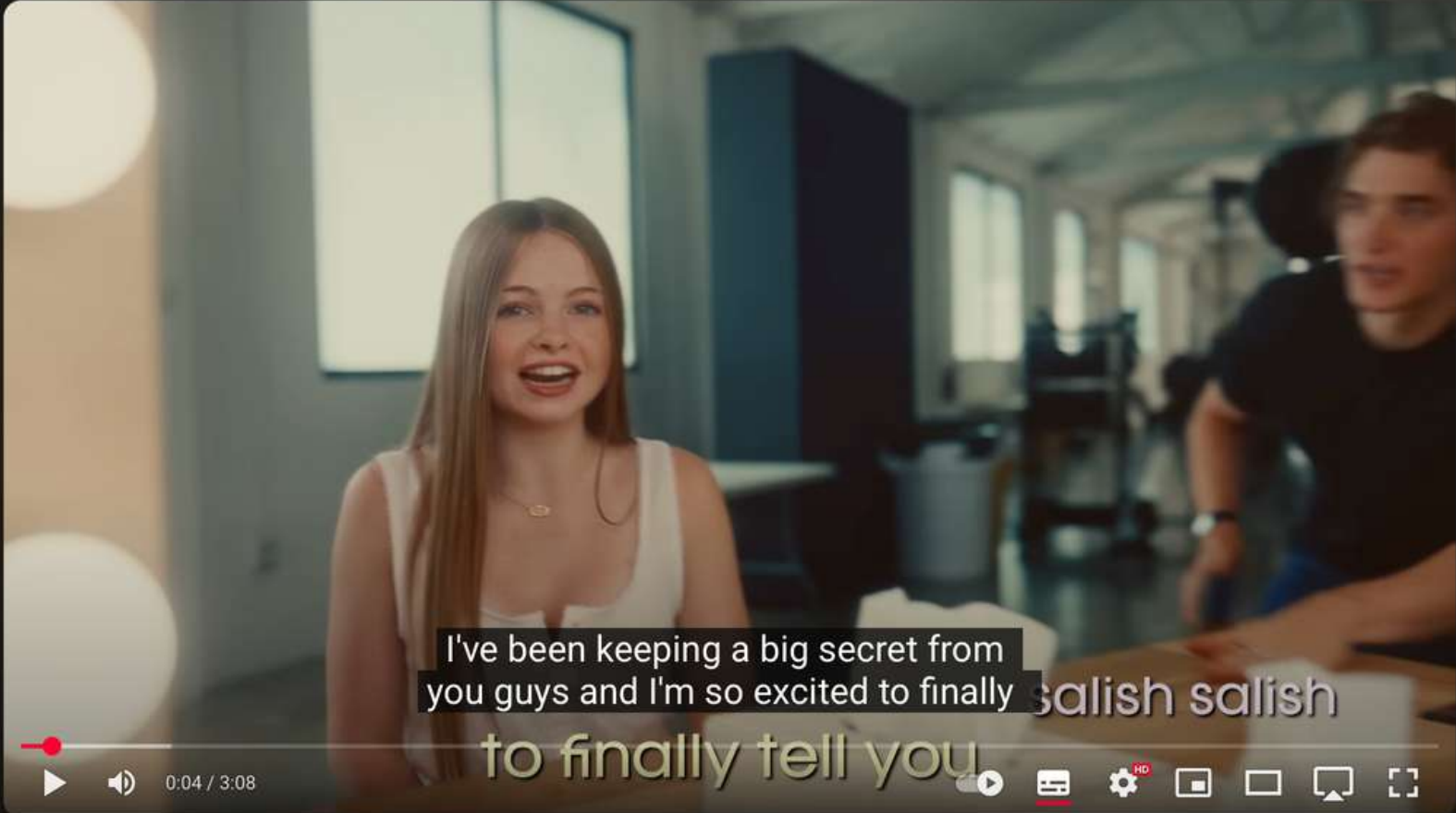


BTS of my BIG REVEAL

7,134,232 views · 2 weeks ago

Sign up at Sincerely Yours or Sephora to get a notification when SY is live on Sept 6:
SY: <https://sincerely-yours.com>
Sephora: <https://www.sephora.com/brand/sincere...>

Join Salish and special guests on September 6 at American Dream Mall in NJ. FIRST COME, FIRST SERVE! Click here to sig...
READ MORE



I've been keeping a big secret from you guys and I'm so excited to finally salish salish to finally tell you

I HAVE A SECRET!



Jordan Matter

32.1M subscribers

Subscribe

208K

Share

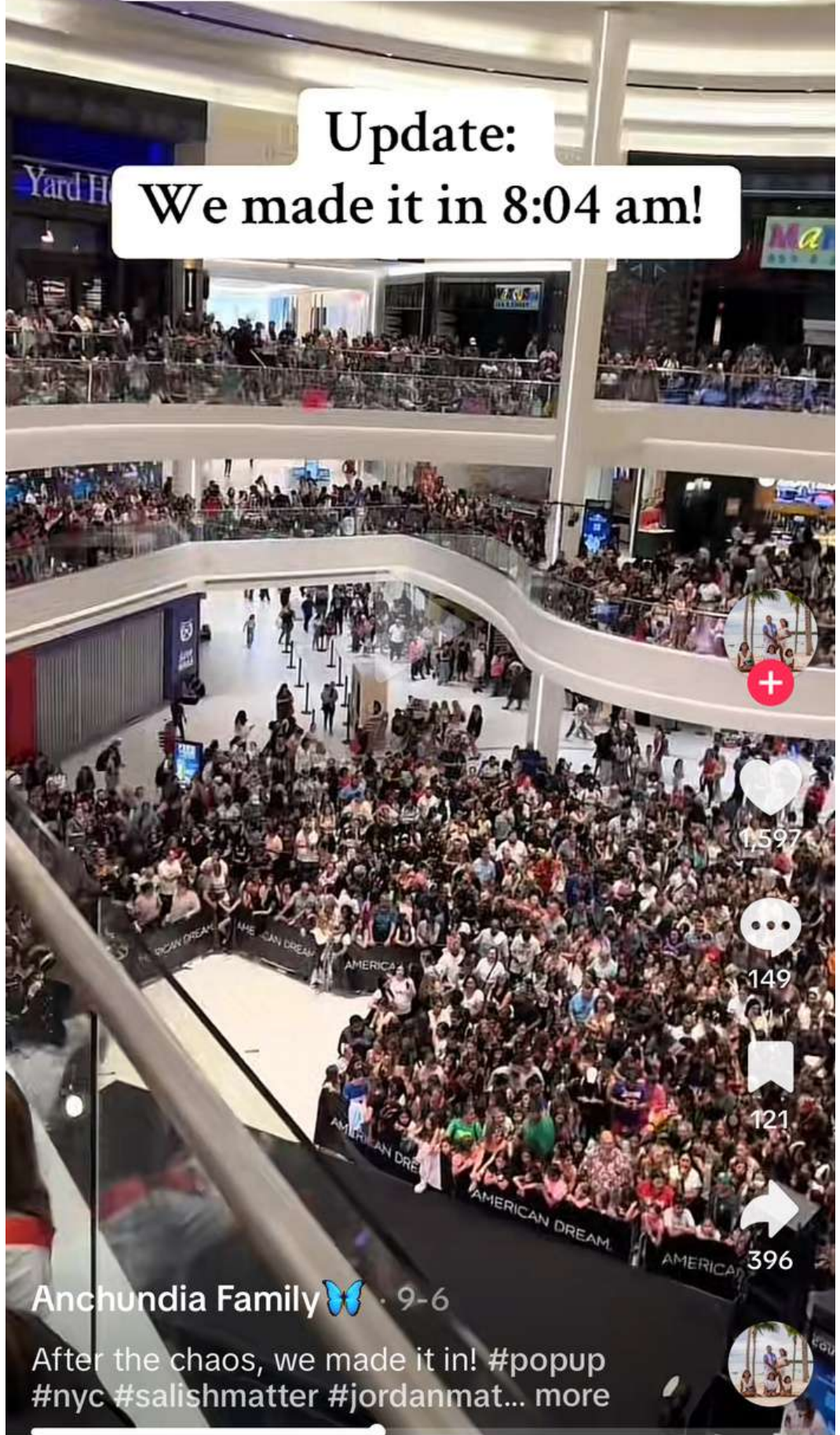
Save

salish matters

Search

Update:

We made it in 8:04 am!



1,597

149

121

396

Anchundia Family

9-6

After the chaos, we made it in! #popup #nyc #salishmatter #jordanmat... more

Add comment...

miniconsumers & parasociality

Influencers and children as consumers

- Producing content on social media for monetization, supported by parasocial relationships
- Authentic, relatable, aspirational
- A Gen Alpha user who idolizes a YouTuber might still want the product that YouTuber promotes, even if they know it's an ad, because they trust and admire the source (Boerman & van Reijmersdal, 2019)

new rights/limitations?

Miniconsumers in the digital economy

- Two conflicting strands of research/policy discourses:



- **Tech is good when used well:** Children should have a lot of **agency** as the digital natives who can develop creativity through technology (e.g. French Child Influencer Law, 2020)



- **Tech is evil:** Children have very **little agency** because of cognition (e.g. every Civil Code in MS), and can be easily abused online, so their access to technology should be restricted (e.g. Digital Services Act, Australian social media age ban)

- The law is only one puzzle piece (e.g. consumer socialization)

e.c.goanta@uu.nl