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## **The Implications of Social Media Influencers on Generation Z: An Applied Study on the TikTok Platforme (\*)**

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### **Abstract**

This research aims to understand the position of children in the digital environment and explore the impact of TikTok influencers on them.

The study employs a descriptive-analytical approach to describe the phenomenon and comprehend its effects on the children's generation. It categorizes children into different groups, emphasizing the importance of spending time online for them to acquire the necessary technical skills for navigating the internet. This enables them to become proficient users in the digital age, fully participating in the digital community and learning social skills while adapting to the presence of a network of friends and acquaintances.

Children and youth use social media in innovative ways that were not previously considered. It is not merely a means of social interaction; rather, children have found new ways to express themselves and engage with a broader audience.

Interaction through TikTok is considered a unique language for this generation, where they find what is lacking in their reality. They watch diverse TikTok influencers' content and are influenced both negatively and positively.

Social media platforms have a significant impact on children across various platforms and have taken a substantial place in everyone's life.

People spend a considerable number of hours on their phones, and the use of social media by children may have more profound effects than on adults. Children are in a formative stage and are greatly influenced by their experiences.

In this research, we discuss the disadvantages of excessive TikTok use by children and present results that provide solutions for dealing with the TikTok generation.

**Keywords:** Social Media - Influencers - Generation Z - TikTok Platform.

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(\*)The Paper was received on October 29, 2025, and accepted for publication on 25 December, 2025.