

SOCIAL MEDIA INFLUENCE ON YOUNG PEOPLE AND CHILDREN: ANALYSIS ON INSTAGRAM, TWITTER AND YOUTUBE

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INTRODUCTION

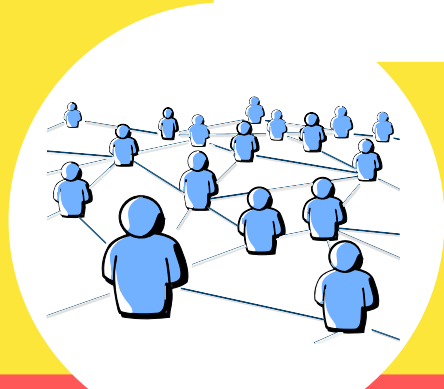
Adolescence, social networking sites are a new ecosystem of social relations in which adolescents follow public figures or influencers



Social media, their behaviour in the posts they publish become a trend and a model for the new generations.

OBJECTS AND METHOD

Study of the behaviour of the 10 instagramers, 10 twitterers and 10 youtubers with the highest number of followers in the world through their publications (300 posts with the highest number of likes).



Mixed method

Social media analysis (SNA) executed by monitoring Twitter, Instagram and YouTube accounts.

FanapageKarma's tool for capturing data using data mining techniques

Sentiment analysis using "Meaning Cloud" software

Semantic analysis of content using Nvivo



CONCLUSIONS

The results of multi-regression and sentiment's analysis show clear differences between social networking sites. Twitter is a space for critical analysis of information and social movements, especially climate change.



En este espacio los adolescentes defienden sus valores e ideología. Instagram es un escaparate de moda y belleza, donde las marcas apoyan un estilo de vida idealizado y deseable. YouTube es un espacio para el entretenimiento y la comedia.

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