

# The Impact of Young People Imitating Social Media Influencers On Shaping Their Personalities

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## Abstract

This study aims to investigate the impact of young people mimicking social media influencers on the formation of their personalities. A questionnaire was utilized as a data collection tool in this descriptive-analytical study. The study targeted young individuals in Riyadh aged between 18 and 30, encompassing both males and females. A total of 508 responses were gathered through the questionnaire. The results indicated that the ease of use of social media platforms was the primary factor driving young people to imitate influencers, with 428 respondents, representing 84.3%, agreeing with this statement. The study revealed that one of the significant psychological effects resulting from young people imitating social media influencers is causing psychological pressure on them due to their belief that influencers' lives are ideal. 80.1% of respondents agreed with this statement. The study recommended directing young people towards investing their leisure time constructively by encouraging them to engage in positive activities, particularly sports, attending clubs, literary and scientific associations, as well as pursuing beneficial hobbies. Additionally, it suggested enhancing the role of educational counseling in educational institutions to assist university students in overcoming obstacles that hinder them from discovering their personalities.

**Keywords:** Copying, Youth, Social Media, Personalities, Influencers