

The Role of Beauty Influencers and Their Multifaceted Impacts on Young Generations

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Abstract

Social media platforms such as TikTok, Instagram, and Snapchat have become central to most teenagers' lives. This presence has intensified concerns regarding the impact of social media on adolescent mental health and well-being. Beauty influencers, a significant category of social media content creators, have important impacts on teen experiences. These influencers, known for producing beauty-related content like product reviews and tutorials have been found to be influential to their followers, but the influence is complex and multifaceted. This paper reviews literature in psychology, media studies, and marketing, to understand the range of effects beauty influencers have on young people. The review finds both substantial positive and negative effects. Negative effects include the promotion of unrealistic beauty standards and the spread of inaccurate health information. Such content can result in body dissatisfaction, unhealthy dieting practices, and the endorsement of unverified treatments. Influencers' perceived credibility, often based on attractiveness and relatability rather than actual expertise, exacerbates these issues. On the positive side, some beauty influencers contribute to diversity and inclusivity, promoting body positivity and enhancing self-esteem. Research indicates that relatable and authentic influencers can positively influence followers' self-perception and facial satisfaction. Additionally, social media platforms offer opportunities for financial independence and positive messaging, empowering young users to become influential creators and educators on their own. As social media continues to evolve, a balanced perspective on its benefits and risks is essential for understanding its impact on young people.

Keywords: social media, teens, beauty, beauty marketing, influencers, mental health