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# Adolescents: An Empirical Analysis of the Tension between Primary Socialisation and Commercial Pressures on Social Media

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## Abstract

This study examines the deconstruction of institutional authority among adolescents in the context of an increasingly digitalised marketplace and consumer society. It focuses on the tension between traditional agents of socialisation, particularly the family and school, and contemporary commercial pressures represented by social media, pervasive advertising, and the growing phenomenon of influencer marketing. The study employs a mixed-methods research design combining a large-scale quantitative survey with a longitudinal qualitative inquiry conducted at three critical stages: before, during, and after the COVID-19 pandemic. This methodological triangulation is complemented by an analysis of secondary data examining developments in social media use and by an assessment of adolescents' value preferences. Drawing on an interdisciplinary perspective, the study investigates whether, and to what extent, adolescents continue to perceive the family and school as legitimate sources of authority while being continuously exposed to consumer-oriented lifestyles and fluid forms of digital influence. The findings suggest that the acceleration of online life has weakened traditional institutional ties and transformed the ways in which adolescents relate to established sources of authority. At the same time, the results indicate that adult authority is not rejected a priori; rather, its basis of legitimacy is being redefined, shifting from institutionally ascribed authority towards forms of authority that are emotionally and materially validated within digital environments and increasingly shaped by consumer values.

**Keywords:** Commercial And Social Advertising; Consumerism; Family And School; Influencer Marketing; Values And Attitudes