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**DIGITAL KIDS ON DISPLAY: UNVEILING CHILD INFLUENCING PRACTICES,
PLATFORM PREFERENCES, SOCIETAL PERCEPTIONS, AND THREAT
LANDSCAPE**

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By

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ABSTRACT

In an era dominated by digital connectivity, the emergence of child influencers has become a prominent and intricate facet of online culture. This study, titled "Digital Kids on Display: Unveiling Child Influencing Practices, Platform Preferences, Societal Perceptions, and Threat Landscape," endeavors to unravel the complexities surrounding child influencers. The first objective seeks to comprehend the nuances of child influencing, exploring the strategies employed and the implications for the children involved. Moving on, the second objective conducts a meticulous analysis of the social media platforms that serve as the primary playgrounds for child influencers. Delving into the third objective, the study investigates societal opinions on child influencing, offering insights into public perceptions, ethical concerns, and societal attitudes. Finally, the fourth objective undertakes a comprehensive threat analysis to identify potential risks and vulnerabilities inherent in child influencing practices. By addressing these objectives, this research contributes to a deeper understanding of the evolving landscape of child influencers and the implications for digital parenting and child well-being.

(Child Influencers, Digital Culture, Ethical Concerns, Threat Landscape, Digital Parenting, Child Well-being)



1. Introduction

1.1 Background and Rationale

The advertising industry has undergone staggering changes over the past decade, driven largely by the commanding power of the digital age. Among these changes, the rise of influencer marketing stands out as a revolutionary force, reshaping the landscape of marketing. Social media platforms like Instagram, YouTube, and TikTok have become the epicenters of this transformation, allowing individuals with massive followings to exert significant influence over their audiences. This approach has revolutionized the way products and ideas are promoted, leveraging the credibility and reach of influencers (Feijoo & Fernandez-Gómez, 2021).

A particularly intriguing development within this trend is the emergence of child influencers, young content creators who have become central figures in promotional activities. These "kidfluencers," often managed and guided by their parents, have captured a younger demographic's attention and transformed advertising strategies. However, this trend has raised substantial ethical and societal concerns, particularly regarding the exploitation of children, the appropriateness of content, and adherence to regulations (Van der Hof, Verdoodt, & Leiser, 2019).

The shift from traditional advertising methods to a more cost-effective and impactful digital marketplace has opened new avenues for influencer marketing. Child influencers represent a unique feature of this trend, positioned at the intersection of technological progress, innovative marketing approaches, and delicate ethical considerations. As children increasingly turn to digital screens for entertainment, platforms like YouTube and TikTok host content created by and for young audiences, often managed by parental figures. These young stars have gained global recognition, creating content that resonates with their peers (Cohen, 2021).

Kidfluencers build their reputations by creating and sharing content on popular platforms like Instagram and YouTube, showcasing a natural flair for expression and energy. They excel in branding, displaying a strong dedication to their online personas (Feijoo & Fernandez-Gómez, 2021). However, the involvement of children in influencer marketing presents numerous ethical and social challenges. These include the impact of advertising on children's well-being, the integrity of promotional content, and adherence to laws and regulations (Van der Hof, Verdoodt, & Leiser, 2019).

Despite these challenges, influencer marketing with child influencers has potential benefits. When well-managed, it can revolutionize the entertainment industry, providing a global stage for young talent. Child influencers can serve as role models, fostering creativity, confidence, and entrepreneurship among their peers (Fernández-Gómez et al., 2022). However, concerns about the exploitation of young influencers, the promotion of harmful habits, and the potential for negative developmental effects cannot be ignored (Van der Hof, Verdoodt, & Leiser, 2019).

Recent controversies, such as the backlash against Aldi's "Aisle of Shame" wooden vlogger set, highlight the complexities of child influencer culture (Rodriguez & Levido, 2023). These incidents underscore the need for a nuanced understanding of the potential risks and benefits of



children's engagement with digital media. While young influencers can inspire and educate, their involvement must be carefully regulated to prevent exploitation and ensure their well-being (Weerasinghe & Wijethunga, 2022).

1.2 Aim

This research aims to comprehensively examine the phenomenon of child influencing, including understanding the mechanisms of child influencing and identifying preferred social media platforms utilized by child influencers. Additionally, the research aims to investigate societal opinions regarding child influencing and analyze the potential threats associated with this practice.

1.3 Objectives

1. To understand child influencing and preferred social media platforms for child influencers.
2. To study societal opinions on child influencing.
3. To analyze threats to child influencing.

1.4 Significance of the Study

The significance of this study lies in its contribution to understanding and addressing the complexities surrounding child influencer marketing in the digital age. By exploring child influencing practices, preferred social media platforms, societal opinions, and threats to child influencers, the study offers valuable insights for various stakeholders. Understanding these practices enables advertisers to tailor their strategies effectively while upholding ethical standards. Additionally, studying societal opinions provides insights for policymakers and industry stakeholders to develop regulations that safeguard the well-being of child influencers and young audiences (Feijoo & Fernandez-Gómez, 2021).

By analyzing threats to child influencing, the study aims to identify risks and vulnerabilities, facilitating measures to mitigate negative impacts such as exploitation and inappropriate content (Van der Hof, Verdoodt, & Leiser, 2019). Highlighting both the positive aspects and concerns associated with child influencer marketing, the study prompts informed discussions and decision-making regarding ethical and regulatory frameworks (Weerasinghe & Wijethunga, 2022). Overall, this study fosters a deeper understanding of child influencer marketing, empowering stakeholders to navigate this landscape responsibly and ethically, ultimately promoting the well-being of child influencers while harnessing the positive potential of their engagement with digital media (Fernández-Gómez et al., 2022).



2. Literature Review

The rise of "kidfluencers" has opened new opportunities in entertainment, but also sparked debate due to ethical and regulatory concerns. These young content creators have brought new content to audiences, showcasing talents and earning money at an early age. Research suggests that child influencers develop technical, social, and critical skills, increase their sense of agency, and inspire creativity, confidence, and entrepreneurship among their peers (Weerasinghe & Wijethunga, 2022).

However, there are significant downsides. Concerns include the promotion of unhealthy food patterns, as many videos featuring kid influencers incorporate unhealthy foods, influencing young viewers (HER, 2022). Children under 13 may not distinguish between advertisements and regular content, leading to persuasive manipulation and misinformation (Van der Hof, Verdoodt, & Leiser, 2019). The pressure from parents and advertisers raises ethical questions about exploitation and protection in this expanding field.

Regulatory and ethical issues are critical, as child influencers are vulnerable and require total protection. Strict regulations are needed to shield them from exploitation and ensure their earnings are responsibly managed. Content posted by child influencers should be monitored to ensure it does not promote harmful behavior (Cohen, 2021). Transparency in advertising and clear distinctions between content and promotional material are essential to maintain ethical standards (Feijoo & Fernandez-Gómez, 2021).

Kid influencers play a significant role in the food industry, with studies showing that influencer marketing strongly influences children's dietary behaviors. Children watching influencers featuring unhealthy foods consume more calories, indicating an immediate impact on their dietary choices. Modern marketing strategies exploit children's naivety, making them gullible to advertisements disguised as content. Vigilance is needed to protect children from the harmful effects of influencer marketing (HER, 2022).

Controversies like Aldi's wooden vlogger set highlight the complexities of child influencer culture. Public outcry over such toys reflects generational fears about children's engagement with digital media. However, these toys can provide educational opportunities, helping children develop early media literacy. A more nuanced perspective is needed to balance legitimate concerns with the potential benefits of interactive and imaginative toys (Rodriguez & Levido, 2023).

Child influencers use various content formats, including scripted stories, games, challenges, and vlogs, to convey their messages and integrate branded content. Parents play a crucial role in content creation, supporting their children without overshadowing their independent creative work. This integration of branded content within diverse video formats promotes authenticity and intimacy, making the content more effective (Fernández-Gómez et al., 2022).

There are significant risks associated with child influencing. These include the promotion of materialism, interference with development, and potential exploitation by parents or companies. The lack of legal protection for kidfluencers, such as ownership of earnings, raises concerns



about financial exploitation and long-term effects on education and personal growth (Van der Hof, Verdoodt, & Leiser, 2019; Cohen, 2021). Ethical concerns also arise from children's participation in the digital labor economy, as they are often too young to consent. Issues include labor exploitation, privacy violations, and exposure to harmful content (Abidin, 2023).

The French law regulating child influencers and potential legislation in New York State aim to protect child influencers by setting guidelines for working conditions, safety, mental health, and financial responsibilities. These regulations require advertisers to establish income thresholds and ensure transparency and fairness in earnings management. Such laws are crucial for safeguarding the well-being and rights of child influencers, setting a standard for future regulatory measures globally (Marie, 2021).

Current literature highlights positive and negative aspects, ethical concerns, and industry impacts of child influencing but reveals gaps in understanding platform preferences, societal perceptions, threats, and regulatory measures. Further research is needed to address these gaps and guide regulatory frameworks and industry practices.

3 Methodology

The research methodology for the study "Digital Kids on Display: Unveiling Child Influencing Practices, Platform Preferences, Societal Perceptions, and Threat Landscape" employs a mixed-method approach. Quantitative data is gathered through structured questionnaires targeting child influencing practices and preferred social media platforms. A simple random sampling method selects 208 respondents, ensuring diverse perspectives.

Complementing this, the qualitative component uses a case study approach, focusing on two prominent child influencers, Anantya Anand and Sanskruti Gaikwad, ranked first and fifth respectively (Word Blog, 2021). These influencers are chosen based on their popularity and content diversity. The qualitative analysis involves direct observation of their content, interviews with the influencers or their guardians, and examination of audience interactions and engagement patterns.

By integrating quantitative surveys and qualitative case studies, the study triangulates findings to validate results, offering a comprehensive understanding of child influencing practices, platform preferences, societal perceptions, and the evolving threat landscape. This methodology provides nuanced insights, contributing to academic discourse and guiding stakeholders in safeguarding children's well-being in the digital age.

4 Case Studies

This research examines the digital footprints of two prominent child influencers, Anantya Anand and Sanskruti Gaikwad, ranked first and fifth respectively (Word Blog, 2021), on YouTube and Instagram. Anantya, known for family-centric content, and Sanskruti,



famous for comedic sketches, represent influential personas in the digital landscape. Through analyzing metrics such as subscriber/follower counts, content frequency, engagement levels, and thematic trends, the study highlights strategies these influencers use to engage their audiences and build their brands. By exploring their presence on both platforms, this research provides insights into influencer marketing and audience engagement dynamics.

4.1 Anantya Anand

Anantya Anand, known as My Miss Anand, is a young digital content creator from Mumbai, India. Starting her YouTube journey at just five years old with her aunt Shruti Anand, Anantya quickly captivated audiences with her charming personality and diverse content, ranging from comedy sketches to makeup tutorials and travel vlogs. Growing up in a family active in the YouTube community, with her mother running a successful cooking channel, Anantya was naturally inclined toward digital creation.

Her talent and appeal led her to become the youngest YouTuber to surpass one million subscribers at eleven years old. Her channel continues to grow, nearing the milestone of ten million subscribers. Anantya's exceptional contributions to entertainment earned her the prestigious Global Child Prodigy Award in 2020.

The analysis of Anantya's content on YouTube and Instagram from November 2023 to January 2024 reveals her evolving content strategy and audience engagement. This examination highlights her dedication to delivering high-quality content that resonates with her audience. Anantya remains committed to spreading joy and positivity, solidifying her status as a rising star in digital media.

4.1.1 Youtube Analysis

As of January 2024, Anantya Anand boasts a formidable subscriber base of 13.7 million on YouTube, accompanied by an extensive collection of 408 videos. These figures not only highlight her substantial influence within the platform but also underscore her prolific content creation journey, showcasing her dedication to entertaining and connecting with her expanding audience.

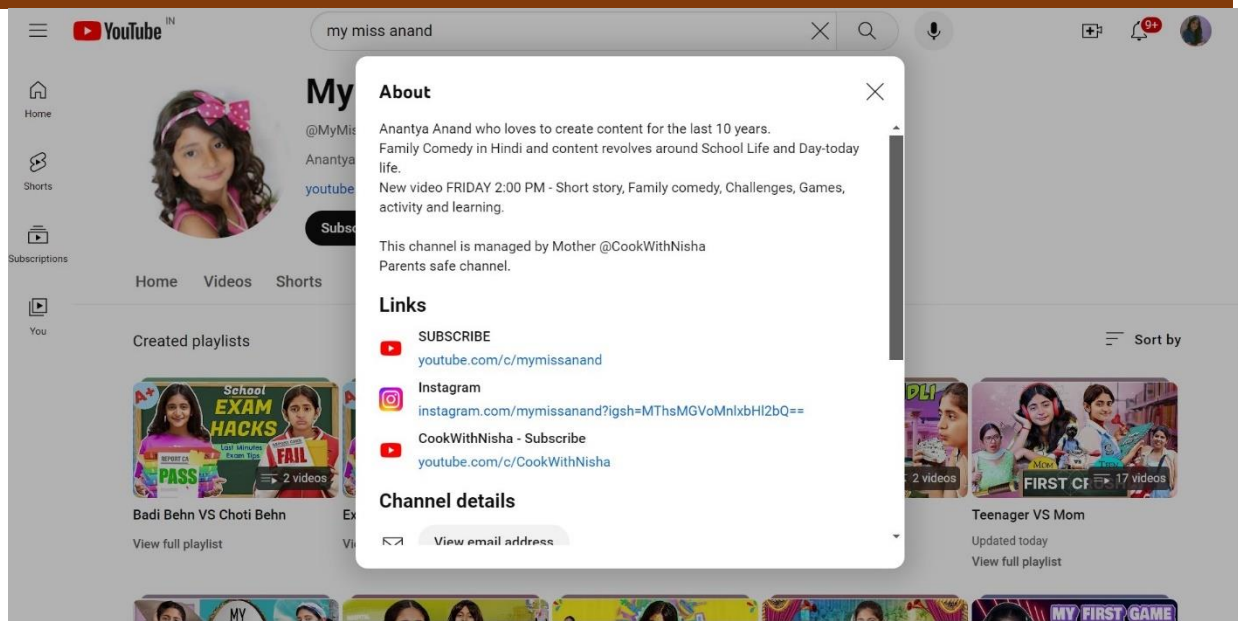


Figure 1

YouTube Profile of Anantya Anand



Figure 2

Anantya Anand & her YouTube content

November 2023 – January 2024

Date	Video name	Likes	Views	Comments
29/01/24	I got hacked	7.4k	284,895	Comments off



26/01/24	School exam result - failed	9.5k	438,908	646
20/01/24	Family wedding- babli didi ki shadi	11k	776,687	577
12/01/24	Happy new year 2024 - gen z vs old	10k	801,439	861
22/12/23	Winter problems – choti behan vs badi behan	12k	1,127,806	638
15/12/23	Joint family vs nuclear family	13k	1,269,758	540
8/12/23	School admission – new school vs old school	13k	875,799	Comments off
1/12/23	Family wedding – expectation vs reality – runaway bride	17k	1,744,591	478
24/11/23	Family – then vs today	16k	1,469,804	577
17/11/23	How i spend my holiday weekend	13k	758,537	1.3k
10/11/23	Happy diwali - modern vs desi family	13k	1,183,290	857
3/11/23	Best friend vs Sister	12k	1,190,517	Comments off

First Three months:

Date	Video Name	Like	View	Comments
05/08/14	Modern Indian summer outfits for kids	2.2K	129,389	Comments off
06/08/14	Cute summer party outfit for girls! Outfit	571	37,399	Comments off



	on Budget under RS 1000*			
12/08/14	3 Simple & Cute hairstyles	75k	7,564,122	Comments off
19/08/14	MissAnand Intro Video	7.8k	208,551	Comments off
31/08/14	Traditional Indian OOTD for Navratri	562	34,003	Comments off
31/08/14	ALS Ice bucket challenge	293k	11,799,068	Comments off
07/09/14	Let's go to the park for mini picnic	3k	291,539	Comments off
14/09/14	Frozen Inspired: Elsa's braid hair tutorial: MyMissAnand	4.3k	789,743	Comments off
12/10/14	Fashion for kids – Traditional Indian silk lehenge	2.7k	257,366	Comments off

4.1.2 Instagram Analysis :

As of January 2024, Anantya Anand commands a considerable presence on Instagram, with a substantial following of 624,000 users. Her profile is adorned with 1,440 posts, offering a rich tapestry of content for her audience to explore. Moreover, she maintains connections with 278 accounts, demonstrating her engagement with fellow creators and influencers within the platform's community.

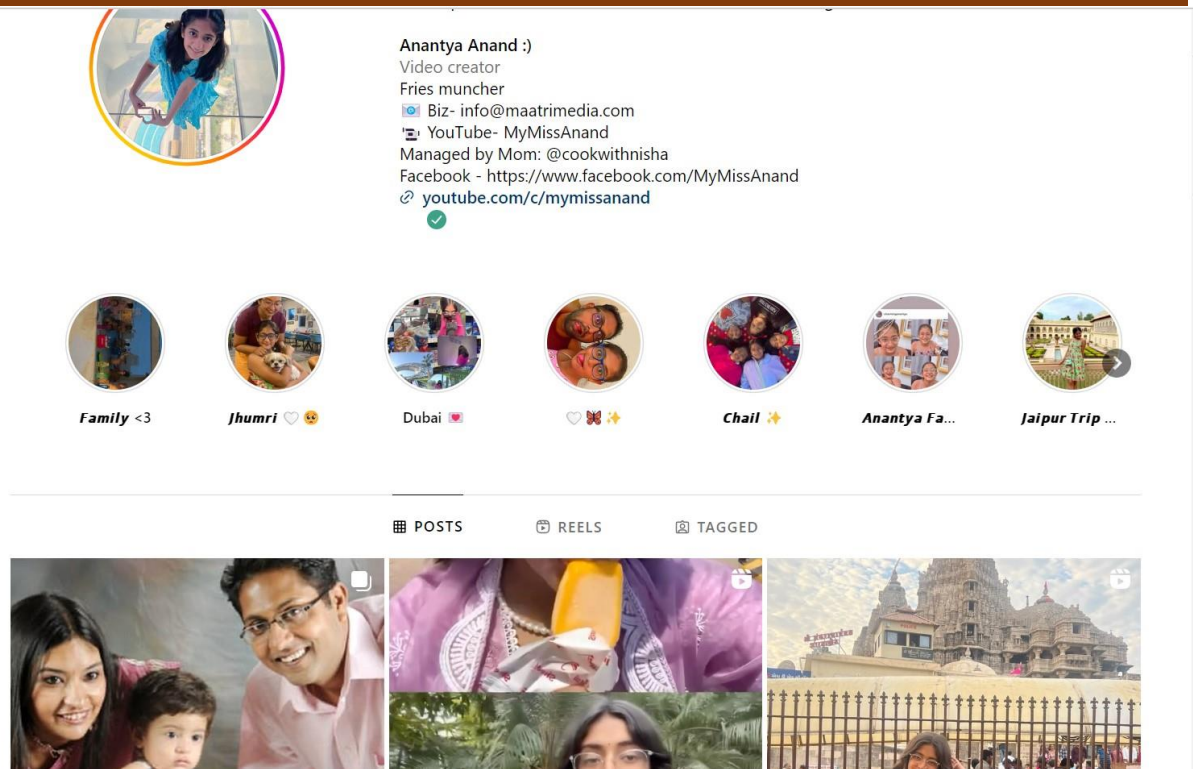


Figure 3
Instagram Profile of Anantya Anand

November 2023 – January 2024

Date	Post Type	Likes	Comments
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25/01/23	Reels-last summer time	10,864	87
22/01/23	Post-spiritual day	8,261	37
09/01/23	Reels-she is bestie	12,376	208
03/01/23	Post-Throwback	2,547	39
31/12/23	Reels- 2023	25,764	99
25/12/23	Post- Merry Xmas	10,969	80
24/12/23	Reels-sneaker fest 23	15,508	133
18/12/23	Reels- Dance video	10,589	115
09/12/23	Reels- GRWM	1,68,812	2,634
28/11/23	Post- Happy birthday	8,387	55
22/11/23	Reels- Timeless beauty : Taj Mahal	25,352	211
12/11/23	Post- Diwali	23,546	182
11/11/23	Reels- Just looking like a wow	17,500	205
09/11/23	Reels- My hidden Talent	11,834	150
05/11/23	Reels- Mini vlog eras tour	26,592	165
04/11/23	Reels- Momo lover	9,965	124



First three months:

Date	Post Type	Likes	Comments
03/11/14	Post- New hairstyle	1,830	57
20/09/15	Post- When she was 2 years old	1,545	16
21/09/15	Post- MissAnand @ dream destination	1,272	9
22/09/15	Post- first birthday	1,400	23
24/09/15	Post- enjoying the winning moments with her trophy	1,048	3
01/10/15	Post- Lunch time	1,013	5
1/10/15	Post- three simple hairstyle	952	7
02/10/15	Post-Long weekend	1,166	13
05/10/15	Post- Looking for the designer	804	28
05/10/15	Post- Pussy cat mewoo	948	10
06/10/15	Post- Another simple and elegant	702	2
09/10/15	Post- Good morning	912	8
09/10/15	Post-God gift from my papa	740	1
09/10/15	Post- My bags collection	649	6
12/10/15	Post- Dolls are my weakness	653	2
17/10/15	Post- Enjoying the festive	813	6
19/10/15	Post- Enjoying my Pooja holiday	699	6
19/10/15	Post- Posing with mom	672	2
22/10/15	Post- super cute girl	553	4
23/10/15	Post-crazy for donuts	642	4
26/10/15	Post-watch my videos on YouTube	587	4
26/10/15	Post- That's my look	672	3
27/10/15	Post- watch my new video	522	0
27/10/15	Post-My outfit for diwali	549	0
30/10/15	Post-Maang tikka compliments	596	3



	my looks		
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4.2 Sanskruti Gaikwad

Sanskruti Gaikwad, known as Pari, is a prominent young YouTuber from Mumbai, India. Born on March 12, 2012, she began her channel, Pari's Lifestyle, in 2018, quickly gaining a dedicated following. Her content, featuring funny anecdotes, comedic sketches, and relatable family dramas, resonates with viewers of all ages.

Despite her young age, Sanskruti's storytelling and humor have earned her YouTube's Silver and Gold play buttons, highlighting her growing influence. Raised in a supportive family, with her father working at Hotel Malvan and her mother as a homemaker, Sanskruti's background adds authenticity to her content.

She launched her YouTube journey with "3 Quick and Easy Hairstyles For Small Girls" in November 2018 and continues to captivate audiences alongside co-stars Sanket and Priti. Sanskruti also engages her 49.4k Instagram followers with funny reels and images, showcasing her comedic talent beyond YouTube.

Through Pari's Lifestyle, Sanskruti spreads joy and positivity, cementing her status as a promising child influencer in the digital sphere.

4.2.1. Yotube Analysis:

As of January 2024, Sanskruti Gaikwad, also known as Pari through her YouTube channel Pari's Lifestyle, commands a notable subscriber base of 12.8 million alongside an extensive collection of 521 videos. These figures stand as a testament to her substantial influence and prolific content creation journey, highlighting her commitment to entertaining and connecting with her wide-ranging audience through diverse and engaging content.

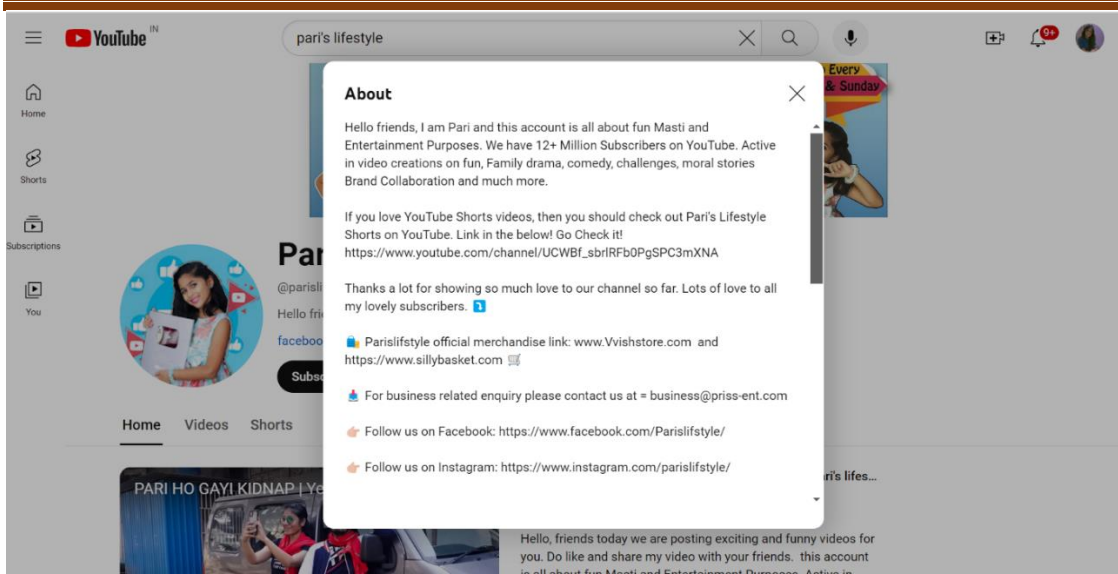


Figure 4
 YouTube Profile of Sanskruti Gaikwad

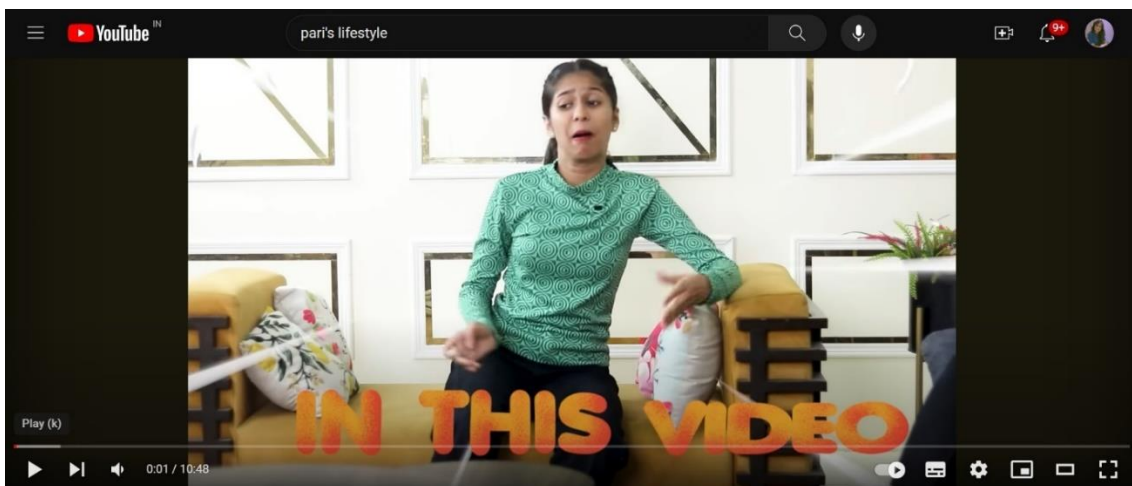


Figure 5
 Sanskruti Gaikwad & her YouTube content

November 2023 – January 2024

Date	Video name	Likes	Views	Comments
31/01/24/	Pari got sick we called for doctor	2.8k	423,785	177



28/01/24	Spying on my mom from a secret room	4.7k	688,380	212
24/01/24	My Dad's first day of school	3.1k	501,301	263
21/01/24	My Father went missing	3.7k	734,284	379
17/01/24	Schoking- Pari had a the biggest fight with the neighbour	3k	492,515	285
14/01/24	Living in a dog house for 24 hours	2.8k	525,350	263
10/01/24	Daughter vs Dad cooking challenges	2.6k	364,826	355
07/01/24	24 hours home alone challenge	5.7k	1,018,121	Comments off
03/01/24	Disgusting drinks that you should never try	3.2k	397,174	239
31/12/23	I built a dream dog house	6.9k	974,282	445
27/12/23	Don't Jump on wrong box challenge	4.2k	515,639	183
24/12/23	Busting 100 school myths in 24 hours	3.4k	568,009	187
20/12/23	Spying on my daughter using a mirror	12k	1,169,836	334
17/12/23	Mummy Ho gayi gayab	2.7k	351,804	165
13/12/23	My brother went missing	5.8k	1,392,213	187
10/12/23	Living in 4 colour Tiny house for 24 hours	6.1k	1,527,169	Comments off
06/12/23	School Me prank karna pada bhari	5.7k	1,083,300	182
03/12/23	I built a secret mirror to spy on Priti & Sanket	7.3k	1,042,077	290
29/11/23	OMG!! Big injection vala doctor in school	3.7k	495,340	136



26/11/23	Extreme camouflage hide and seek gone wrong	6.2k	1,005,646	300
22/11/23	Pari jalati hai guddin and vihaase	6.3k	983,084	Comments off
19/11/23	Epic prank on pari	3.4k	571,113	228
15/11/23	School monitor ki dadagiri	6.4k	978,517	283
12/11/23	Living like Motu- Patlu in real life	2.3k	285,000	233
08/11/23	Baby Shaurya decided what we eat for a day	3k	347,317	Comments off
05/11/23	What if fire crackers were real	3.5k	589,956	182
01/11/23	Last to scream wins 1 lakhs Rs challenge	3.5k	468,673	1

First three months

Date	Video name	Likes	Views	Comments
30/11/18	3 quick and easy hairstyle	4k	203,657	Comments off
28/02/19	2 quick and very easy hairstyle for girls	10k	659,590	Comments off
03/03/19	Party hairstyles in just 2 minutes for all girls	1.6k	116,153	Comments off
06/03/19	Funny reaction challenge	54k	6,326,078	1.7k
12/03/19	No mirror makeup challenge gone wrong	54k	5,368,480	Comments off
15/03/19	Types of students	37k	5,948,010	Comments off



19/03/19	Colourful Ice candy	340k	63,894,050	3.9k
22/03/19	Chocolate challenge I guess the chocolate challenge	453k	49,112,001	58k
25/03/19	Types of teachers	428k	92,110,370	Comments off
28/03/19	Who gets the surprise balloon	49k	7,536,797	Comments off

4.2.1.Instagram Analysis:

On Instagram, under her persona as Pari, maintains an active presence with 594 posts, attracting a substantial following of 98.1k individuals. While she shares her comedic reels and images with her audience, Sanskruti herself follows 29 accounts, creating abalanced engagement with her community on the platform.

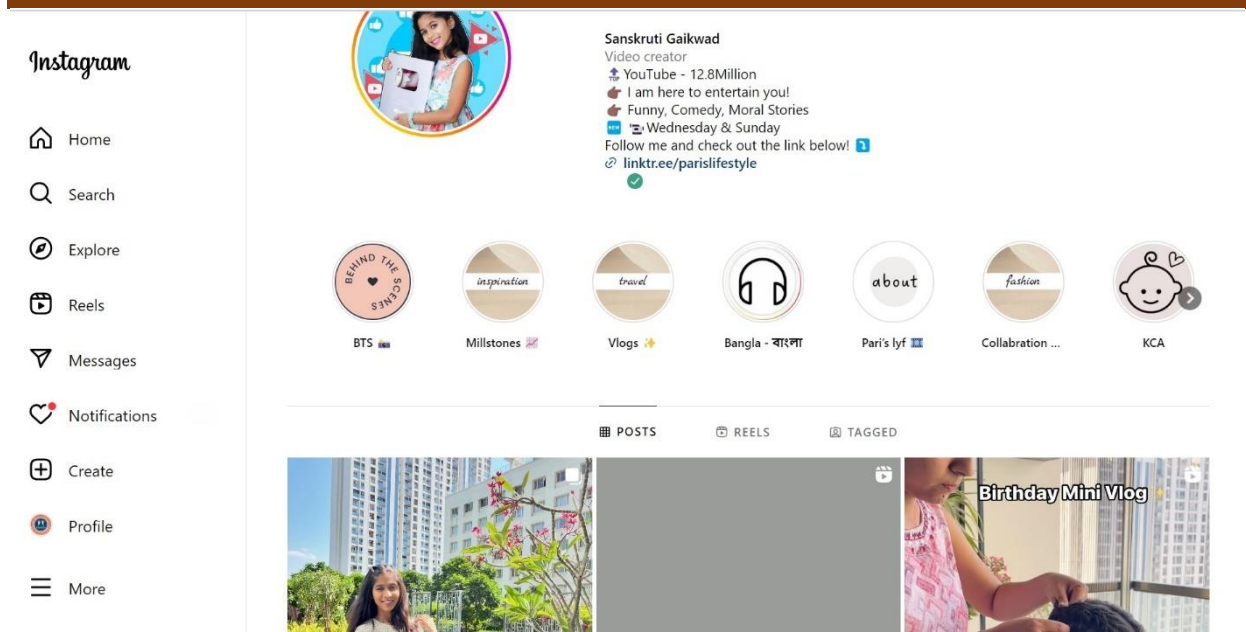


Figure 6
Instagram Profile of Sanskruti Gaikwad

November 2023 – January 2024

Date	Post Type	Likes	Comments
31/01/24	Video- I got sick we called for doctors	144	2
30/01/24	Reels- Why this kolaveri kolaveri d	493	37



27/01/24	Reels-Emotional damage	236	19
26/01/24	Post- Happy republic day	274	12
25/01/24	Reels – Friends Kon Karega mere sath party	367	22
23/01/24	Reels- Papa mere sath hamesha hi aisa karte hai	173	16
21/01/24	Post-Hello Friends kaise ho aap sab?	271	42
20/01/24	Reels – sirf 2 pal ki kushi	592	37
18/01/24	Reels – Surprise	Hidden	20
16/01/24	Reels – Trend with dad	549	42
14/01/24	Reels – Ise kehte hai prank	378	17
12/01/24	Reels – Prank successful	529	32
10/01/24	Reels – School Punishment	Hidden	10
08/01/24	Reels - Nacho	257	12
04/01/24	Reels – Batayegi kaise	268	10
02/01/24	Reels – Mera Moye Moye chal raha hai	293	23
31/12/23	Reels – Bye Bye 2023	Hidden	9
30/12/23	Reels – Wait for the twist	437	20
28/12/23	Reels – Paper Toh Ek Number Gaya	350	13
26/12/23	Reels – Samjh Gaye Na	Hidden	9
23/12/23	Reels – Aab agle saal sochenge	348	10
22/12/23	Reels – Muje laga santa ayeinn the	314	8
21/12/23	Reels- Mummy se panga nahi	380	11
19/12/23	Reels- Send this to your friends	371	10
17/12/23	Reels – Sabki yaad dial dil	822	21
15/12/23	Reels – When me brings home	378	13



	test papers		
14/12/23	Post- Which photo is best 1 st or 2 nd ?	467	54
13/12/23	Reels -Good night dosto	459	10
12/12/23	Reels – Happy Thand	371	15
10/12/23	Reels – Kaun Kaun agree karta hai	631	17
08/12/23	Post- Love, laugh, and endless memories with dad	551	12
07/12/23	Reels – Aur jada demotivate kar diya	416	6
05/12/23	Reels – Animal movie ft.mummy	403	10
04/12/23	Reels – No risk direct good night	305	5
01/12/23	Reels – pm Badhal jayega	346	11
29/11/23	Behind the scenes of camouflage hide and seek	385	6
27/11/23	Reels- Spot the kabutars	743	24
24/11/23	Reels - Moye moye	535	22
22/11/23	Reels - Book ne apni aukat dikh di	461	5
21/11/23	Reels - Winter be like	544	9
19/11/23	Reels - Relatable	358	6
17/11/23	Post – In the flickering glow of diyas, may your heart find peace...	348	16
17/11/23	Reels - Ye kal kab ayega? Kya apko pata hai	487	9
17/11/23	Reels - Behind the scene of school monitor ki dadagiri	371	6
12/11/23	Reel- may the festival of lights brighten your life with happiness	458	25



	and prosperity		
11/11/23	Reel- kya apka bhi class monitor aapke sath aisa karta hai	Hidden	29
4/11/23	Reel Kya aapka class monitor bhi aapko pareshan karata hai	11457	55
02/11/23	Reels- Do you notice the difference between you and your brother	533	10

First three months

Date	Post Type	Likes	Comments
29/08/20	Post	4,487	169
02/09/20	Post- Soch rahi hun next video kya banau?	3,619	32
04/09/20	Post- inbetweenshoot	3,815	36
08/09/20	Post- shoot day	4,108	64
10/09/20	Post – Hawai Hawai	3,885	40
15/09/20	Post- Little princess	3,753	35
15/09/20	Post- New video is out...Bhai behen vs behen behen	3,935	57
23/09/20	Post - Sawg	4,012	57
28/09/20	Post- New fun game video is out	4,113	28
04/10/20	Video- New video is coming up	3,883	88
09/10/20	Post- Red is my favorite color	3,841	114
12/10/20	Post- Good morning....Mera new video dekha	3,644	52



4.3 Comparative Analysis

YouTube Analysis:

Subscriber Base and Video Frequency: Miss Anand boasts 13.7 million subscribers, slightly edging out Pari with 12.8 million, indicating a marginally higher popularity in terms of subscriber count. However, Pari has uploaded 521 videos compared to Miss Anand's 408, suggesting a more prolific output in terms of video content.

Engagement Metrics: Miss Anand's videos generally receive higher likes, ranging from 10,000 to 12,000 likes on average, with views varying between 284,895 and 1,744,591. In contrast, Pari's videos garner between 2,800 to 6,900 likes, with views ranging from 285,000 to 1,527,169. Pari tends to receive more comments on average, reflecting a higher level of audience interaction, despite Miss Anand's occasional spikes in comment counts.

Content Themes: Miss Anand focuses on family events, lifestyle comparisons, and humorous sketches, resonating strongly with her audience through relatable content. Pari, on the other hand, diversifies with challenges, pranks, and imaginative scenarios, appealing to a younger demographic with trending topics.

Engagement Patterns: Miss Anand maintains a consistent engagement pattern with stable likes, views, and comments across her videos. In contrast, Pari's engagement fluctuates more, influenced by the viral nature of her content which varies in appeal over time.

Popular Video Themes: Miss Anand's popular themes include family moments and holiday celebrations, while Pari's videos thrive on trending challenges and playful scenarios, reflecting her dynamic approach to content creation.

Viewer Interaction: Both influencers have disabled comments on some videos, potentially to manage negative feedback or adhere to platform guidelines, though both still maintain active audience engagement overall.

Unique Findings: Miss Anand's content is characterized by its family-centric focus and consistent engagement metrics, indicating strong viewer loyalty despite fewer overall videos. Pari's content diversity and engagement fluctuations suggest a responsive audience engaged with trending content and challenges.

Instagram Analysis:

Follower Base and Post Frequency: Miss Anand leads with 624,000 followers on Instagram compared to Pari's 98,100, demonstrating a significant lead in audience size. Miss Anand has



posted 1,440 times, whereas Pari has shared 594 posts, showing Miss Anand's higher activity level on the platform.

Engagement Metrics: On Instagram, Miss Anand's posts and reels receive likes ranging from 2,500 to 25,800, with comments typically between 2,000 to 2,600, indicating consistent high engagement across her content. Pari's engagement varies more, with likes spanning 144 to 4,100 and comments ranging from 2 to 114, reflecting differences in audience response and content strategy.

Content Types: Miss Anand shares diverse content from daily life moments to brand promotions, mirroring her YouTube themes. Pari predominantly features reels with pranks, challenges, and relatable scenarios, aligning closely with her dynamic and playful YouTube persona.

Audience Interaction: Miss Anand's posts generally elicit higher average comments compared to Pari's, suggesting deeper audience interaction and engagement with her content.

Unique Findings: Miss Anand leverages Instagram effectively to reinforce her brand identity and connect deeply with her audience, maintaining a high level of engagement across her posts and reels. Pari, despite a smaller follower base, engages a dedicated audience through varied content that resonates with current trends and challenges.

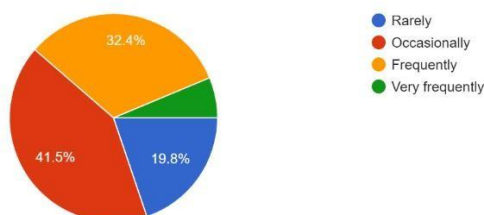
Summary: Both Miss Anand and Pari demonstrate effective use of YouTube and Instagram to engage their audiences through distinct content strategies. Miss Anand's family-centric focus and consistent engagement metrics highlight strong viewer loyalty and resonance with relatable themes. In contrast, Pari's dynamic content approach and responsiveness to trending topics resonate with a younger demographic, despite engagement fluctuations.

Overall, this analysis underscores the importance of content relevance, engagement strategies, and maintaining a consistent brand identity across platforms for effective audience connection and influencer impact in the digital age.

5. Response analysis

1)

How often do you come across content featuring child influencers on social media platforms?
207 responses

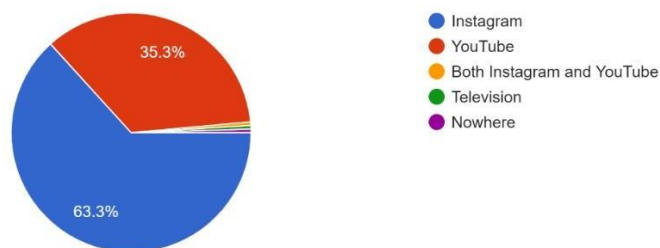




The data reveals that 41.5% of respondents encounter child influencer content "Occasionally" and 32.4% "Frequently," indicating its widespread presence on social media. This highlights the significant role child influencers play in the digital landscape.

2)

On which social media platform do you most often encounter content created by child influencers?
207 responses



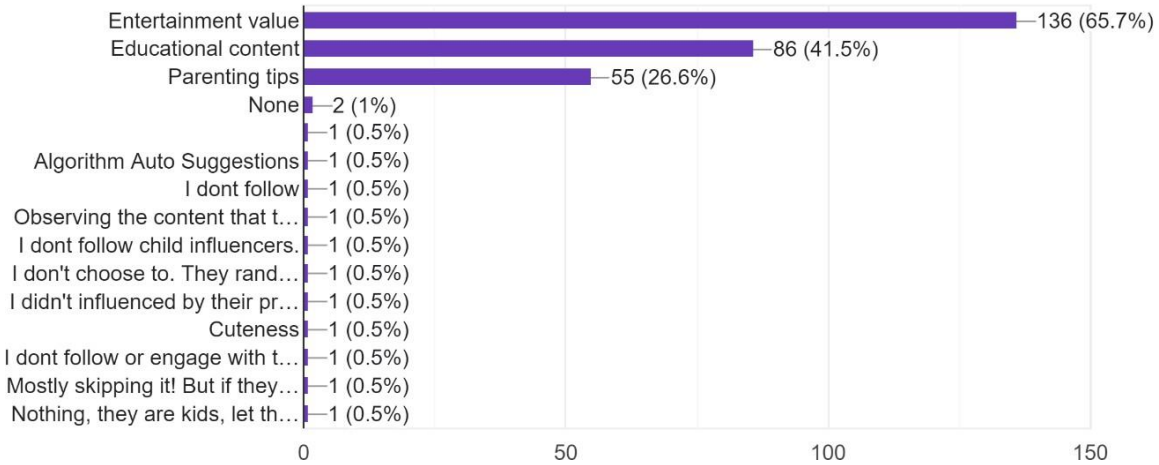
Instagram emerges as the leading platform for encountering content by child influencers, cited by 63.3% of respondents, followed by YouTube at 35.3%. This underscores Instagram and YouTube's pivotal roles in shaping digital content consumption among young audiences.

3)



What factors influence your decision to follow or engage with content created by child influencers?

207 responses

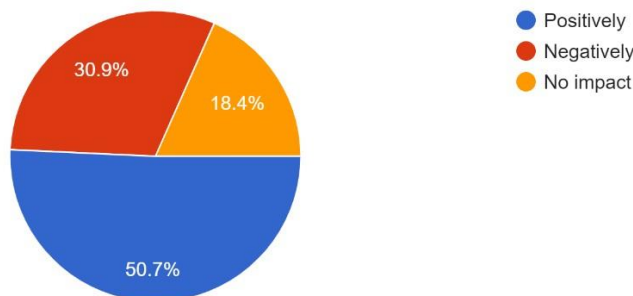


A significant 65.7% of respondents are primarily drawn to content by child influencers for its entertainment value, followed by 41.5% who seek educational content, and 26.6% interested in parenting tips. However, 2% indicated that none of these factors influence their engagement decisions. This underscores the diverse preferences driving audience interactions with child influencer content.

4)

In your opinion, how do child influencers impact the behavior or preferences of their audience?

207 responses



Approximately 50.7% of respondents view the influence of child influencers as positive, possibly seeing them as role models or sources of inspiration. Conversely, around 30.9% perceive their impact as negative, expressing concerns about promoting materialism or unrealistic standards. About 18.4% believe child influencers have no impact on their audience's behavior or

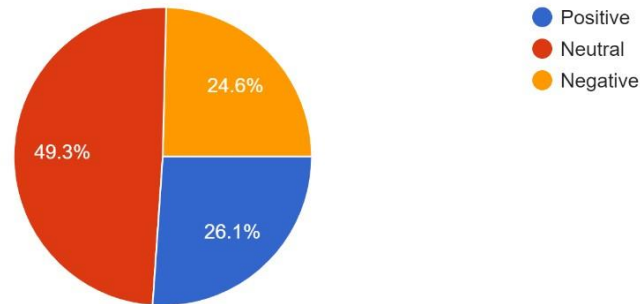


preferences, highlighting diverse perceptions on their influence.

5)

How do you feel about the increasing trend of child influencers on social media?

207 responses

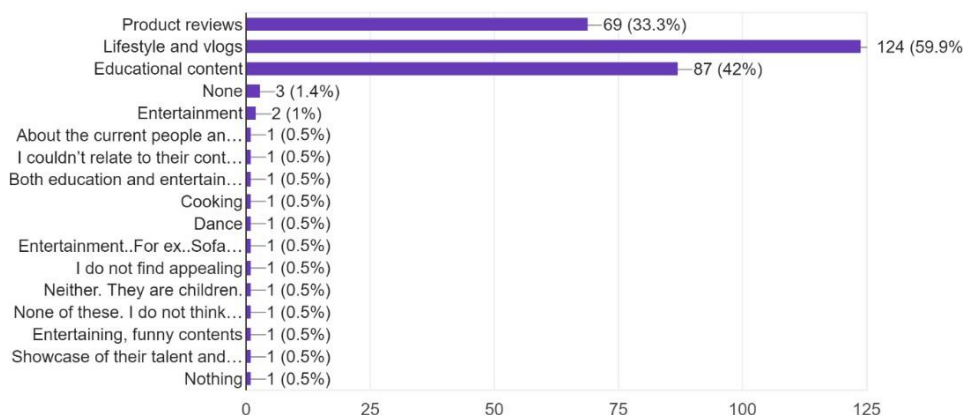


Around 26.1% view child influencers positively, citing benefits like confidence-building and skill development. About 24.6% express concerns over exploitation or negative impacts. The majority, approximately 49.3%, maintain a neutral stance, reflecting varied opinions on children's involvement in influencer culture.

6)

Which type of content from child influencers do you find most appealing?

207 responses



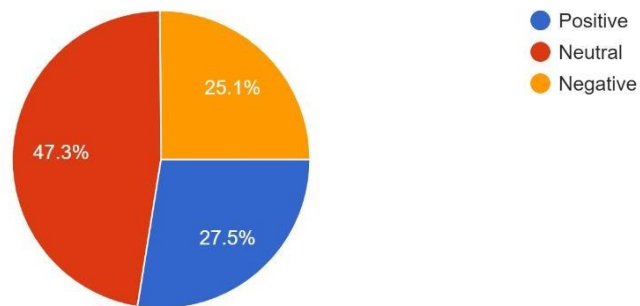


About 59.9% of respondents prefer lifestyle and vlogs from child influencers, while 42% appreciate educational content. Product reviews interest 33.3%, reflecting audience trust in influencer recommendations.

7)

Overall, what is your perception of child influencers on social media?

207 responses

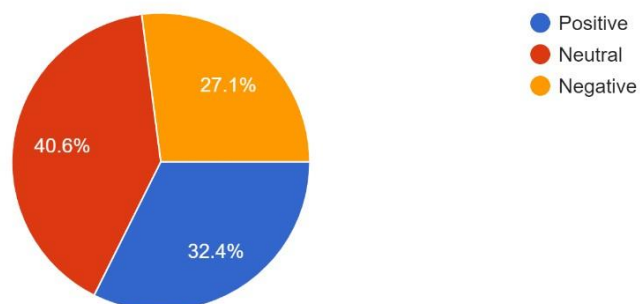


Approximately 27.5% of respondents view child influencers positively, seeing benefits like skill development, while 25.1% express negative perceptions, often citing concerns about exploitation or developmental impacts.

8)

Do you believe child influencers have a positive or negative impact on society?

207 responses

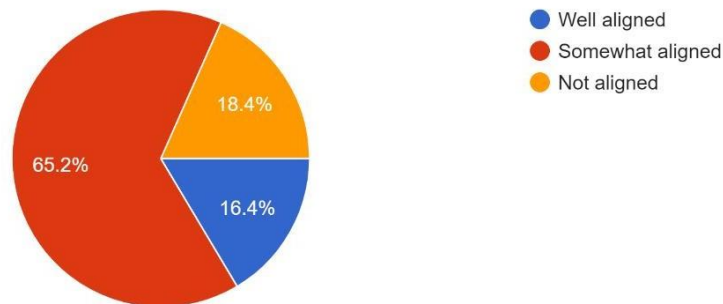




Approximately 32.4% of respondents believe child influencers have a positive impact, while around 27.1% perceive a negative impact, with concerns about exploitation and consumerism.

9)

How do you think child influencing aligns with cultural and societal values?
207 responses



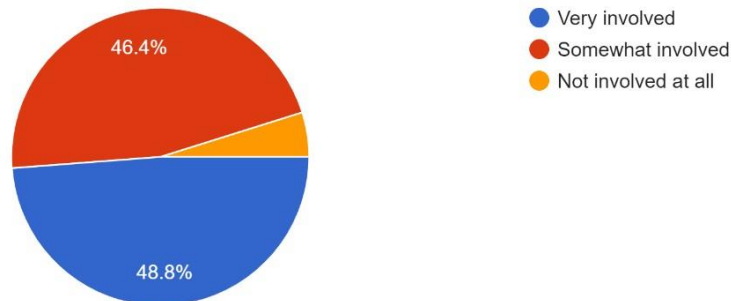
Approximately 65.2% of respondents believe child influencing somewhat aligns with cultural and societal values, indicating some alignment but also potential deviations. About 16.4% feel it aligns well, while around 18.4% perceive significant discrepancies between child influencing and cultural/societal norms.

10)



To what extent should parents or guardians be involved in managing a child's presence on social media as an influencer?

207 responses

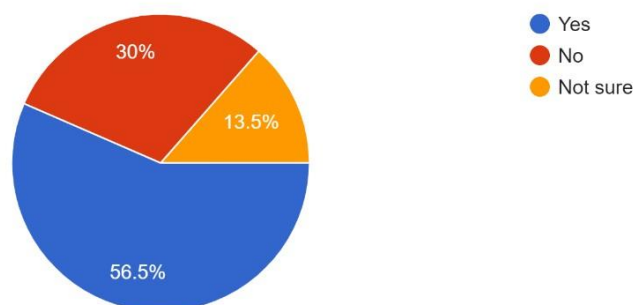


Nearly half (48.8%) advocate for extensive parental involvement in managing their child's social media presence, emphasizing safety. Another 46.4% support somewhat involved guidance, balancing autonomy with oversight.

11)

Should there be age restrictions for children to become influencers on social media?

207 responses



Approximately 56.5% of respondents support age restrictions for children becoming influencers, citing concerns about risks like privacy and exploitation. Conversely, around 30%

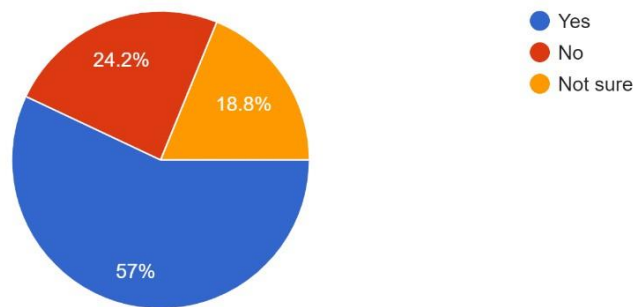


believe there should be no age restrictions, emphasizing potential benefits such as creativity and skill development.

12)

Do you think the popularity of child influencers is influencing children's career aspirations?

207 responses

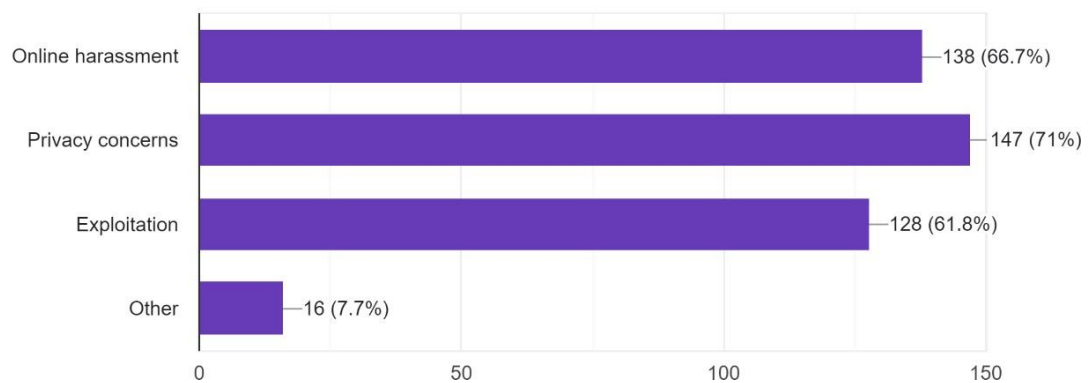


Approximately 57% of respondents believe child influencers' popularity shapes children's career aspirations toward social media and entertainment. Conversely, 24.2% feel it has minimal impact on their long-term career goals.

13)

What potential risks or threats do you associate with children participating as influencers on social media?

207 responses



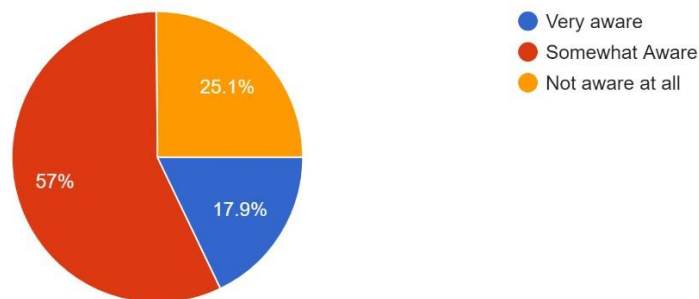


Approximately 71% of respondents are concerned about children's privacy risks, with 66.7% highlighting fears of online harassment. Additionally, about 61.8% perceive exploitation as a significant threat, emphasizing the need for robust safeguards in child influencer activities.

14)

How aware are you of regulations or guidelines in place to protect child influencers on social media platforms?

207 responses



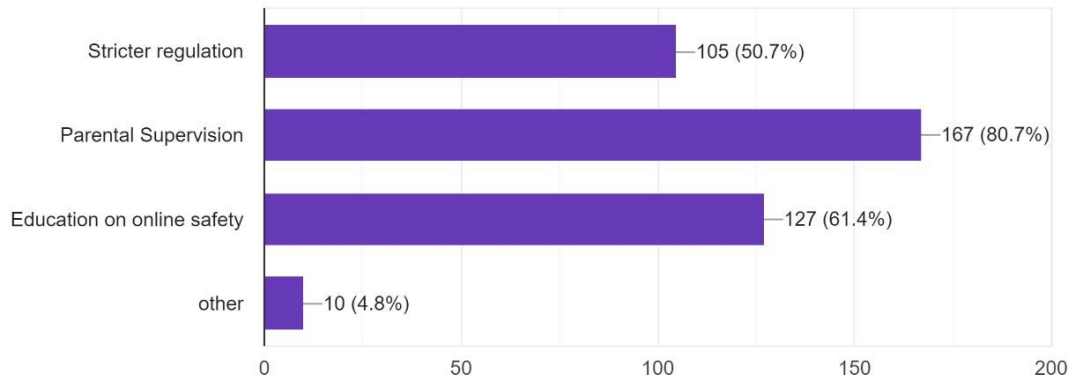
Approximately 57% of respondents show moderate awareness of regulations for protecting child influencers, while 25.1% lack awareness entirely. Conversely, 17.9% are highly informed about these protections, highlighting a need for broader education on safeguarding child influencers online.

15)



Which measures do you think should be taken to ensure the safety and well-being of child influencers in the digital space?

207 responses

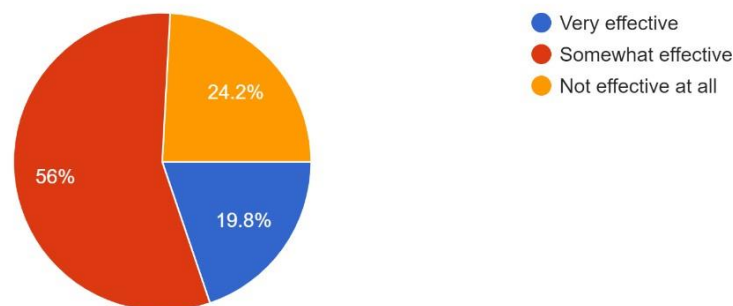


Approximately 80.7% of respondents advocate for parental supervision as key to protecting child influencers online, while around 61.4% emphasize the need for educating children on online safety. Additionally, about 50.7% support strict regulatory frameworks to ensure safety standards for child influencers in the digital space.

17)

How effective do you believe social media platforms are in addressing and mitigating potential threats to child influencers?

207 responses



Around 19.8% of respondents believe social media platforms effectively protect child influencers, with 56% seeing them as somewhat effective, suggesting room for improvement. Approximately 24.2% lack confidence in platforms' ability to mitigate threats, indicating

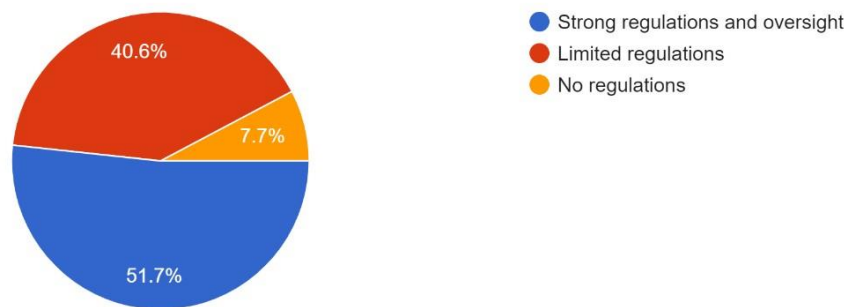


perceived gaps in safety measures.

19)

In your opinion, what role should government authorities play in regulating child influencers on social media?

207 responses

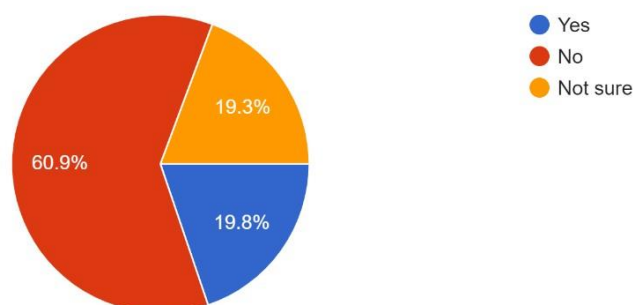


Approximately 51.7% of respondents support robust government regulations for safeguarding child influencers online, while around 40.6% prefer a more limited regulatory approach. A minority, about 7.7%, believe no regulation is necessary, emphasizing varying perspectives on balancing protection and autonomy in digital platforms.

20)

Are you aware of any organizations or initiatives working to protect the rights and safety of child influencers on social media?

207 responses





Approximately 19.8% of respondents are aware of organizations safeguarding child influencers, while 60.9% lack knowledge of such initiatives, indicating a need for increased awareness and education about resources supporting their safety.

5.2 Major Findings

A significant portion of respondents, 32.4% frequently and 41.5% occasionally, encounter content featuring child influencers on social media platforms. This prevalence underscores the widespread presence of child influencer content, primarily on Instagram (63.3%) and YouTube (35.3%).

Entertainment value emerged as the most influential factor in engaging with child influencer content, cited by 65.7% of respondents, highlighting a strong preference for enjoyable and amusing content. Additionally, 41.5% valued educational content, and 26.6% found parenting tips significant, reflecting diverse interests among audiences.

Perceptions of the impact of child influencers were mixed: 32.4% viewed their influence positively, citing benefits such as skill development, while 25.1% perceived negative impacts related to exploitation and consumerism. A neutral stance was expressed by 47.3% of respondents, indicating varied opinions on the role of child influencers.

Concerns about risks associated with children as influencers were prevalent: 71% cited privacy concerns, 66.7% highlighted risks of online harassment, and 61.8% expressed concerns about exploitation. These findings underscore the need for robust safeguards and parental guidance in child influencer activities online.

In summary, the survey highlights a complex landscape surrounding child influencers, with diverse audience preferences, mixed societal perceptions, and significant concerns about risks. It underscores the importance of ongoing dialogue, research, and responsible practices to navigate the evolving role of child influencers in the digital age.

6. Limitations:

- Changing consumer preferences towards other brands could impact Amul's marketing strategy effectiveness.
- Mixed research methodologies may introduce limitations like sampling errors or biases.
- Accessibility to data about Amul's branding or marketing strategies could restrict the study's scope.
- Respondents may provide biased or socially acceptable responses in interviews or surveys.



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- Reliability may be constrained by reliance on secondary data sources.
 - Researcher bias, including personal opinions towards the brand, could influence findings.
 - Sample size limitations due to resource constraints.
 - Time constraints could impact the depth of the investigation.

7. Discussion:

The rise of child influencers like Miss Anand and Pari sparks a diverse discourse on social media, blending admiration for their talents with concerns over their well-being and ethical treatment. Advocates highlight how under parental guidance, these influencers can develop skills, express themselves, and even achieve financial independence, showcasing creativity that transcends age barriers on platforms like YouTube and Instagram. Critics, however, raise valid worries about potential exploitation, parental oversight, and the impact on young audiences, from consumerism to mental health.

Balancing these perspectives requires nuanced discussions and responsible practices. Regulatory frameworks must protect child influencers while nurturing creativity. Parental involvement should prioritize children's well-being and autonomy, ensuring informed consent. Ultimately, constructive dialogue and ethical guidelines can foster a healthier environment for child influencers on social media, addressing both admiration for their talents and concerns about their welfare.

8. Conclusion:

In conclusion, analyzing top child influencers like Miss Anand and Pari on YouTube and Instagram reveals their effective use of platforms to engage audiences with diverse content. While Miss Anand shows consistent engagement and a larger audience, Pari's varied content resonates despite fluctuating engagement levels, emphasizing the importance of relevance and brand identity across platforms.

Meanwhile, perceptions of child influencers highlight their significant role in shaping digital landscapes, with content on platforms like Instagram and YouTube drawing both admiration and concern for issues like exploitation. This underscores the need for protective measures and regulations.

Addressing these challenges requires a comprehensive approach involving parental guidance, education, regulatory frameworks, and collaborative efforts. Prioritizing the well-being and rights of child influencers can foster a safer digital environment as this trend evolves. Continuous research and dialogue are essential for shaping policies and practices that uphold ethical standards in child influencer culture.



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