

**From Hashtags to Movements: A Sociological Analysis of Female Influencers and Youth's Political Engagement**

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**Abstract**

This research examines the substantial importance of female influencers in forming social and political movements, especially among the youth. Female influencers utilise social media platforms to contest conventional societal conventions and promote gender equality, human rights, and political engagement. By integrating personal narratives with activism, they produce compelling content that highlights themes such as harassment, consent, gender-based violence, and political empowerment. Their capacity to establish emotional connections with followers cultivates inclusive communities that engage actively in discourse and opposition. This study analyses the manner in which female influencers' online presence legitimises feminist discourse, galvanises support for initiatives such as #MeToo, and fosters youth participation in political activities. The study emphasises the convergence of consumer culture and activism, illustrating how influencers leverage personal branding to promote social issues. The results emphasise the significant importance of female influencers on political environments, both online and offline.

**Introduction**

Female influencers have become leading voices in challenging societal norms and promoting gender equality through social media. Their platforms offer a unique blend of personal storytelling and activism, allowing them to inspire mass movements and change public perceptions. Social campaigns led by these influencers often highlight issues such as harassment, consent, and gender-based violence. They connect with followers through emotional content, sparking dialogue on previously silenced topics. Their digital presence helps normalize feminism in everyday conversations (Abidin, C, 2016). Social media has provided a platform for female voices to challenge rape culture and advocate for justice. These influencers have empowered women by giving them a space to share their experiences and fight back digitally. Movements like #MeToo were driven forward by their visibility and consistency. Their efforts have redefined feminist activism for a global audience. Influencers have become key figures in raising awareness and building online communities of resistance (Mendes, Ringrose & Keller, 2018). Online spaces allow female influencers to engage directly with followers and build participatory communities. Through Instagram, Twitter, and YouTube, they simplify political messages and promote civic engagement. Their presence makes political topics more accessible and less intimidating for younger audiences. These influencers serve as bridges between digital culture and real-world change. Their impact lies in fostering inclusive dialogue (Carah & Louw, 2015).

In Pakistan, female influencers are challenging patriarchal norms and encouraging political participation among youth. They share personal struggles related to education, freedom, and equality

to raise awareness. By discussing controversial issues openly, they give voice to the silenced. This approach is fostering civic literacy and engagement. Their activism has sparked debates in both digital and traditional spaces (Fatima & Raza, 2020). Beauty and fashion influencers are increasingly embedding political commentary into their content. This blend of aesthetics and activism, often referred to as 'glamour activism,' redefines how young people perceive political communication. Female influencers use their platforms to normalize conversations about race, gender, and inequality. Their strategies combine visual storytelling with social critique. This shift is influencing how activism is expressed and consumed online (Duffy & Hund, 2019).

In authoritarian or unstable political environments, influencers act as informal leaders who rally communities online. Female voices have led powerful protest campaigns by expressing dissent and promoting solidarity. Their digital activism crosses borders and gains global traction. Through emotional storytelling and lived experiences, they create bonds of resistance. This is evident in movements across the Middle East and Latin America (Khondker, 2011). Female influencers are combining consumer culture with feminist messaging by integrating activism into their personal branding. This hybrid identity helps normalize political discourse within lifestyle content. While empowering, it also brings concerns about commercialization. Their brand power allows them to amplify important causes to millions. This fusion of commerce and activism shapes modern digital feminism (Gill & Orgad, 2018).

Young audiences often view female influencers as more credible than traditional political institutions. This trust stems from their authenticity and relatability. Their online activism resonates more with youth because it reflects lived realities. This participatory culture promotes community and engagement. As a result, influencers become key actors in political dialogue (Jenkins, Ito & boyd, 2016). During political campaigns and crises, female influencers have shaped public opinion and mobilized support. Their ability to speak candidly and appeal emotionally allows them to influence voter behavior. Especially among first-time voters, their role is impactful. Their platforms are seen as alternative spaces for civic education. This has redefined how young people access political information (Enli, 2017).

Popular feminism has become more visible online thanks to female influencers. They use social media to challenge misogyny and promote equality. Their campaigns often go viral, influencing both culture and policy. Through personal experiences and mass appeal, they draw attention to feminist values. This creates new spaces for dialogue and resistance (Banet-Weiser, 2018). The visibility of influencer content is shaped by social media algorithms. Female activists may be either promoted or hidden depending on platform logic. This has consequences for political messaging. Influencers must navigate these systems to ensure reach. Algorithmic power is thus a crucial aspect of digital activism (Bucher, 2012).

Multimedia storytelling allows influencers to humanize social issues more effectively than traditional speeches. Videos, personal testimonies, and images create emotional resonance. Female activists often use this approach to promote human rights and justice. Their narratives build empathy and drive engagement. This is crucial in mobilizing youth around complex causes (Clark, 2016). Online activism often requires influencers to constantly maintain visibility, which creates both pressure and opportunity. Female influencers perform emotional and physical labor to keep audiences engaged. This work shapes how political messages are delivered and received. Their visibility becomes a form of resistance. It also brings new responsibilities and risks (Dobson, 2015).

Female influencers function as cultural intermediaries who explain political events in accessible language. They simplify complex issues and inspire action. Their content builds trust and promotes critical thinking. This informal education strengthens political awareness. These voices are reshaping how society understands activism (Marwick & boyd, 2011). Intersectional feminism has gained digital momentum through influencers addressing overlapping identities. Issues of race, gender, and class are explored simultaneously in their content. This inclusive approach resonates with diverse audiences. It encourages deeper reflection and broader participation. Their voices are shaping more holistic activism (Bailey & Trudy 2018).

## Objectives

- O1: To investigate the influence of female social media influencers on the promotion and development of social and political movements.
- O2: To investigate the methods by which female influencers utilize digital platforms to engage audiences in public discourse and activism.
- O3: To evaluate the perceived influence of female influencers on the awareness, opinions, and engagement of adherents in social and political causes.

## Literature Review

The appearance of female influencers as strong agents in the process of moulding social and political discourses on digital platforms has become increasingly common. Because of their capacity to mix campaigning with personal storytelling, they have been able to mobilise young people and members of under-represented groups, which has led to increased engagement in social movements. There is a correlation between the combination of entertainment with activism and the normalisation of political activity among followers, particularly in situations where traditional media may be less trustworthy or accessible. In order to facilitate worldwide solidarity for a variety of causes, these influences enable the formation of communities that are not limited by geographic location (Scharff, 2024). Seeger and Muth bring attention to the significant position that social media influencers play in the process of moulding the political perspectives of younger groups. Influencers are able to transmit political content in a way that is easily accessible with the goal of encouraging civic participation. They do this by using their credibility and relatability. It is the contention of the writers that influencers bridge the gap between formal political communication and grassroots engagement, hence making politics more inclusive. This is especially pertinent in light of the fact that traditional political institutions are having a hard time garnering the interest of digital-native youth (Seeger & Muth, 2023). The example of Hong Kong's pro-democracy movement, in which "yellow" food influencers interweave culinary content with subtle political messaging, serves to show the distinctive role that lifestyle influencers play in the realm of political consumerism. They infuse political principles into daily decisions and nurture a common sense of political identity and collective action among young people by encouraging followers to patronise businesses that support democracy (Mak & Poon, 2023). This allows them to merge everyday lifestyle expressions with activism. On a similar note, female digital influencers play a crucial part in the progression of fourth-wave feminism through the use of social media platforms such as Instagram and Twitter. Through the sharing of personal narratives and the challenge of patriarchal standards, they make feminist discourse more approachable and real to young women all across the world. This sort of digital storytelling not only serves as a form of activism and community building, but it also democratises feminist discourse outside the confines of academic institutions. It gives followers the ability to participate in social justice movements and to question the conventional gender roles that have been established (Sharma, 2021).

It has become a defining characteristic of contemporary political campaigns that strategic alliances between female influencers and public figures are taking place. These relationships bring reciprocal benefits to both parties involved. Politicians are able to connect with younger audiences that are actively involved in digital activities, while influencers acquire legitimacy and greater visibility. Despite these benefits, there are issues that occur when it comes to preserving authenticity and managing the expectations of the audience. Within a political context that is becoming increasingly digital, such collaborations play a significant role in redefining political communication by humanising political messaging, increasing voter engagement, and affecting election outcomes (Dharta, Zou, & Jie, 2024). Similar to this, in the context of India, female social media influencers make a substantial contribution to the political mobilisation of young people by combining content that is instructive with content that is emotionally appealing. Their digital storytelling helps to cultivate a sense of common identification and a sense of urgency, both of which are frequently lacking in traditional political campaigns. From the perspective of Banerjee (2023), authenticity and relatability appear as key components in the process of establishing trust with an audience and motivating young

people to take part in demonstrations and elections.

In Latin America, female influencers are increasingly embracing Instagram as a platform to confront government corruption and campaign for social justice. This trend is expected to continue. They create storylines that have a profound impact on younger audiences by employing visual storytelling techniques such as photographs, reels, and short videos. In spite of the fact that they are subjected to online harassment and censorship, their unwavering commitment to advocating transparency and reform helps to increase the trust of their followers and encourages youth to become more involved in activism (Cruz & Ramos, 2023). Female influencers have also played a key role in forming political opinions during national elections in Pakistan. This is similar to the situation in other countries. They do more than just disseminate political information; they also actively participate in conversations with the people who follow them, which helps to improve political literacy and critical thinking. These contacts serve to overcome apathy and mistrust between young people and conventional political institutions, so contributing to the development of a political culture that encourages youth participation. According to Khan and Mustafa (2023), digital spaces present themselves as crucial forums for the purpose of political education and civic involvement.

In the process of discreetly integrating feminist ideals into mainstream culture, female beauty and lifestyle gurus play a key role. Through the incorporation of human narratives of empowerment and gender equality into their daily material, they normalise feminist values for a variety of audiences. By taking this method, opposition to feminist speech is reduced, and audiences are encouraged to reflect on the social norms that are currently in place. This approach demonstrates how influencer culture may gradually transform the attitudes of entire societies (Lee, 2021). Young people in Spain have been mobilised through the use of TikTok by female influencers who are concerned with environmental activism. They explain complicated environmental issues by means of short videos that are artistic in nature, so making activism more approachable, interesting, and widely shareable. The study that they have done sheds light on the interaction of gender and environmentalism. This is because female influencers provide distinctive viewpoints that inspire young women to engage in environmental problems (Martínez & Gomez, 2022).

By combining humorous comments with critical analysis, female political influencers on Twitter were able to drastically impact political narratives during the presidential elections in the United States in the year 2020. According to O'Connor (2023), this mode of communication helped to lessen polarisation and encourage more constructive political discussion by increasing engagement, expanding the reach of the message, and humanising political leaders and topics. In a similar manner, female influencers in South Asia are challenging traditional gender roles by combining cultural pride with feminist ideas in their online presence. According to Patel and Singh (2022), their work motivates young women to participate in social and political engagement, so broadening the bounds of political involvement beyond the realm of formal institutions and into the realm of everyday digital life. In the United Kingdom, female influencers have found that the smart use of live streaming has emerged as an effective technique for mobilising youth participation in protests at the grassroots level. The immediacy and interactivity of live video help to cultivate communities of action and emotional support in real time, which in turn helps to strengthen trust and solidarity among participants. Within the context of the digital era, this dynamic kind of involvement strengthens the durability and inclusiveness of social movements (Richards, 2021).

Furthermore, female influencers are required to simultaneously manage business sponsorships and promote political concerns, which is a dual position that they must navigate. They ensure that they continue to preserve their reputation while engaging in compensated relationships by carefully negotiating authenticity. In order to maintain their influence and make sure that they have a real impact on political movements, it is vital for them to achieve this balance (Silva & Torres, 2024). This is especially true when they are speaking to audiences that are young and have discriminating tastes. In order to advocate for social change while escaping censorship, female influencers in China operate inside a digital environment that is carefully controlled. They do this by adopting coded language and symbolic expressions. Their practices shed light on the delicate equilibrium that exists between

expression and restriction in authoritarian contexts, highlighting the innovative potential of digital activism (Zhang, 2023). These strategies allow them to inspire youth political participation and promote awareness despite the structural constraints that they face.

## Methodology

The most important information for this inquiry was acquired through the use of online questionnaires that were sent out to the students. According to Evans and Mathur (2005), the utilisation of an online survey enabled convenience, accessibility, and a greater access to a bigger number of participants. Additionally, it provided students with the chance to answer at their own pace, which contributed to an overall improvement in the quality of the experience (Wright, 2005). According to Creswell and Creswell (2018), the questionnaire was designed to capture quantitative information that was relevant to the objectives of the research and to precisely measure the correlations that existed between the variables that were selected.

For the purpose of doing the analysis on the data that was acquired, the Statistical Package for the Social Sciences (SPSS) was utilised. It was determined that the application of correlation analysis was necessary in order to explore the strength of links between variables as well as the direction of those ties (Pallant, 2020). The giving of insights about potential associations and patterns that developed from the responses was made possible as a result of this. For the purpose of conducting research in the field of social science, this methodology was chosen due to the fact that it is dependable and effective in the analysis of quantitative data (Field, 2018).

Students who were enrolled in the Department of Communication and Media Studies at Foundation University and were in their sixth and eighth semesters of study were the individuals who took part in this research project. The selection of these groups was based on the fact that they are representative of senior undergraduate students who have sufficient academic knowledge and media literacy to provide comments that are both informed and pertinent to the study (Bryman, 2016). Two parts were available during the sixth semester, however for the eighth semester, there was only one section available. There were approximately 34–35 students in each part, which brought the total number of pupils to approximately 103.

A globally acknowledged procedure for calculating sample size was utilised in order to determine the required sample size (Krejcie & Morgan, 1970). This was done with the intention of ensuring that the statistical validity and representativeness of the results were maintained. The method allowed us to determine a sufficient number of participants to produce results that could be relied upon while still maintaining feasibility within the limitations of the study (Taherdoost, 2016). This was accomplished by utilising the method.

$$n = [z^2 * p * (1 - p) / e^2] / [1 + (z^2 * p * (1 - p) / (e^2 * N))]$$

The sample size (n) is calculated according to the formula:  $n = [z^2 * p * (1 - p) / e^2] / [1 + (z^2 * p * (1 - p) / (e^2 * N))]$

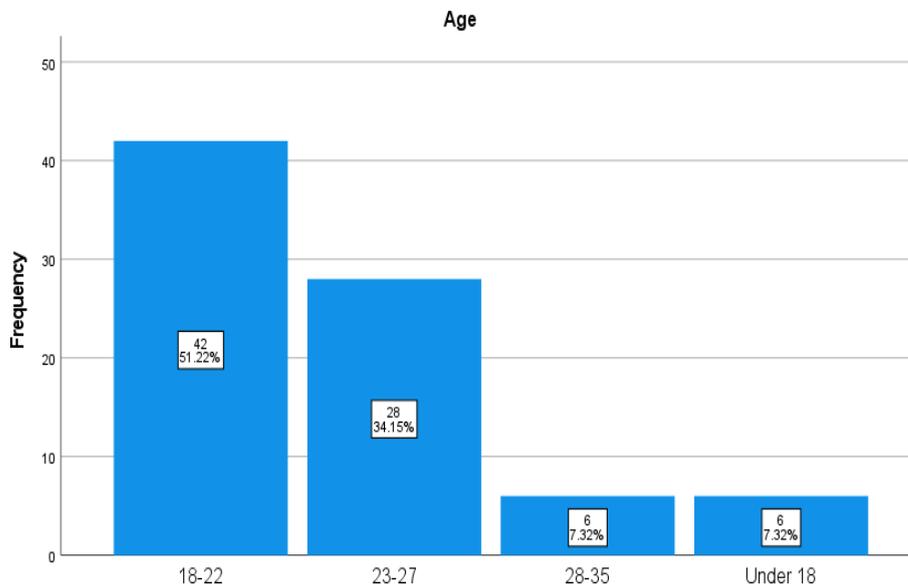
Where:  $z = 1.96$  for a confidence level ( $\alpha$ ) of 95%,  $p =$  proportion (expressed as a decimal),  $N =$  population size,  $e =$  margin of error.

$$z = 1.96, p = 0.5, N = 103, e = 0.05$$

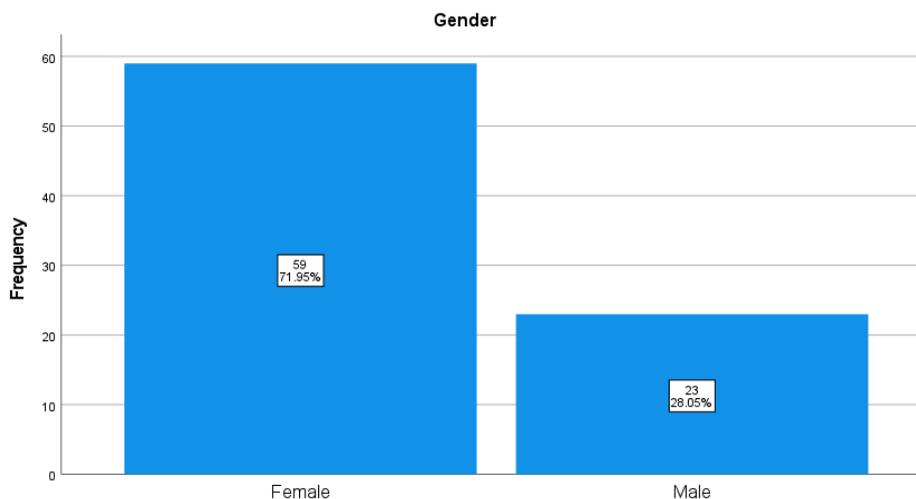
$$n = [1.96^2 * 0.5 * (1 - 0.5) / 0.05^2] / [1 + (1.96^2 * 0.5 * (1 - 0.5) / (0.05^2 * 103))]$$

$$n = 384.16 / 4.7297 = 81.223$$

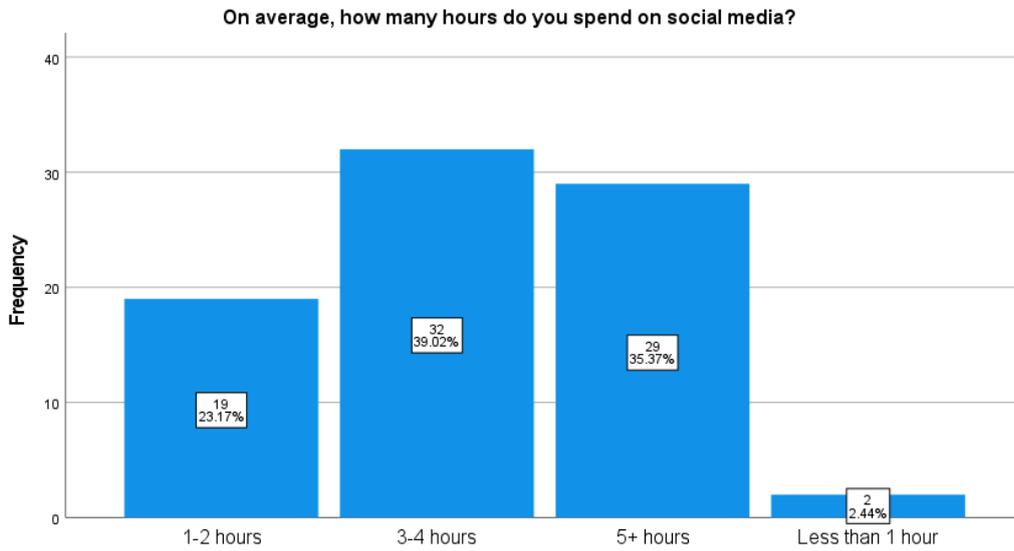
$$n \approx 82$$



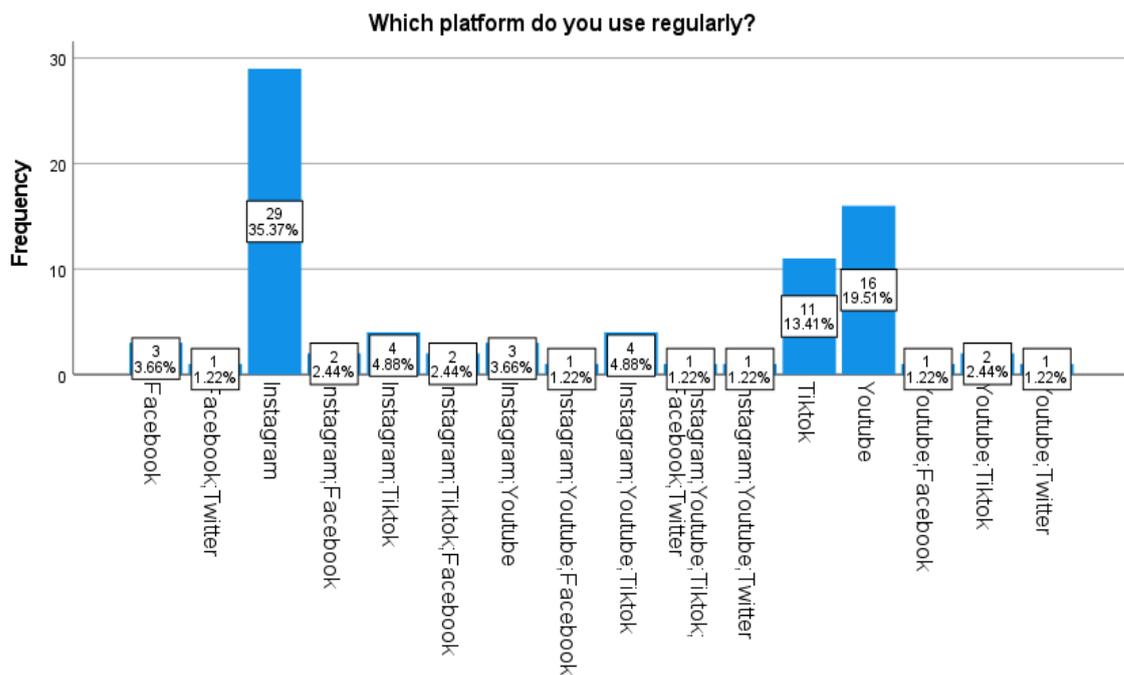
An illustration of the age distribution of respondents is provided by the bar chart, which highlights both the frequency and percentage of each age group. There are 42 people who fall into the age range of 18 to 22 years old, which constitutes 51.22% of the total participants. This age group is the most prevalent among the participants. The age group of 23–27 years old comes in second with 28 replies, which accounts for 34.15% of the total. On the other hand, the age group of 28–35 years old and those under the age of 18 have the lowest representation, with only six individuals each, which accounts for 7.32% of the individual population. Given this information, it appears that the survey or study was mostly conducted with younger persons, specifically those who were between the ages of 18 and 22.



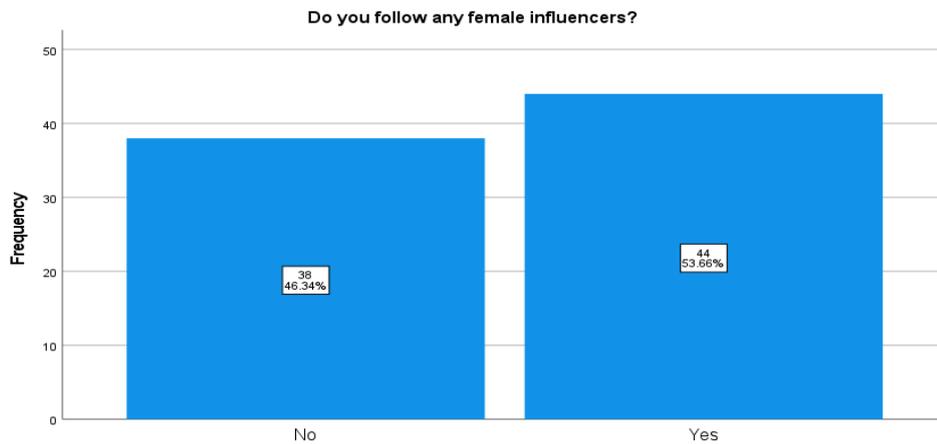
The gender distribution of responses is displayed in the form of a bar chart, which reveals a large disparity between the number of male and female individuals participating. 71.95% of the sample was comprised of female responders, with a total of 59 individuals identifying as female. Compared to this, 23 of the respondents described themselves as male, which accounts for 28.05 percent. This implies that females made up the majority of the participants in the study, which suggests that women either have a stronger interest in participating in the survey or are more readily available to make their participation known.



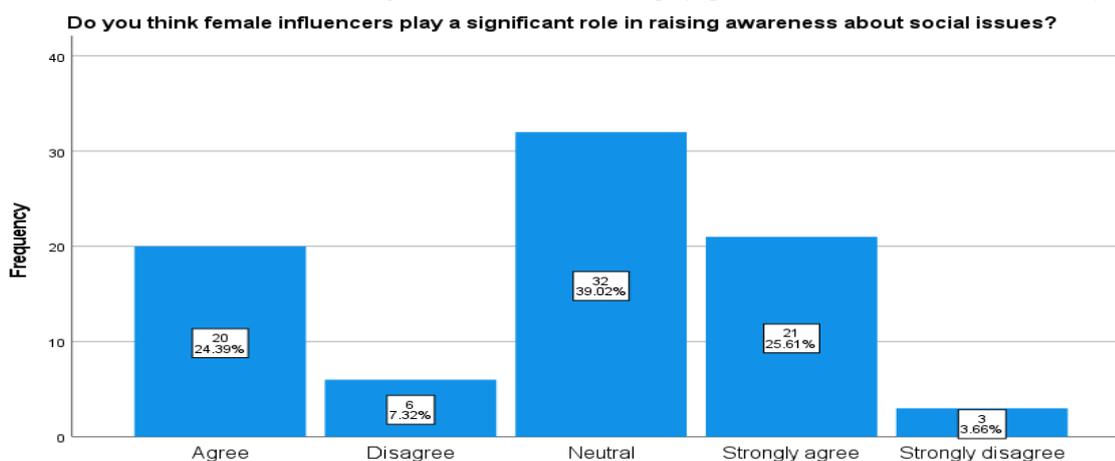
The amount of time that people spend on social media on a daily basis is depicted in this bar chart. 39.02 percent of respondents said they spend between three and four hours per day on social media, with 35.37 percent of respondents saying they spend more than five hours per day on social media. The fact that just a tiny percentage of participants (2.44%) reported using social media for less than one hour per day is indicative of significant levels of involvement among the participants as a whole. According to these findings, the majority of respondents may be classified as heavy viewers, which indicates that they are users who spend a significant amount of time consuming digital information. On the other hand, individuals who fall into the categories of lower consumption may be termed light viewers (Morgan & Shanahan, 2010). According to Kross et al.'s research from 2020, the dominance of heavy watchers is a reflection of the growing integration of social media into everyday routines, which influences the perceptions, attitudes, and social interactions of users. These high levels of engagement are also in line with broader global trends that indicate longer consumption of digital media, particularly among younger populations (Statista, 2024). The fact that heavy watchers are so prevalent shows that social media has evolved into not only a medium for communication and enjoyment but also a key role in shaping informational exposure and behavioural outcomes among the group that was researched.



This bar chart illustrates the most frequently utilised social media channels among participants. Instagram was the most utilised platform, with 35.37% of participants, followed by YouTube at 19.51% and TikTok at 13.41%. Furthermore, numerous respondents indicated the concurrent use of different platforms, demonstrating varied and intersecting media tastes. The preeminence of Instagram and TikTok—platforms characterised by visual narrative, influencer dynamics, and algorithmic prominence—indicates that youth political engagement is progressively manifested through aesthetic and performative avenues rather than conventional civic platforms (Banet-Weiser, 2018). These platforms allow female influencers to convert individual stories into shared representations of identity and defiance, frequently facilitated by hashtags and viral trends (Duffy & Hund, 2019). The prominence of these visually orientated environments suggests that youthful audiences are not simply passive consumers but rather active contributors to the formation of political discourse, solidarity, and activism via digital networks (Carah & Louw, 2020). Thus, the diversity of platform pairings illustrates a multi-platform ecology in which social influence, mediated authenticity, and digital activism converge to promote youth engagement and the emergence of hashtag-driven movements.



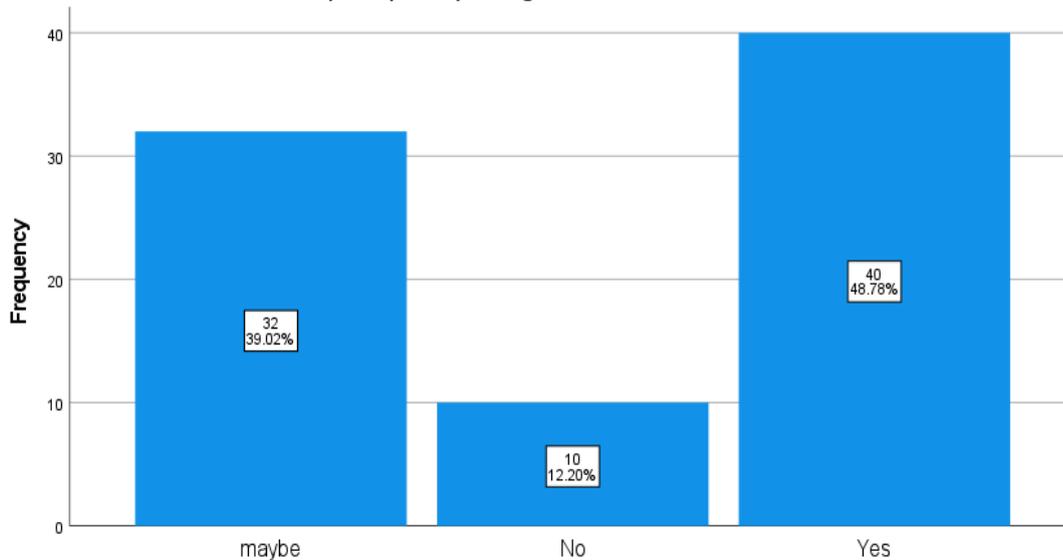
A bar chart is used to represent the level of engagement that respondents have with female influencers on various social media sites. Among those who have reported following female influencers, 53.66 percent have claimed that they do so, while 46.34 percent have stated that they do not. The findings of this study indicate that female influencers have a significant level of visibility and impact among the audience that was examined. The data reveals that more than half of young users actively engage with content that was developed by female influencers. This reflects the growing importance that female influencers have in shaping online discourse, lifestyle trends, and even political ideas because of their impact (Abidin, 2020; Carah & Dobson, 2016). On the other hand, the almost equal split also emphasises the fact that, despite the fact that female influencers are prevalent, there is still a sizeable portion of users who are either selective or disengaged from influencer culture. This could be due to differences in interest, trust, or perceived authenticity (Djafarova & Trofimenko, 2019).



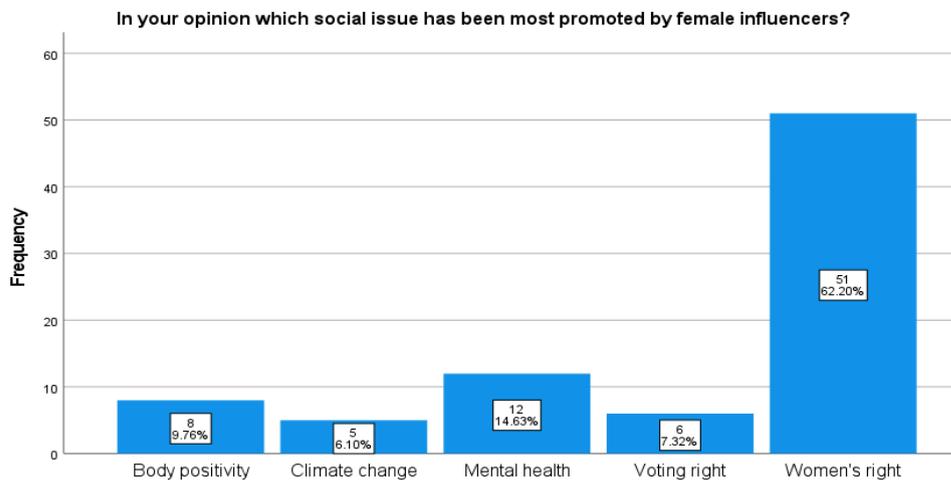
On the basis of responses to the question of whether or not individuals have learnt about social and political

movements through female influencers, this bar chart depicts the responses. The majority of respondents, 48.78%, responded "Yes," followed by 39.02% who said "Maybe," while only 12.20% of respondents had a negative response. Taking this into consideration, it appears that female influencers play a big part in the dissemination of information and the raising of awareness on social and political issues. According to Abidin (2020) and Banet-Weiser (2018), their online presence frequently goes beyond the realm of lifestyle and leisure material, functioning as a vehicle for civic education and digital activism at the same time. Young audiences are not only receiving information from influencers, but they are also being exposed to social narratives that have the potential to alter their political consciousness and involvement (López & Ksiazek, 2022). This is indicated by the large proportion of affirmative and tentative responses. In this setting, female influencers function as "digital opinion leaders," bridge the gap between personal narratives and bigger sociopolitical discourses, and cultivate a feeling of collective participation among their followers (Khamis, Ang, & Welling, 2017).

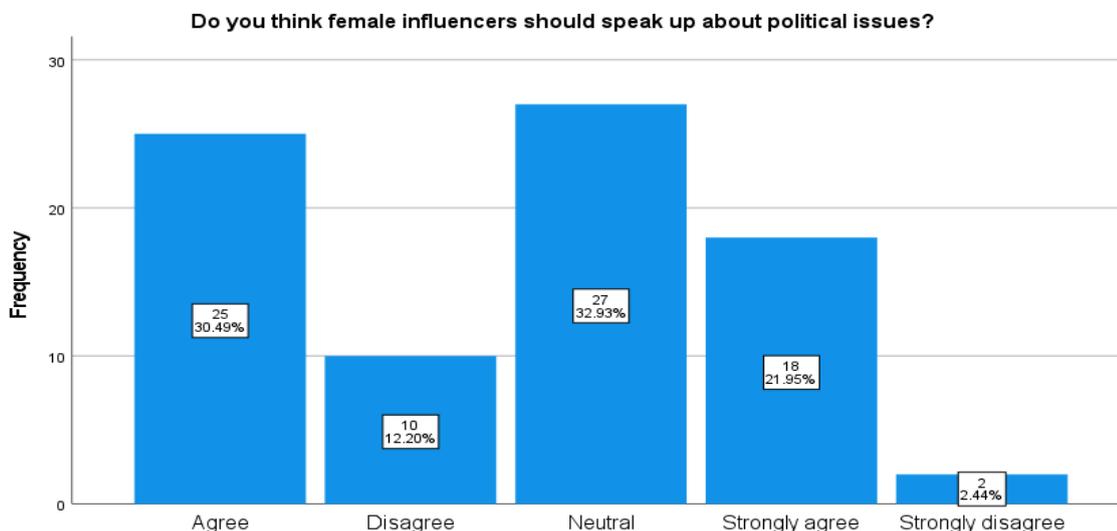
Have you learned about social and political movement (e.g women's right, climate change, body positivity, voter participation) through female influencers?



This bar chart depicts comments regarding whether individuals have acquired knowledge about social and political movements via female influencers. A plurality of 48.78% responded "Yes," followed by 39.02% who replied "Maybe," and merely 12.20% answered "No." This indicates that female influencers significantly contribute to the dissemination of information and the elevation of consciousness regarding social and political concerns. Their digital presence frequently transcends lifestyle and leisure material, functioning as a platform for civic education and digital activism (Abidin, 2020; Banet-Weiser, 2018). The significant prevalence of affirmative and tentative responses suggests that young audiences are not merely consuming influencer content but are also encountering societal narratives that may influence their political awareness and engagement (López & Ksiazek, 2022). In this environment, female influencers serve as "digital opinion leaders," connecting personal tales with wider sociopolitical discussions and cultivating a feeling of communal involvement among their followers (Khamis, Ang, & Welling, 2017).

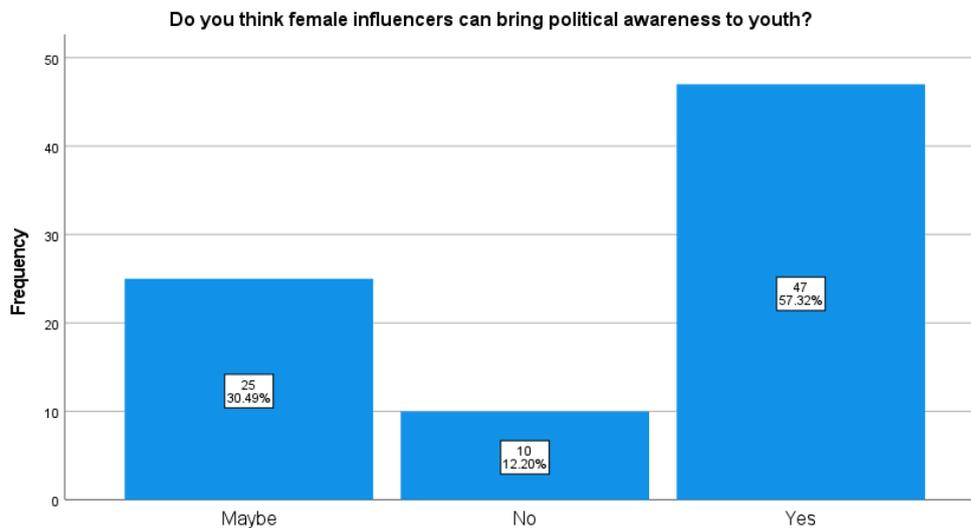


This chart presents public opinion on which social issue is most frequently raised by female influencers. A significant majority (62.20%) of respondents believe that women’s rights are the most highlighted issue, followed by mental health (14.63%), body positivity (9.76%), voting rights (7.32%), and climate change (6.10%). These findings indicate that female influencers are predominantly associated with promoting gender equality and feminist discourses in digital spaces. Their focus on women’s rights reflects a broader trend of “digital feminism,” where social media platforms become spaces of advocacy, consciousness-raising, and solidarity (Banet-Weiser, 2018; Keller, 2019). Moreover, the prominence of mental health and body positivity suggests that influencers are using their platforms to challenge traditional beauty norms and promote emotional well-being, aligning personal branding with social activism (Abidin, 2020; Duffy & Hund, 2019). The comparatively lower emphasis on voting rights and climate change may reflect audience preferences or the algorithmic visibility of lifestyle-oriented feminist narratives over explicitly political or environmental campaigns (López & Ksiazek, 2022). Overall, these patterns underscore the central role of female influencers in advancing gender-focused advocacy and shaping youth engagement with social issues in digital culture.



This chart illustrates respondents' views on the appropriateness of female influencers discussing political matters. A total of 52.44% (Agree + Strongly Agree) indicated support for female influencers discussing political issues, whilst 32.93% adopted a neutral position, and the remainder participants expressed disagreement. This indicates a moderate overall endorsement of political activity by female influencers, but simultaneously revealing significant hesitancy or ambivalence among the audience. These divergent views may arise from the belief that influencers ought to stay apolitical to preserve business affiliations and audience diversity (Abidin, 2020; Duffy & Wissinger, 2017). The

predominant support signifies an increasing public endorsement of "influencer activism," wherein social media figures utilise their prominence to address governance, rights, and civic engagement (Banet-Weiser, 2018; López & Ksiazek, 2022). The significant neutral reaction underscores the continuous negotiation among authenticity, professionalism, and advocacy within the influencer domain—particularly for women, whose online authority is frequently examined through gendered norms (Keller, 2019). These findings indicate that audiences are progressively acknowledging the legitimacy of female influencers as participants in social and political debate, but with some ambiguity concerning the limits of their activism.



A substantial majority (57.32%) of respondents assert that female influencers can proficiently enhance political knowledge among the youth. When including those who demonstrated receptiveness to the concept, over 87% of participants acknowledge the capacity of female influencers to affect the political awareness of young audiences. This indicates the increasing recognition of influencers as facilitators of informal civic education and participatory culture (López & Ksiazek, 2022). Female influencers frequently intertwine personal narratives with social critique, rendering intricate political matters more approachable and comprehensible to digital-native audiences (Abidin, 2020; Banet-Weiser, 2018). Their authenticity and emotional engagement techniques facilitate the conversion of abstract civic issues into tangible experiences, therefore promoting political involvement and discourse among young individuals (Khamis, Ang, & Welling, 2017). The results indicate that female influencers are increasingly recognized not merely as entertainers or lifestyle figures, but as rising participants in the digital public sphere, capable of galvanizing awareness and engagement about political and social issues (Carah & Dobson, 2016).

## Discussion

The predominant responders were female, aged 18 to 30, and engaged in higher education, primarily at the undergraduate level. This age group constitutes the primary demographic of digital natives—a generation reared in a media-saturated milieu that actively interacts with internet material (Prensky, 2001). Their significant presence on social media establishes them as a vital demographic for comprehending how female influencers affect attitudes and behaviors related to social and political matters. Carah and Dobson (2016) assert that social media culture is intricately linked to identity development, rendering young women especially receptive to narratives that merge personal expression with communal objectives.

The majority of respondents indicated that they follow at least one female influencer on platforms like Instagram, TikTok, and YouTube, which are recognized for their algorithmic capacity to enhance visual narrative and emotional impact (Abidin, 2020). These places have transformed from mere entertainment into platforms for subtle activism, where influencers champion social justice, women's rights, education, mental health, and body positivity (Banet-Weiser, 2018; Duffy & Hund, 2019). This

corresponds with the concept of popular feminism, wherein activism is integrated with digital branding to render feminist and social problems more mainstream and accessible (Banet-Weiser, 2018). A considerable number of respondents indicated moderate to high engagement with social and political issues, particularly when these issues were presented in a sympathetic, emotive, or visually compelling manner. This discovery corroborates López and Ksiazek's (2022) assertion that influencers cultivate emotive publics—digital groups united by emotional links and common values rather than formal political affiliations. A multitude of respondents indicated that their understanding of civic matters increased through campaigns led by influencers or personal narratives, highlighting the educational capacity of influencers in cultivating digital political consciousness among young individuals. Nevertheless, the research indicated that online knowledge does not consistently convert into tangible activism in the real world. Although numerous participants expressed feelings of inspiration or a need for introspection, a smaller number undertook tangible political actions, such as protests, donations, or advocacy for legislative changes. This aligns with the critique of slacktivism—a low-effort type of engagement in which individuals demonstrate online solidarity without engaging in offline participation (Morozov, 2011). While digital participation may represent symbolic resistance and the construction of collective identity, its enduring civic impact is contentious (Gladwell, 2010). Trust and authenticity surfaced as key yet contentious concepts. A considerable number of respondents regarded female influencers as genuine and relatable, especially when they disclosed personal experiences or actively endorsed social concerns. Khamis, Ang, and Welling (2017) assert that authenticity is the foundation of influencer culture, functioning as both a performative and relational construct. Nonetheless, doubt endures, as several individuals interrogated the authenticity of influencer advocacy, referencing sponsorships, reasons of popularity, or performative involvement. This paradox illustrates the persistent conflict between commercial self-promotion and authentic activism (Duffy & Wissinger, 2017). The findings confirm that female influencers are crucial in promoting awareness of gender rights, social fairness, and civic involvement. By employing accessible narratives and emotional engagement, they democratize discussions that could otherwise be peripheral in mainstream media (Keller, 2019). However, their activity is influenced by structural constraints—specifically algorithmic prominence, which favors particular narratives and fosters ideological echo chambers (Bucher, 2018). Thus, although influencers significantly impact public debate, their capacity to effect enduring civic change relies on addressing issues of trustworthiness, engagement depth, and platform governance.

## **Conclusion**

The results of this study emphasize that female influencers have a transformative and expanding impact on the social and political awareness of young people. They effectively normalize discussions around sensitive or marginalized issues by leveraging relatability, personal storytelling, and emotional resonance in their capacity as digital opinion leaders (Abidin, 2020; Banet-Weiser, 2018). The authenticity of their content, which is rooted in lived experience, allows them to bridge the gap between online visibility and public consciousness. This fosters digital spaces that are pertinent and approachable to younger audiences, such as topics such as women's rights, mental health, and civic engagement.

Nevertheless, this influence is subject to ethical and structural limitations. Influencers frequently succeed in initiating conversations; however, this engagement is frequently limited to the digital domain, illustrating the phenomenon of slacktivism or symbolic participation (Morozov, 2011). Additionally, the ambiguous distinction between authentic advocacy and performative activism persists in its effect on the perception of credibility, as the sincerity of social causes may be compromised by commercialization (Duffy & Wissinger, 2017). These tensions are indicative of more extensive discussions regarding authenticity, self-branding, and moral accountability in digital activism (Khamis, Ang, & Welling, 2017).

In order to more responsibly leverage this influence, it is imperative to enhance media literacy among young people, enabling them to critically assess influencer content and differentiate between

authenticity and commodification. Simultaneously, influencers should recognize their civic authority and demonstrate ethical behavior when confronting politically or socially sensitive matters. In order to foster accountability, transparency, and inclusivity in digital advocacy, it is imperative to establish collaborative frameworks that involve policymakers, educators, and social media platforms (López & Ksiazek, 2022). Ultimately, the influence of female influencers embodies the paradox and promise of the digital age—a period in which activism is magnified by connectivity but frequently restricted by attention economics. In fact, a single post can initiate meaningful change; however, enduring progress necessitates sustained critical reflection, ethical engagement, and collective action beyond the screen.

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