1. Literature Review:

Social media influencers have become very important in shaping people's behavior and identity online. Many scholars have studied how influencers affect audiences and their personalities. For example, Alice Marwick argues that social media encourages users to construct online identities that attract attention and validation. She explains that platforms reward visibility and popularity, which encourages people to imitate influencers and adopt similar behaviors online.

Another scholar who studies social media is Theresa Senft. She talks about the concept of micro-celebrity and explains that influencers develop personal brands and interact directly with followers. According to her, this relationship creates a feeling of closeness between influencers and audiences.

In addition, Jean M. Twenge studies the relationship between social media use and personality traits among young people. She argues that social media may increase narcissistic tendencies because individuals constantly present themselves to an audience and seek approval through likes and comments.

Furthermore, Sherry Turkle examines how digital technologies influence identity and self-perception. She suggests that constant online interaction can affect how people understand themselves and relate to others.

Therefore, these scholars show that social media influencers affect people’s personalities and identities in the digital age.

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2. Literature Review:

Recent scholarship in digital and cultural studies suggests that social media influencers play a significant role in shaping identity formation and personality performance in online environments. Rather than simply consuming content, audiences often engage in processes of imitation, self-presentation, and identity negotiation influenced by influencer culture.

Several scholars emphasize that social media platforms encourage users to perform curated versions of the self. Alice Marwick argues that online visibility economies reward individuals who successfully attract attention, encouraging users to model their behavior on highly visible influencers. Similarly, Theresa Senft demonstrates that influencers cultivate “micro-celebrity” identities through strategic self-branding and continuous interaction with followers. Together, these perspectives highlight how influencer culture promotes forms of identity performance structured by platform visibility and audience engagement.

Other scholars focus more directly on the psychological implications of these practices. For instance, Jean M. Twenge suggests that the constant pursuit of online validation through likes and comments may reinforce narcissistic tendencies among social media users. Likewise, Sherry Turkle argues that digital communication environments reshape how individuals understand themselves and relate to others, potentially altering processes of self-reflection and interpersonal connection.

Taken together, these studies suggest that influencer culture operates not only as a media phenomenon but also as a powerful social mechanism that shapes identity construction and personality expression in digital contexts.