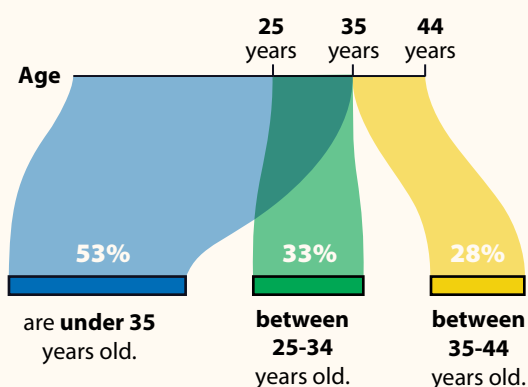


The new faces of influence

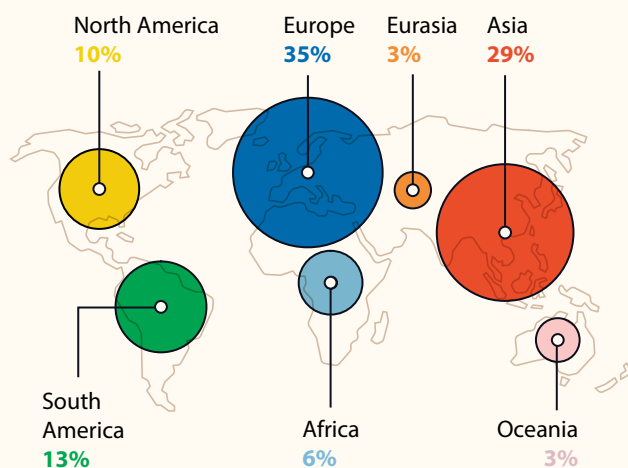
Digital content creators, also known as “influencers,” are increasingly shaping how information is presented and shared. Whether they engage millions of followers or focus on niche communities, these influential voices reach global audiences, especially younger generations who are moving away from traditional media to social media.

A recent UNESCO survey of 500 influencers from 45 countries, *Behind the Screens*, published in November 2024, provides an overview of this new way of accessing information.

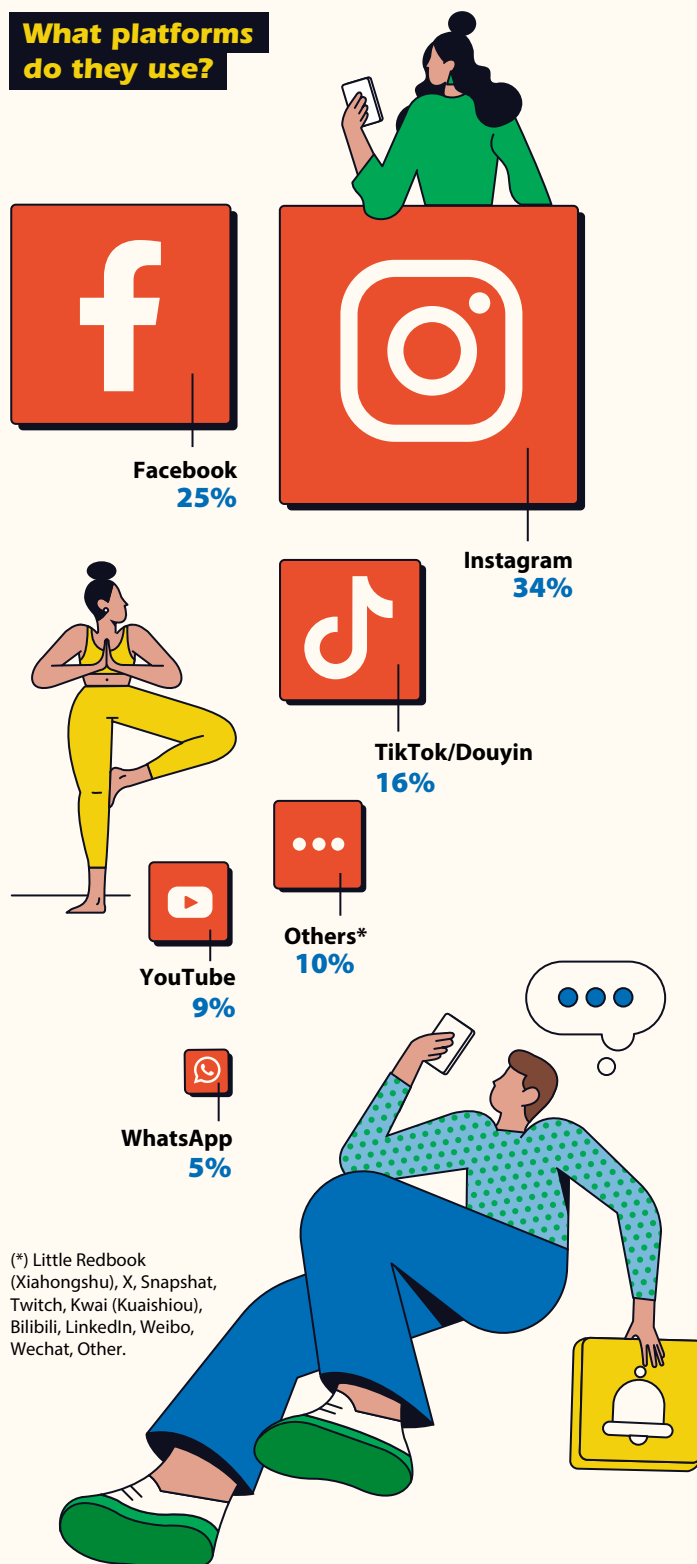
How old are digital content creators?



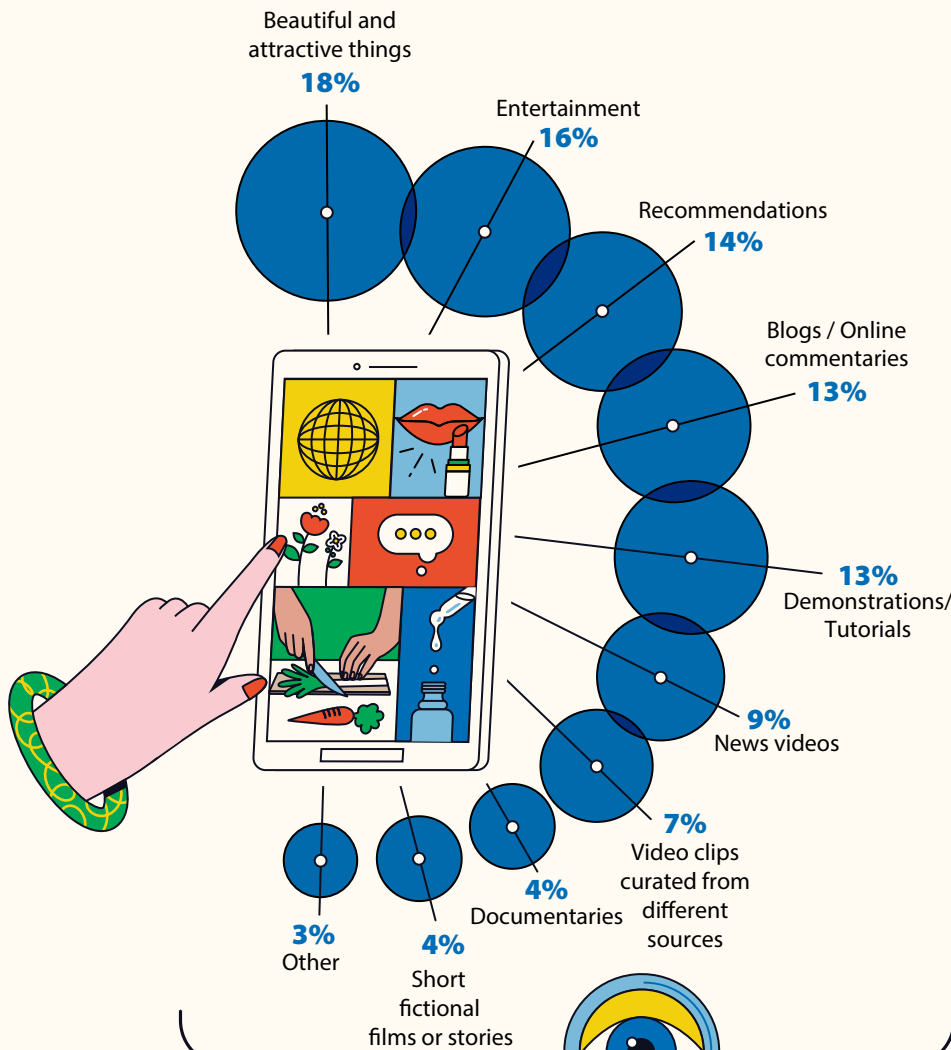
Where do they come from?



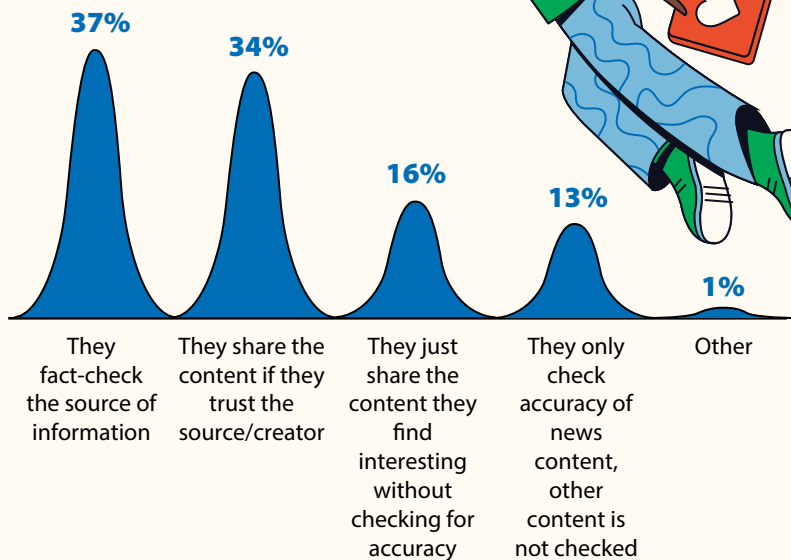
What platforms do they use?



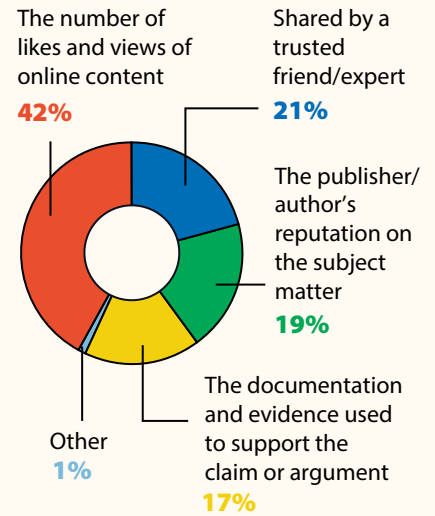
What type of content do they publish?



How do they evaluate the credibility of their content?



How do they evaluate the credibility of online content?



What sources do they rely on?

Personal experience/encounter	58%
Own research and interviews with knowledgeable experts	39%
Online sources only, not from mainstream media	37%
Mainstream news media	37%
Tips and leads from followed followers and friends	30%
Official sources (government...)	13%
Others	1%

What do they know about national laws related to freedom of expression, defamation and copyright?

They know some of the laws	50%
They know them well	32%
They think those laws don't apply to their content.	11%
They don't know the laws but are willing to learn	7%