



Retriever

What do Norwegian and foreign influencers communicate to the Norwegian youth on social media?

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Main findings

- ❖ The survey shows that **boys** aged between 9-18 years only follow male influencers, while **girls** follow both women and men.
- ❖ **Daily vlogging** is the most popular content among girls, while **gaming** is most popular among boys.
- ❖ **Only 2 percent** of the videos have a societal significance.
- ❖ **45 percent** of the posts that the influencers publish contain **advertising**.
- ❖ **17 percent** of posts contain **hidden advertising**.
- ❖ **34 percent** of posts ask viewers to like and comment on the video or follow the influencer.
- ❖ The videos on **YouTube** get the most views and comments, while the videos on **TikTok** receive the most likes.
- ❖ **One in three** posts published by influencers followed by girls, contain exposure to tobacco, alcohol, body and/or sexual content.
- ❖ **One in four** posts targeting boys contain animated violence, alcohol or scantily clad bodies.

Background

Since 2006, the Norwegian Media Authority has been conducting annual surveys on children and young people's media use. In 2022 they asked children and young people between the ages of 9 and 18 about what they do on social media, and which influencers they like to follow. The findings from the survey resulted in a top list of influencers for each gender and age group. On behalf of the Norwegian Media Authority, Retriever investigated what 22 of these influencers communicate to their followers and what young SoMe users are exposed to.

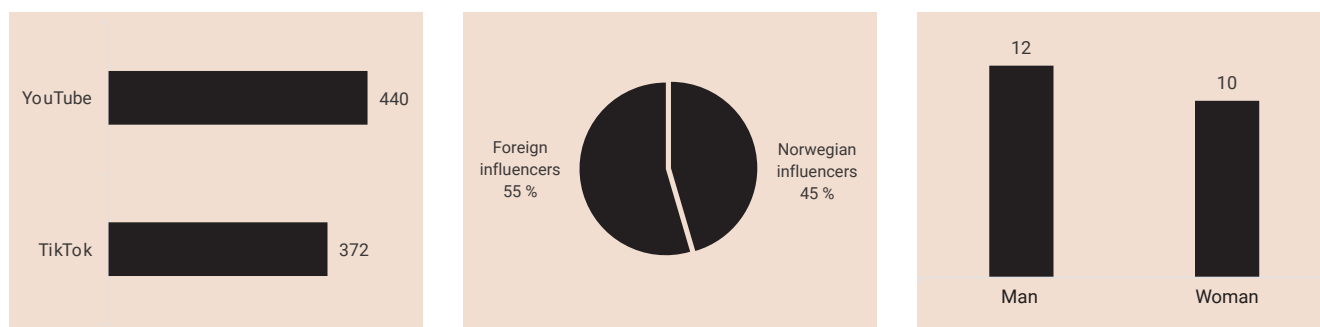
Other findings from the Children and Media 2022 survey:

- ❖ **90 percent** of 9-18-year olds used social media in 2022
- ❖ **91 percent** of children between the ages of 9-18 used YouTube
- ❖ **73 percent** of children between the ages of 9-18 used TikTok

Source: The Norwegian Media Authority

R Method and data collection

Based on the list compiled by Kantar Public on behalf of the Norwegian Media Authority of the influencers that most children and young people between the ages of 9 and 18 followed in 2022, Retriever conducted content analyses of the most popular influencers according to three age categories. These are: 9-12 years (primary school), 13-15 (middle school) and 16-18 years (high school). The top three influencers for boys and girls in the three age categories make up a total of 22 unique influencers, as some of the influencers are on the top lists for several of the age categories.



Retriever has conducted a comprehensive mapping and categorization of these influencers and 20 of their latest posts/videos per channel, where it has been possible. We did this to uncover what children and adolescents are exposed to on social media. A total of 812 posts have been reviewed by Retriever to investigate what content the selected influencers post on YouTube and TikTok, and thus what boys and girls aged 9-18 are exposed to. In total, data was collected from 440 YouTube posts and 372 TikTok posts. Various target data such as themes, advertising/sponsorship, exposure to violence, alcohol and the like were documented. We have also taken a closer look at whether influencers ask their followers for favors, if they encourage them to enter competitions, etc. The posts reviewed, extend from the 15th of November 2022 and 20 posts backwards in time.

According to the survey conducted by the Norwegian Media Authority, twelve foreign influencers and ten Norwegian influencers were selected. The survey showed mostly male influencers, and the analysis collected data from twelve male influencers and ten female influencers. The overview from the Norwegian Media Authority showed that boys aged 9-18 only follow male influencers, while girls in the same age range follow both male and female influencers. The majority of male influencers are foreign, while most of the female influencers are Norwegian.

In total, the 22 influencers have 704 billion followers on YouTube and TikTok. The number of followers ranges from 14 900 (Norwegian influencer) to 149 600 000 (American influencer). In the report, we will take a closer look at which themes are communicated in the videos, and whether there are any variations between age groups. We will look at how many of the posts contain sponsored products and/or hidden advertising. The analysis will also address differences between the two SoMe platforms.


*Boys aged 9-18 only follow male influencers on TikTok and YouTube, while girls follow both male and female influencers.**

*According to the survey conducted by the Norwegian Media Authority in 2022



Influencers in alphabetical order

Name	Nationality	Number of followers on TikTok	Number of followers on YouTube	Followed by
Amalie Olsen	Norwegian	401 600	173 000	Girls 16-18
Charli d'Amelio	Foreign	149 600 000	9 410 000	Girls 9-12, girls 16-18
Emma Chamberlain	Foreign	-	11 900 000	Girls 16-18
Evelien Karlsen	Norwegian	43 100	93 000	Girls 13-15
Fresh	Foreign	3 000 000	7 750 000	Boys 9-12
Funkygine	Norwegian	102 900	112 000	Girls 13-15, girls 16-18
Hanna-Martine	Norwegian	53 000	106 000	Girls 16-18
Isabel Raad	Norwegian	217 100	60 200	Girls 13-15, girls 16-18
Isabelle Eriksen	Norwegian	195 700	124 000	Girls 9-12, girls 13-15
Jacksepticeye	Foreign	5 100 000	28 900 000	Boys 16-18
KSI	Foreign	10 400 000	24 000 000	Boys 13-15, boys 16-18
LazerBeam	Foreign	9 800 000	20 300 000	Boys 9-12
Markiplier	Foreign	6 100 000	34 300 000	Boys 13-15, boys 16-18
McCreamy	Foreign	696 400	8 520 000	Boys 9-12
Mikal	Norwegian	14 900	135 000	Boys 9-12
Mina Jacobsen	Norwegian	64 600	92 200	Girls 9-12, girls 13-15
MrBeast	Foreign	68 000 000	126 000 000	Boys 9-12, girls 9-12, boys 13-15, boys 16-18
PewDiePie	Foreign	-	105 705 000	Boys 16-18
Randuelle	Norwegian	-	174 000	Boys 9-12, boys 13-15
Sidemen	Foreign	5 500 000	17 500 000	Boys 13-15, boys 16-18
SSSniperWolf	Foreign	18 800 000	33 100 000	Girls 9-12
Ssundee	Foreign	1 000 000	21 700 000	Boys 9-12

The background is a light orange color. In the center is a large, faint illustration of a smartphone. On the screen of the phone is a woman with dark hair and a yellow shirt. Surrounding the phone are various social media icons: a megaphone at the top left, a Pinterest 'P' in a circle on the left, a Twitter bird in a circle at the bottom, and a gear icon in a circle on the right. Dashed lines connect these icons and the phone. At the bottom, there are faint illustrations of three people: a woman on the left holding a phone, a woman in the center holding a phone, and a man on the right holding a phone.

"An influencer is an opinion leader and is a word used to describe, in particular, people who express themselves publicly on social media to influence the attitudes and actions of their followers."

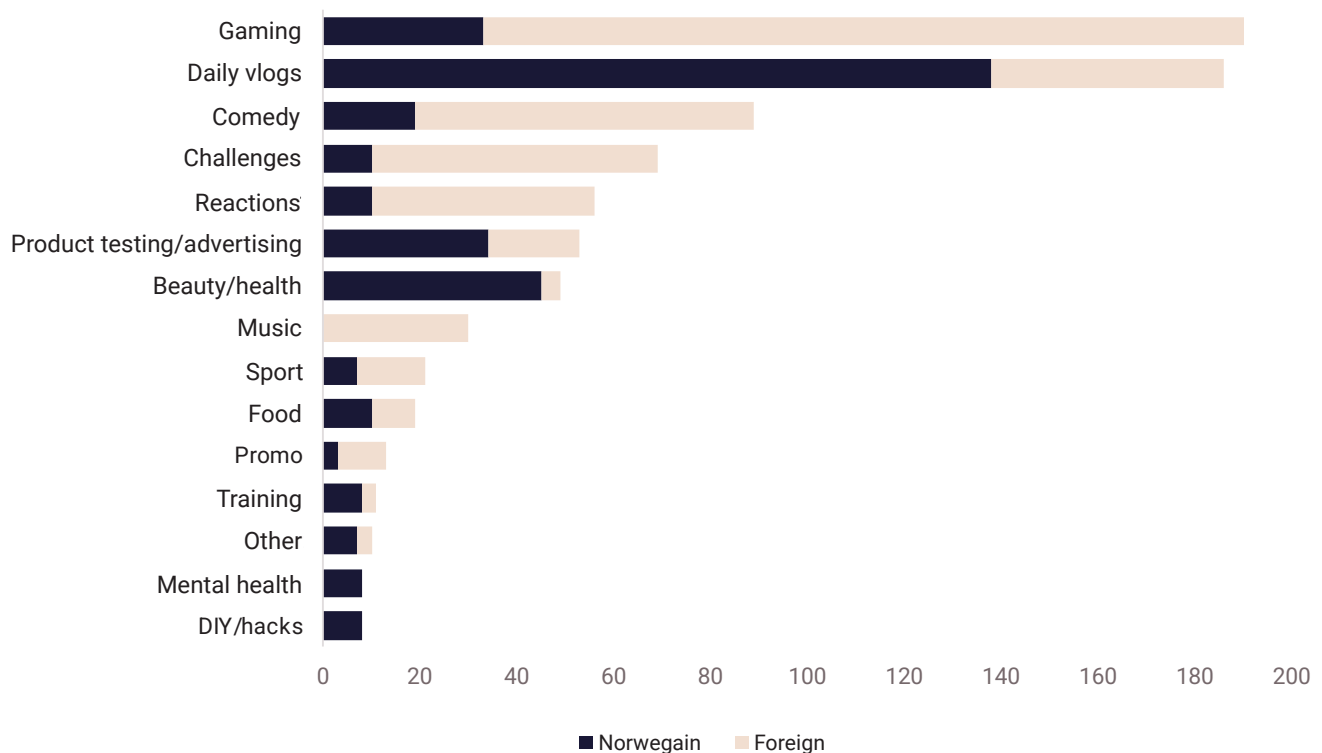
Store norske leksikon

℞ Themes of the posts



The posts are dominated by gaming and daily vlogs

The overview below lists the 15 themes that all 812 posts are categorized by in this report, and whether Norwegian or foreign influencers publish content about these themes. The biggest group of posts is about gaming. These are usually videos that feature a screen where a game is played, often with commentary from the influencer who is playing. In this category, the majority of posts are from foreign influencers. The second largest category is daily vlogs. Posts within this category feature videos of what influencers do during the day, typically when they do various errands, go to events, and travel.



The overview shows that it is mainly Norwegian influencers who publish daily vlogs. Next comes comedy and challenges, where foreign influencers dominate. This is followed by videos about product testing, advertising, health and beauty. This category is mainly dominated by Norwegian influencers.

On the next two pages, we take a closer look at what girls and boys respectively look at the most.

23%

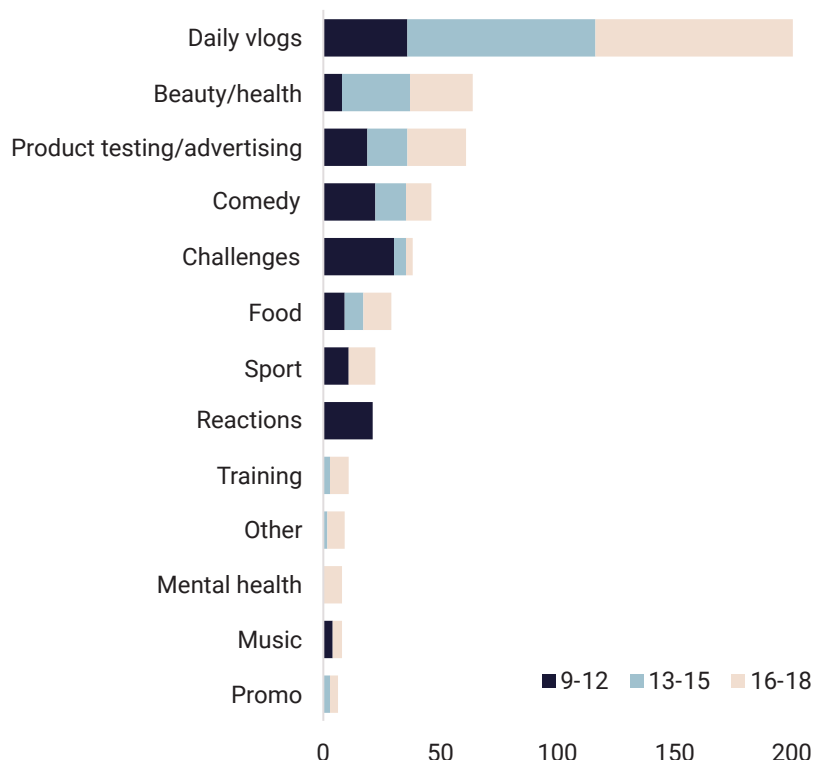
of the 812 posts
are about gaming.

23%

of the posts are
daily vlogs.

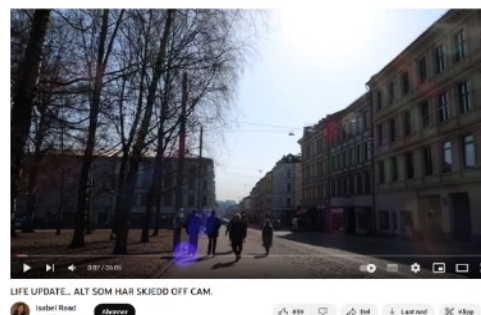
R Girls mostly watch daily vlogs

The table below shows how the videos viewed by the girls in the survey are categorized by themes. Note that videos from some influencers count double under the different age groups, as girls of multiple ages follow some of the same influencers. The following page contains the same table for boys.



Daily vlogs make up the biggest theme in the posts that girls are exposed to. This category includes sub-categories such as travel, shopping, partying, and interactions with fans. The influencers followed by girls publish more about themselves and their lives through daily vlogs, and more about beauty/health as well as product testing and advertising, than the influencers followed by boys.

The youngest girls are more likely to follow influencers who post reaction videos (videos of themselves watching and commenting on other videos) and videos showing challenges. This lessens the older they get. The older girls watches more daily vlogs and videos about beauty/health and product testing/advertising.



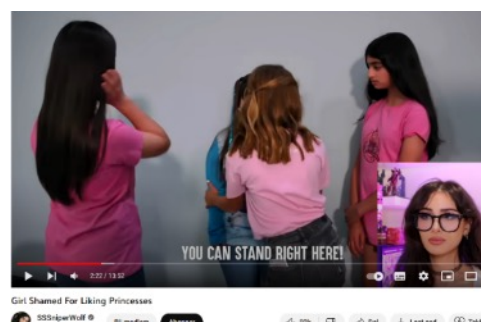
Norwegian Isabel Raad updates her followers on what she has been doing lately, showing clips from daily errands. This is categorized as a **daily vlog**. Daily vlogging is the biggest category girls look at overall, and more so the older they get.



Norwegian Isabelle Eriksen publishes a makeup video that is categorized as **beauty/health**. The video contains adverts, which is stated in the video. Posts about beauty/health are mostly seen by girls between the ages of 13-18.



Norwegian Amalie Olsen shows off new clothes she has received from a clothing brand. The post is categorized as **product testing/advertising**. The post is an advert in collaboration with the clothing brand, and is marked as such both in the video and in the description below.

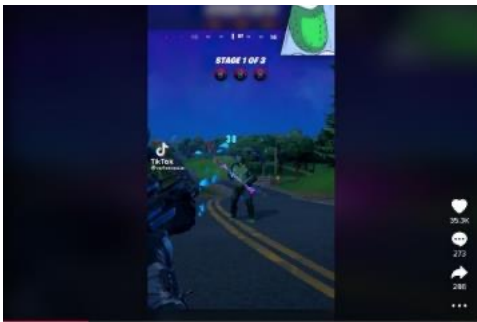


The foreign influencer "SSSniperWolf" is the only influencer who publishes **reactions** that girls between 9-12 watch. These videos show the YouTuber filming herself watching various videos, commenting on what she thinks as she watches them.

R Boys look mostly at challenges



Challenges is the most popular category for boys. Influencers "Mr. Beast" and "Sidemen" publish the most videos on this theme. The videos show various people participating in influencer-hosted challenges, where they can often win money or other prizes.



The second most popular theme among boys is **gaming**. Gaming videos feature a game that influencers are playing, while you can hear their comments and reactions. It is the youngest boys between 9-12 who watch such videos the most.

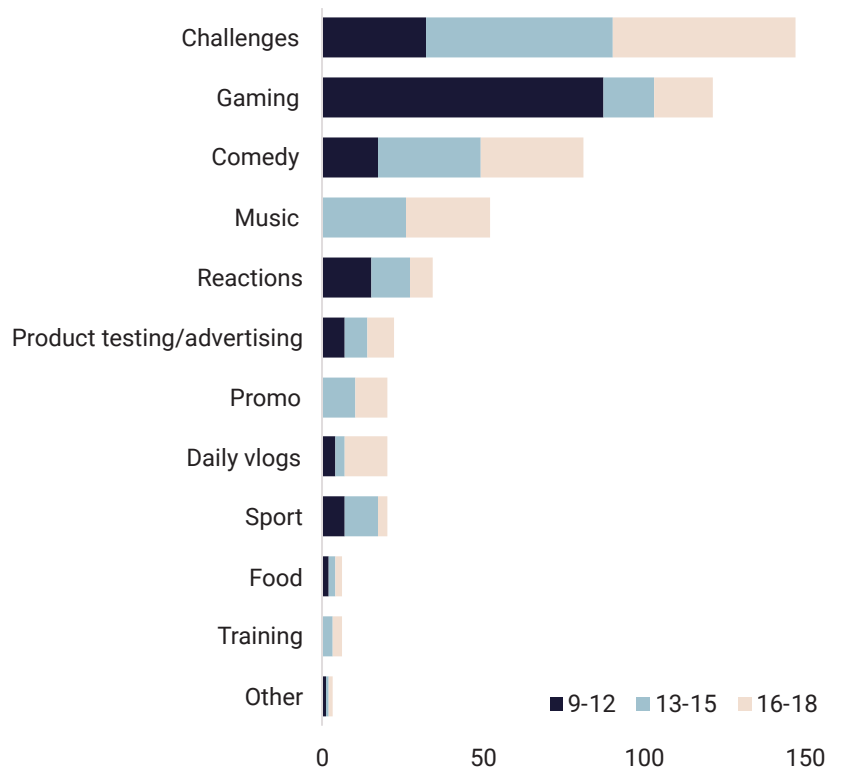


"KSI", an influencer that boys between 13-15 and boys between 16-18 follow, is also an artist. One in ten posts that the boys in the survey are exposed to, is **music**, songs and associated music videos published by KSI.



Boys between 16-18 also watch **daily vlogs**. While the girls follow Norwegian and foreign female influencers' daily lives, the boys look at foreign male influencers such as "PewDiePie", "Jacksepticeye", "Sidemen" and "KSI".

The table below shows how the videos viewed by the boys in the survey are distributed among different topics. Note that posts from some influencers count double under the different age groups, as boys of multiple ages follow some of the same influencers. So here, challenges is bigger than gaming, despite the fact that gaming was the biggest theme on the page showing the number of individual posts.



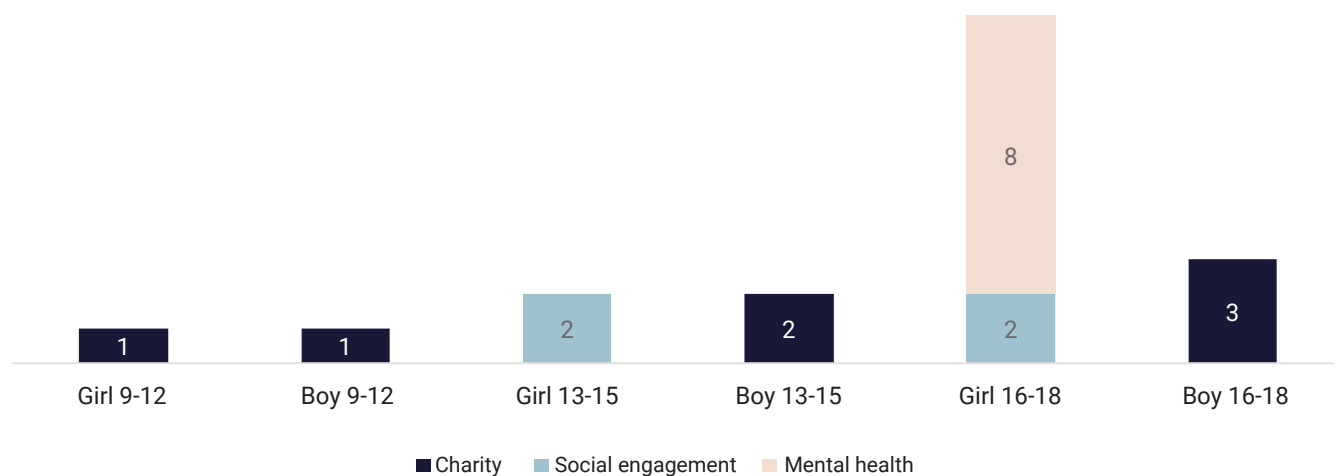
The influencers followed by the boys, post more challenges, videos about gaming, comedy and music than the influencers followed by the girls. The youngest boys watch mostly gaming videos, but this tails off in the teenage years. From the age of 13 onwards, the boys look more at influencers who post challenges, other comedy videos, music, sports and promotion of their own projects. Like the girls, the boys also become more interested in daily vlogs the older they get. Boys watch daily vlogs from foreign men, while girls watch daily vlogs from Norwegian women.



Little content with a societal significance

In the analysis that Retriever conducted, we found that as little as two percent of the posts relate to content that may be of social importance. This amounts to 13 posts. As we can see in the margin at the bottom of the page, mental health is the most dominant (eight posts), followed by charity with three posts and social engagement with two. On previous pages, these five posts fall under the theme "other".

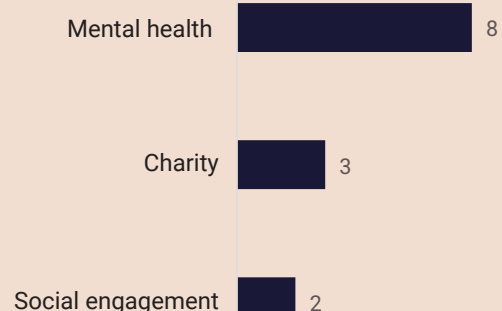
Only six of the 22 influencers post this type of content. The Norwegian influencer "Funkygine" is the only influencer whose posts concern major social issues. According to the survey carried out by the Norwegian Media Authority, girls between the ages of 13 and 18 stated that this is an influencer they follow. Therefore, note that the videos are counted twice in the diagram below, as there are two age groups that follow "Funkygine" on YouTube and TikTok.



Foreign influencers are behind all the posts concerning charitable causes, and here we find the influencers "Jacksepticeye", "Mr. Beast" as well as "Sidemen". Boys in all three age groups, as well as girls aged 9-12, are exposed to these posts. "Mr. Beast" posts, among other things, a YouTube-video where he focuses on littering of the sea. Finally, we find two Norwegian influencers who are behind all the posts where mental health is a topic. Here it is Amalie Olsen and Hanna-Martine who dominate. It is girls aged 16-18 who are exposed to these videos.

As this analysis is only based on posts published on YouTube and TikTok, there is a possibility that a similar analysis of other SoMe platforms such as Instagram or Snapchat could have yielded different results, but as we will see further in the analysis, TikTok and YouTube are media primarily made for entertainment and comedy.

Only 2 percent
of the the videos
have content with a
societal significance.



R Examples of content of societal significance



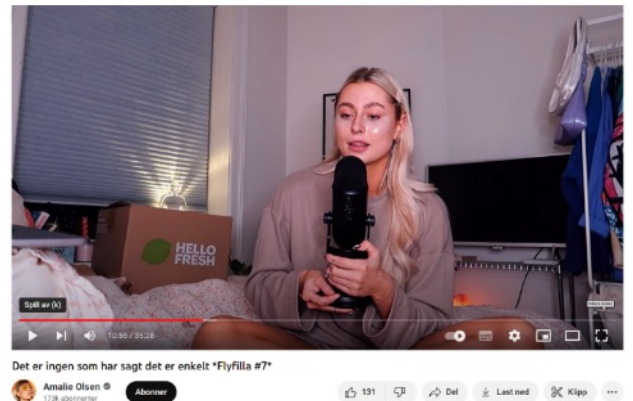
"Funkygine" publishes a YouTube video where she and her daughter conduct a social experiment together with her daughter's school class to shed light on how many girls in the world who does not go to school. The post is categorized as **social engagement**.



The group "Sidemen" plays a football match for **charity**. The video description includes a link to a donation page stating that the money raised will be shared between different charities.



"Mr. Beast" publishes a YouTube video in which he and several volunteers clear a beach of trash. "Mr. Beast" asks his followers to donate to Team Seas, a fundraiser he helped start. The video is categorized as **charity**.

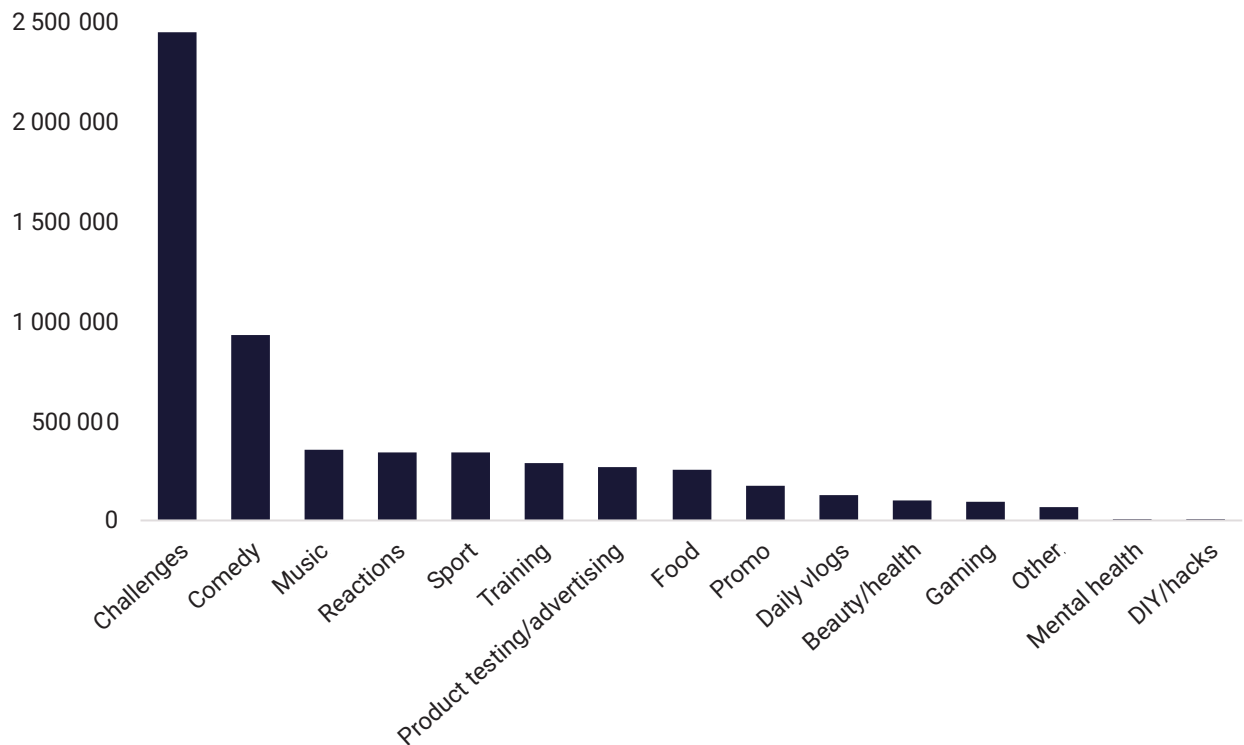


Norwegian influencer Amalie Olsen publishes a YouTube video where she tells her followers about how she is having a tough time mentally. Olsen also says she sees a psychologist. The post is categorized as **mental health**.



Challenges create the most engagement among followers

The table below shows how many likes or hearts each of the videos within each theme generates in average. If you add up the sum of likes for all the videos, the numbers are much higher.

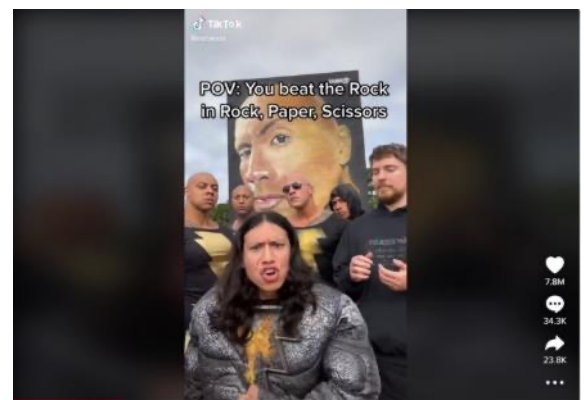


Challenges are without doubt the category that generates the most engagement among posts. The videos featuring different challenges generate an average of more than 2.4 million likes. Then there's a big jump down to comedy videos, which get an average of 930,000 likes, before there's again a big jump down to the remaining videos with less than 400,000 likes. All the videos with many likes are made by foreign influencers. The reason why they have so much higher engagement than the Norwegian influencers, is that they reach out to a much wider audience at home and abroad.



Last guy really scared me lol 🤪 #halloween
🔊 original sound - MrBeast

A video in which "Mr. Beast" gives an iPhone to all the kids who knock on his door on Halloween, is the video under the theme **challenge** that gets the most likes, with more than 16 million.



Lol 6 more days #mrbeaststherock
🔊 Follow _zoology_ - user26202826625

Another video of "Mr. Beast", where a group is miming the words to a song, is categorized under **comedy**, and is the video that gets the most likes within that category (7.7 million). Altogether, "Mr. Beast" gets 209.5 million likes on the videos he publishes. The influencer has 68 million followers on TikTok and 126 million on YouTube.

R Competitions and favours

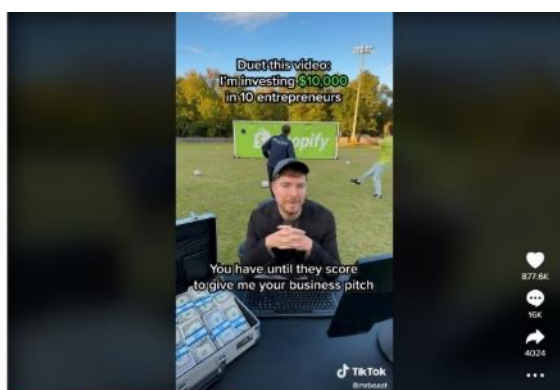
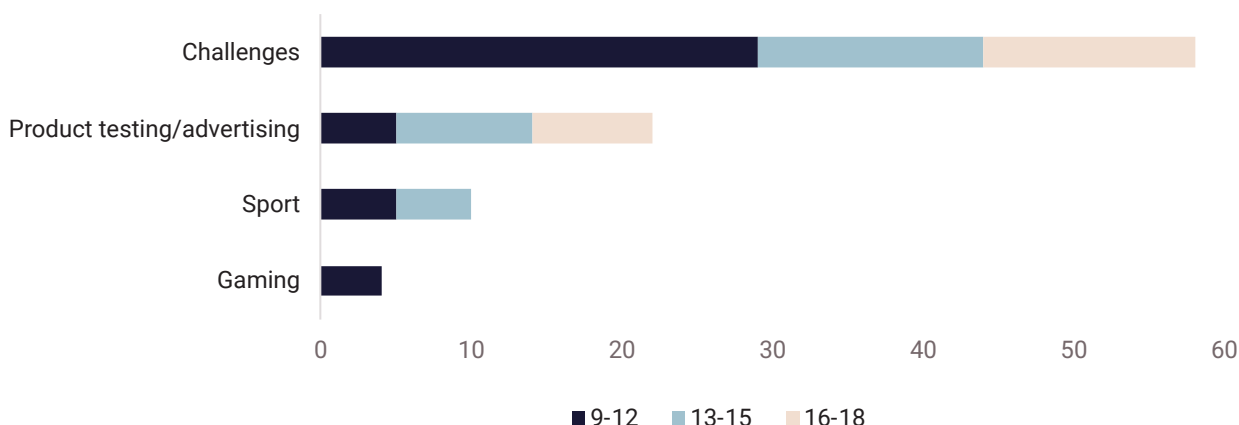
R 96 videos contain competitions

As well as categorizing which main theme the posts cover, Retriever has also recorded all the times influencers encourage followers to enter competitions where they can win money or products. 96 of the videos do this.

The vast majority of videos containing competitions are published in combination with the theme of challenges. It's mainly an international influencer, "Mr. Beast," who publishes these videos, in which his followers can win large sums of money. "Mr. Beast" writes in the description of the videos that entrants must be 18 years old, although it is mainly the youngest children from Kantar's study (children aged 9-12), who are exposed to these videos.

Other videos where viewers can win a prize, are videos on the topic of product testing/advertising. Here there are several Norwegian influencers who showcase collaborations where followers can win products from their partners. Most young people aged between 13-18 are exposed to this type of competitions. Within the themes of sports and gaming we found some posts where you can win money or sports equipment. This is what adolescents aged 9-15 are exposed to.

Post containing competitions



Duet this with your best business pitch by Oct 31, post with #PitchMrBeast and @shopify to enter to win a \$10,000 investment. Must be 18+
Paid partnership

In one of "Mr. Beast's" competitions on TikTok, his followers can submit a business idea and win \$10,000.



annonse og KONKURRANSE! Sjekk kommentarfelt

Norwegian influencer "Funkygine" publishes a video on TikTok marked as an advert and competition, where she eats the product «eplegull». The video is one of five videos that together form a picture puzzle for followers to solve. Whoever solves the puzzle can win a gift voucher worth NOK 5000 for Nordic Choice Hotel.

4 percent



of the posts invite followers to enter a competition where they can win money or products.

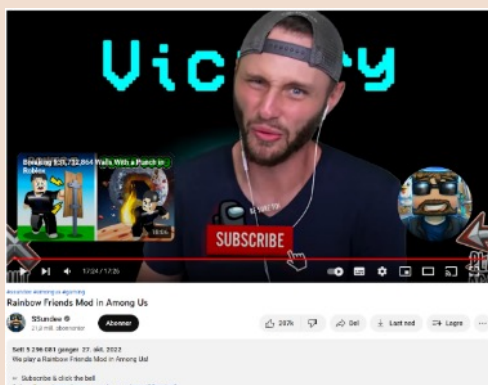
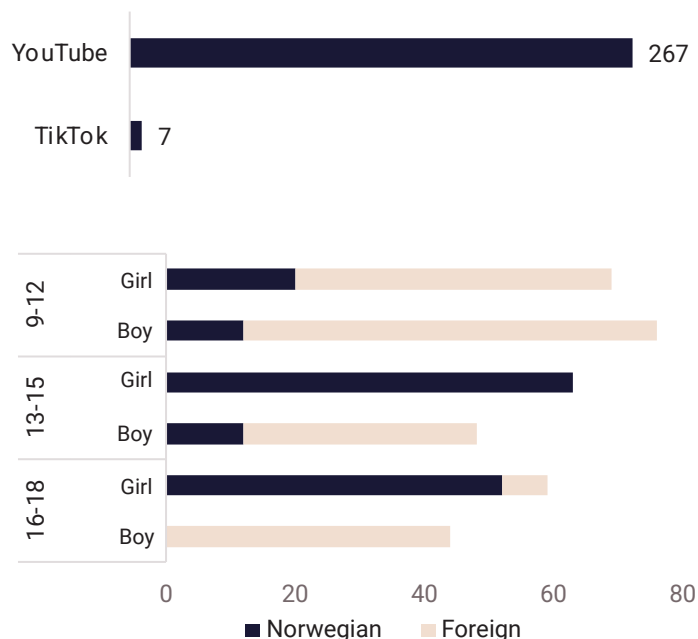
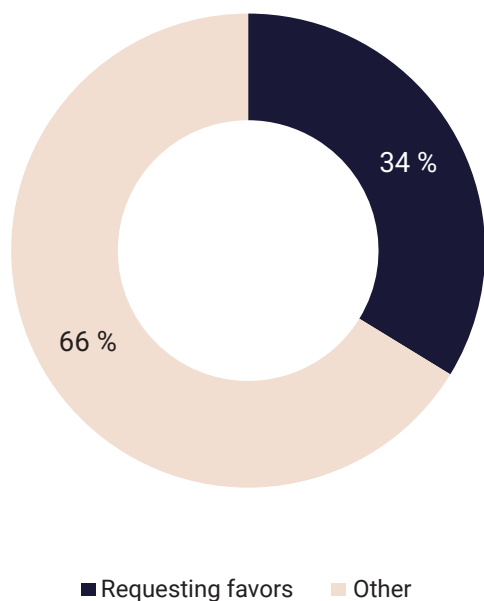
R Do influencers ask for favors?

More than one in three (34 percent) of posts ask followers for favors in the form of liking the video, commenting on the post, or following the influencer on social media. In this way, influencers can ensure that videos are seen by even more people, and that followers get constant updates on what the influencers are publishing.

Among the 274 posts requesting favors, 267 are on YouTube and seven on TikTok. This is related to the lengths of the videos, which on average are far shorter on TikTok, where you don't have time to say as much.

It is fairly even which influencers request such favors. 35 percent of the influencers with less than 5 million followers, and 34 percent of influencers with more than 5 million followers, ask for viewers to like and/or comment on the video.

35 percent of the posts that girls see ask for favors compared to 32 percent of the posts that boys see. It is mostly foreign influencers who request such favors, primarily in the gaming videos that the youngest boys watch, as well as in the daily vlogs that girls watch.



Foreign "Ssundee" is one of several influencers who end their YouTube videos by asking followers to like the video and follow his YouTube channel.

1/3



posts ask followes to like, comment or follow the influencers.

R Advertising



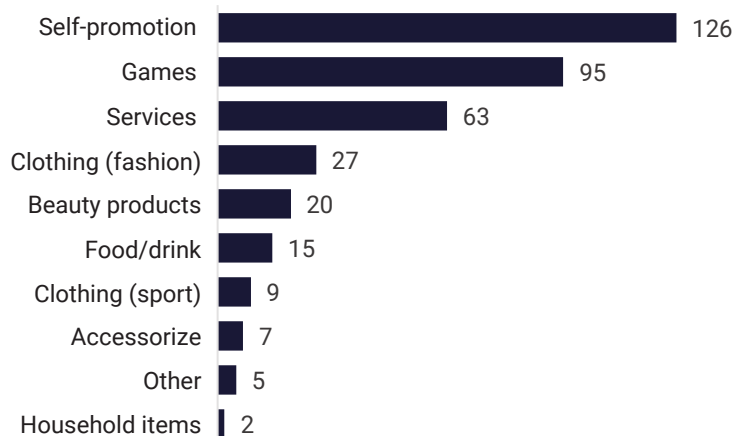
45 percent of the posts contain advertising

"Nine out of ten Norwegian adolescents are on social media where they are exposed to large amounts of marketing from digital personalities with great influence – so-called influencers," writes Kamilla Knutsen Steinnes, professor at OsloMet in the research article *Livstil til salgs: om influensermarkedsføring på sosiale medier og hvordan ungdom påvirkes*. (Lifestyle for sale: about influencer marketing on social media and how young people are affected.) In the survey conducted by Steinnes in 2021, she revealed that adoles-

cents can be influenced subconsciously through a variety of commercial and relational strategies, and that the influencers use both sophisticated and partly hidden means to influence their followers. In the analysis conducted by Retriever, we found that 45 percent of the posts published by the 22 influencers contain advertising. This amounts to 369 out of 812 posts. The table below shows how the posts are distributed by advertising categories. Note that some posts advertise several different products/services, and may therefore be counted several times.

8 out of 15 influencers who promote their own products, are Norwegian.

Of the 369 posts that contain advertising, we can see that self-promotion is the largest advertising category. 126 posts promote influencers' own products and brands. 15 of the 22 influencers surveyed use TikTok and YouTube to promote their own products. There are no major differences between female



and male influencers, but we see that eight of the 15 influencers are Norwegian. The second largest advertising category is gaming, where we find 95 posts. Of these 95, 89 posts contain adverts for game developer Epic Games and the game "Fortnite." Within this category, we found only male influencers, and the majority of these are foreign YouTubers. The third largest category is services.

This includes advertising for various digital services, beauty services and tourism. We found that most posts within this advertising category on YouTube, with as many as 50 posts published on the SoMe-platform. Here we found little variation between Norwegian and foreign influencers. The following page shows posts from the top three influencers in self-promotion and games.

369 of 812

post contain advertising.

Of these we found:

31 percent of posts on TikTok, and 69 percent of posts on YouTube.



Examples of posts with advertising on YouTube

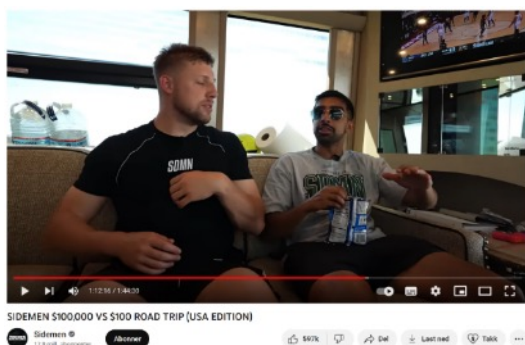
Top three influencers in "self-promotion"



Norwegian Isabella Eriksen promotes her own clothing brand in the intro to each YouTube video and adds a link to her own online store. Eriksen is followed by girls between 9-12 and 13-15.

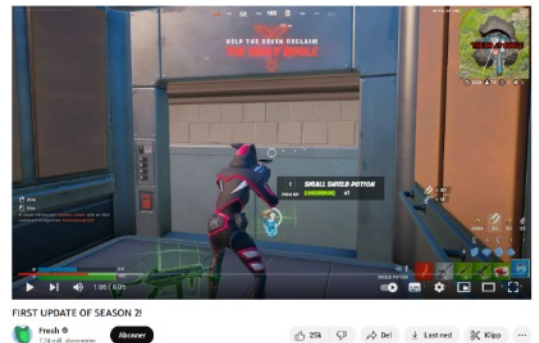


Foreign "Markiplier" often advertises his own mini-series, or other projects – including his own OnlyFans profile, used to raise money for charity. Markiplier is followed by boys between 13-15 and 16-18.



The foreign group "Sidemen" promotes various products in the videos, but often uses clothes from their own brand. "Sidemen" are followed mostly by boys between 13-15 and 16-18.

Top three influencers in "gaming"



The channels of foreign "Fresh" are dominated by ads for the game "Fortnite" and videos showing him playing it. It is boys aged 9-12 who follow "Fresh" on YouTube and TikTok.



The channels of "McCreamy", a foreign influencer, consist of ads for the game "Fortnite" and videos of people playing it. It is boys between 9-12 who follow "McCreamy" on YouTube and TikTok.



The channels of foreign "LazerBeam" are also dominated by ads for the game "Fortnite". "Lazerbeam" publishes videos of him playing against other well-known YouTubers (ex. "McCreamy"). "Lazerbeam" is followed by boys aged 9-12.

45 percent
contain advertising.



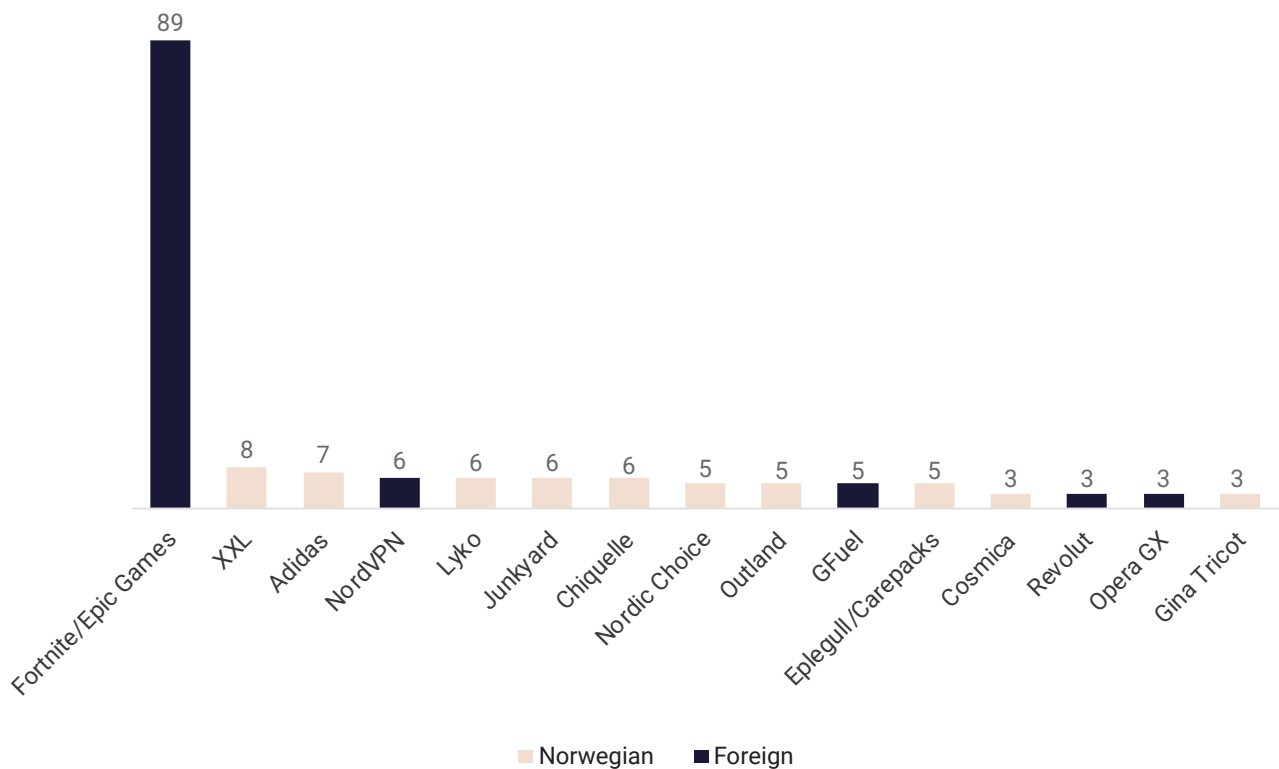
R Sponsored posts

R Key brands (excl. self-promotion)

The table below lists the 15 key brands sponsoring influencers' posts on YouTube and TikTok. Promotion of own products is excluded from the list in order to highlight other dominant brands. As mentioned on page 19, Fortnite/Epic Games is by far the biggest sponsor and a total of 89 posts advertise the game. Only foreign influencers advertise this.

This is followed by XXL, with considerably fewer posts. Eight posts published by Norwegian influencers advertise for the sports chain. We did not find any brands that sponsor both the foreign and the Norwegian influencers.

Top 15 brands



Norwegian "Randulle" sponsored by XXL.

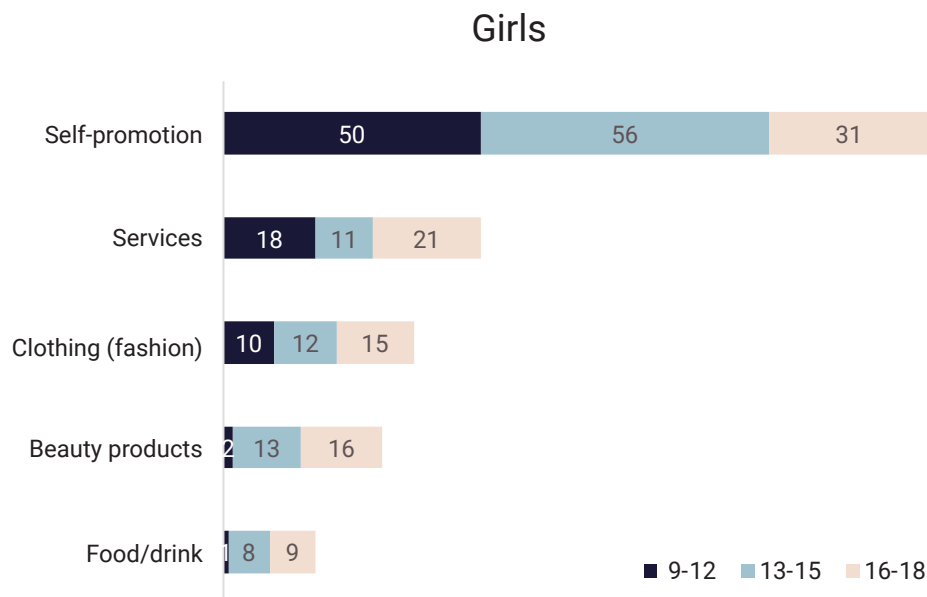


Foreign «PewDiePie» sponsored by NordVPN.

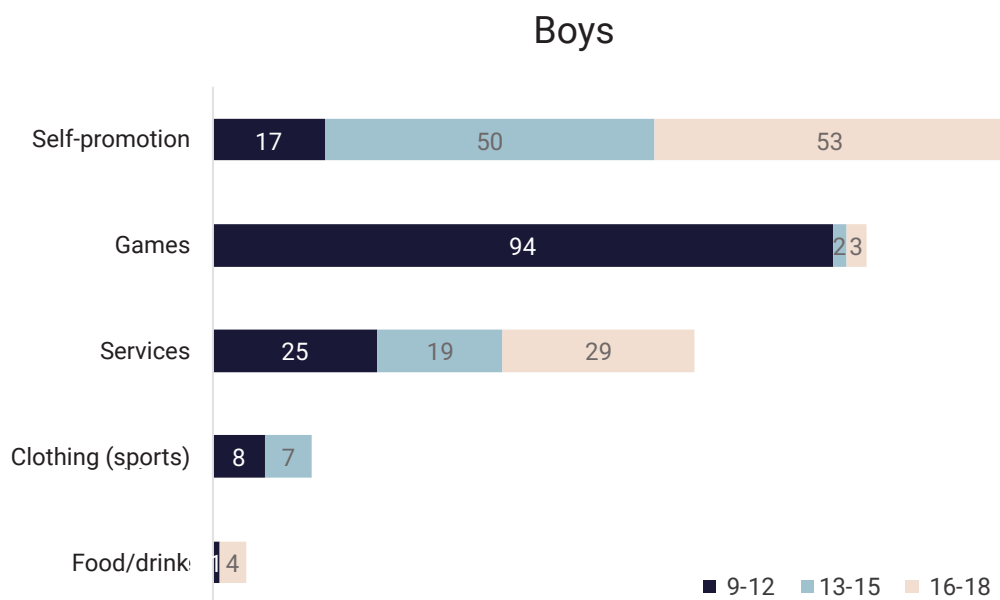


Both girls and boys are exposed to self-promotion

The table below shows how the five most dominant advertising categories are distributed by gender and age. The table below shows that girls are mostly exposed to influencers promoting their own products (137 posts). Girls aged 13-15 are exposed the most (56 posts), closely followed by girls aged 9-12 (50 posts). This is followed by posts advertising various services. In this advertising category, girls aged 16-18 are the most exposed (21 posts). The older girls are, the more they are exposed to videos containing adverts for clothing, beauty products and for food/drink.



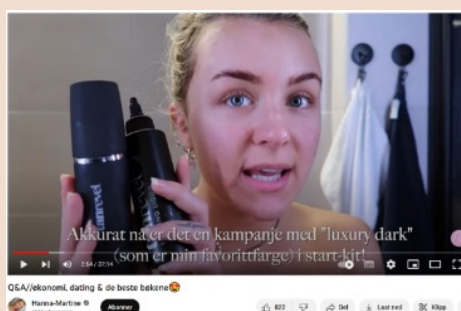
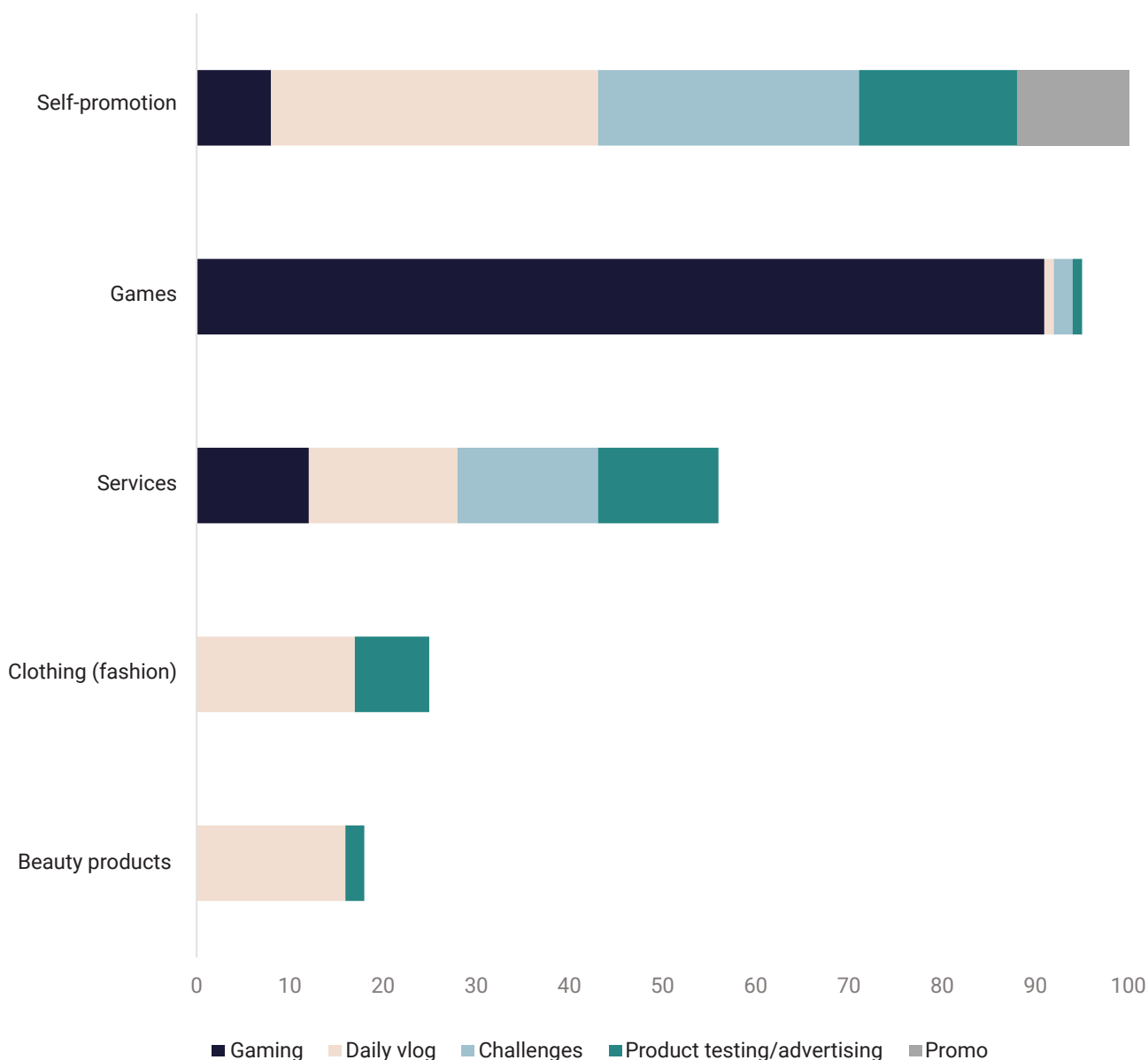
If we look further at the distribution of advertising categories to which boys in different age groups are exposed (table below), we also see here that boys are exposed to self-promotion (120 posts). Here, boys aged 13-15 and 16-18 are exposed fairly equally (50 versus 53 posts per age group). It is worth noting that the top five categories vary between the two gender distributions, and we can see that games is the second biggest advertising category for boys, but is not listed in the five biggest categories for girls. Here it is boys aged 9-12 who are exposed the most (94 posts).





Sponsored posts within different thematic categories

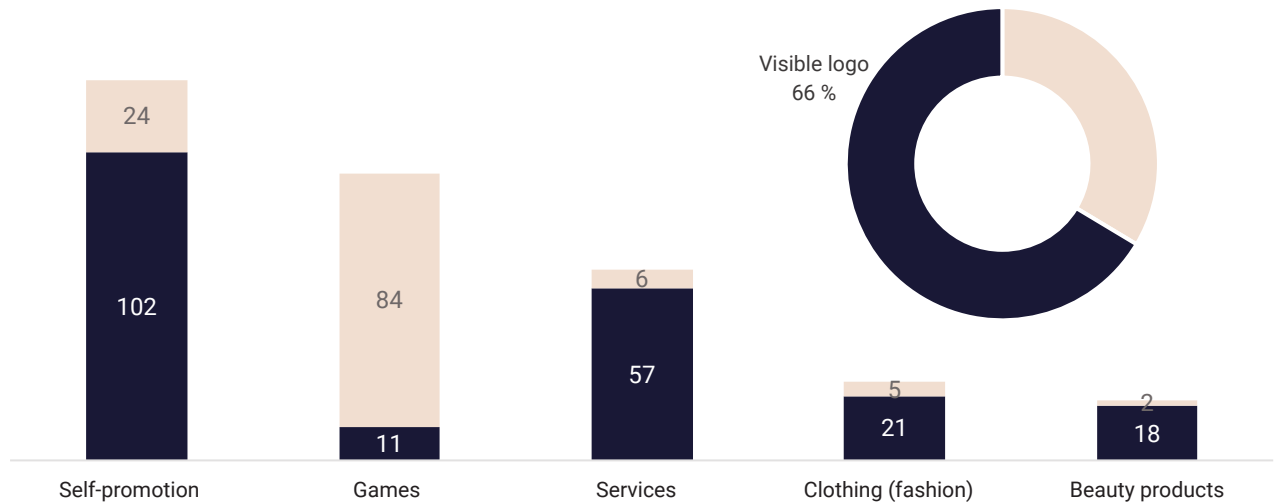
The table below show the five most dominant advertising categories cross-linked with the five largest theme-based categories. We found the majority of posts advertising influencers own products within the topic daily vlog (35 posts). According to media researcher Steinnes, integrating product placements and advertising into everyday moments is typical, and means that marketing is often portrayed as spontaneous, where the advertisement resembles more of a personal recommendation than a sponsored post (Steinnes, 2021). Furthermore, we see that advertising for various games is by far the most widespread within gaming.



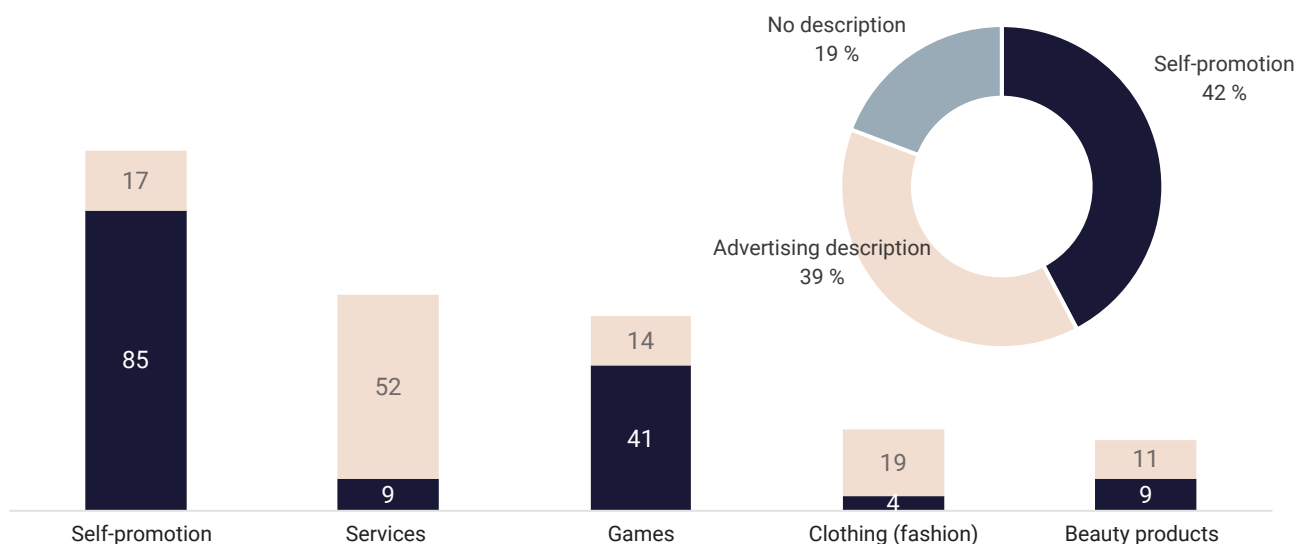
Norwegian Hanna-Martine publishes a daily vlog where she gives her followers tips about the self-tanning product "Tanrevel."

R Visible logo and video descriptions

Of the 369 posts that contain advertising, we see that 66 percent of the posts (245 posts) contain one or more visible logos. In the table below, we can see how the use of a visible logo is distributed among the advertising categories. We can see that a visible logo appears most often in posts that fall within the category "self-promotion", where 102 of 126 posts contain visible logo(s).



As we can see in the pie chart below on the right, the majority of video descriptions concern some form of self-promotion. These types of descriptions make up 42 percent of the posts that contain advertising. These are typical descriptions such as "Follow me on *other channels*", "subscribe to my channel" or links to the influencers' own online stores.



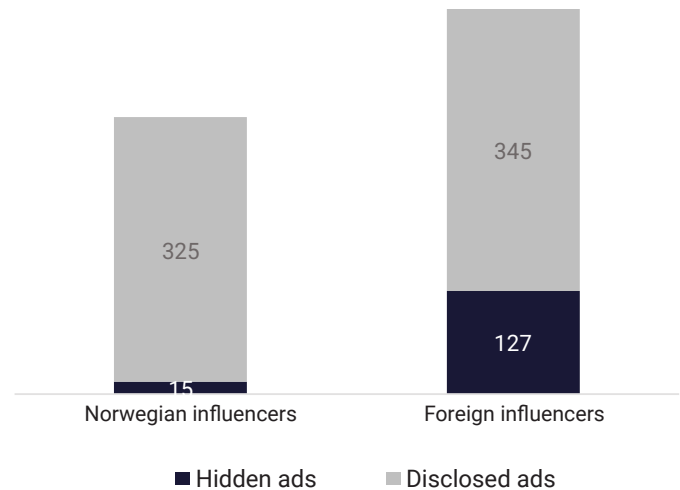
However, we see that there is not always a correspondence between self-promotion in the video description and what is stated in the videos. As the above chart illustrates, influencers promote themselves in video descriptions in all five major advertising categories. It is in the "services" advertising category that we find most advertising descriptions for other products/services (52 posts).

℞ Hidden sponsorship

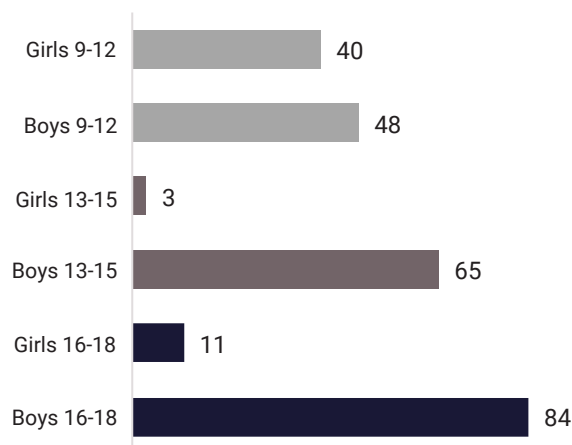
R Foreign influencers post the most videos with hidden adverts

"Among the commercial strategies, there is particularly seamless integration of marketing into other content that has the potential to impact young people," writes media researcher Steinnes in the survey she conducted in 2021. In the analysis conducted by Retriever, we found that 17 percent of the posts contained hidden advertising. This corresponds to 142 posts. Here it is important to point out that regulations regarding marketing and labeling of adverts vary between countries.

In Norway, all forms of advertising must be labeled in accordance with section 3 of the Marketing Control Act, and as we see in the chart to the right, it is foreign influencers who have the most posts on TikTok and YouTube containing hidden advertising (127 posts). Norwegian influencers post significantly fewer posts, and we find only 15 posts from Norwegian influencers that contain some form of hidden advertising. The majority of these posts contain hidden adverts for the influencers' own products (12 out of 15 posts). Examples of this are when influencers themselves wear garments from their own clothing collections in their videos, without disclosing this.



Another difference between the regulations that the Norwegian influencers must adhere to, compared to the foreign ones, is that it is illegal to advertise alcohol in Norway. Foreign influencers can advertise alcohol, either legally, by disclosing it as advertising, or as hidden advertising by only displaying alcoholic brands. Later in the analysis, we take a closer look at how children and adolescents are exposed to substances such as alcohol in the posts analyzed.



Retriever's analysis shows that Norwegian influencers are generally good at disclosing sponsored posts as advertising. It is nevertheless worth noting that Norwegian children and young people follow more foreign influencers than Norwegians, and the foreign influencers are not as good at disclosing sponsorships and advertising. The survey by the Norwegian Media Authority shows that most boys follow foreign influencers, and the table on the left shows that it is boys aged 13-15 and 16-18 who are most exposed to hidden advertising on TikTok and YouTube.

"Marketing must be designed and presented in such a way that it clearly appears as marketing"

17 percent

contain hidden adverts.



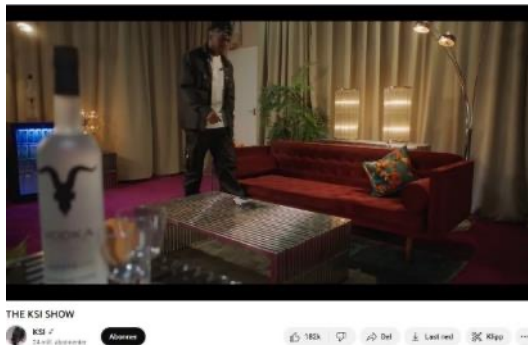
R Examples of hidden advertising



Foreign "SSSniperWolf" publishes several similar videos with G Fuel products in the background. Not all clips are disclosed as advertising. The influencer is followed by girls aged 9-12.



Norwegian Mikal publishes a video promoting a sponsored event with Burger King Norway, but the cap he wears is from his own clothing brand and is not advertised in the post. Mikal is followed by boys aged 9-12.



The foreign musician and influencer, "KSI," publishes a video of hidden advertising for the liquor brand Ignite. "KSI" is followed by boys between 13-15 and 16-18.



The group "Sidemen" publishes several posts where they wear clothes from their own clothing brand, without disclosing this as self-promotion.

"It is forbidden to advertise alcoholic beverages, advertise goods with the same brand or traits as alcoholic beverages, and/or allow alcoholic beverages to be included in the marketing of other goods or services"

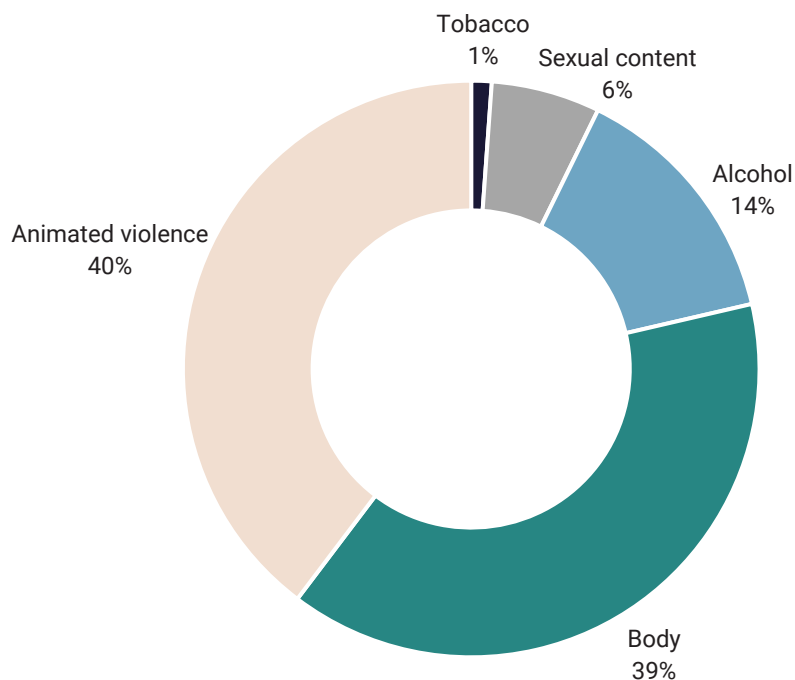
R Exposure

R What are young people exposed to?

Of the 812 posts reviewed, 262 posts contain some form of exposure to violence, body images, alcohol, sexual content and/or tobacco. Exposure to violence is shown, respectively, through animated violence. Body exposure is linked to posts showing scantily clad bodies, whether in the context of daily exercise, entertainment and/or travel. Sexual content is associated with posts that discuss sex-related topics or show explicit sexual content. Alcohol and tobacco are linked to posts where alcoholic beverages and/or tobacco in the form of "snus" or cigarettes are exposed.

As the table below shows, animated violence is what most young people are exposed to (104 posts). This is shown in gaming videos, which is the theme with the most posts in the analysis. Body exposure follows closely behind, with 39 percent of posts showing scantily clad bodies (102 posts). The majority of the posts that show bodies are found within daily vlogs. The same applies to exposure to alcohol, where we find 24 of 37 posts within the same theme category.

Sexual content is shown in 16 posts. Here too most posts fall in the daily vlogging-category. The least shown is tobacco, which is only visible in one percent of the videos (three posts).



7/7
influencers who
expose animated
violence, are men.

9/14
influencers who
expose body, are
women.

6/8
influencers who
feature alcohol, are
women.

6/8
influencers who
show sexual
content are women.

1
female influencer
shows tobacco.

33 percent



contains a form of exposure to
violence, alcohol, tobacco, body and/or
sexual content.

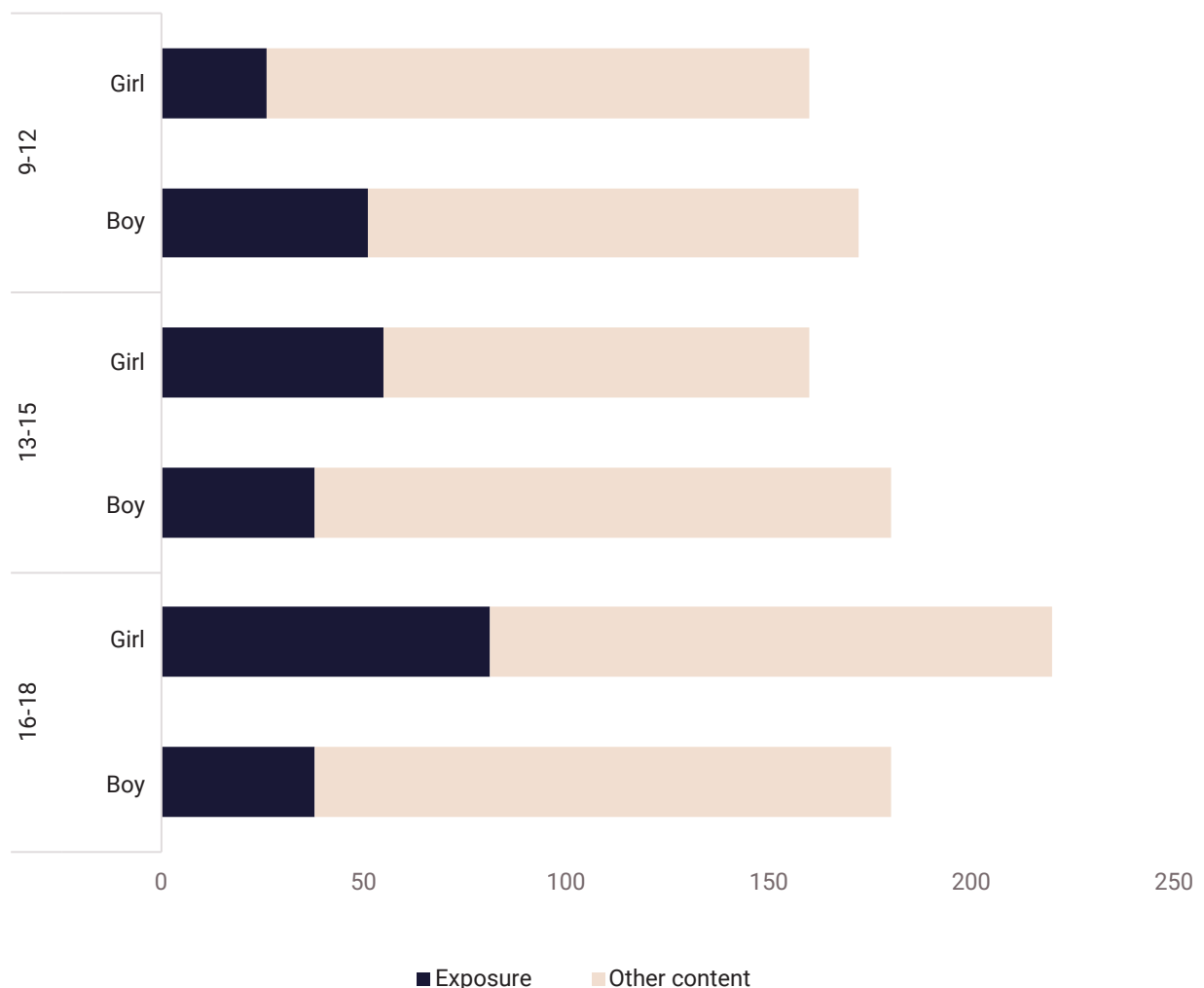
R Exposure by gender and age

The chart at the bottom shows that both girls and boys are exposed to violence, body images, alcohol, sexual content and/or tobacco. Most posts do not contain any of the above, as shown in the beige section.

Three groups stand out as the groups most likely to be exposed to any of the above. Boys aged 9-12 are exposed to animated violence through videos of computer games. The posts within this category are of varying explicit content, from cartoon characters shooting or beating up other characters, to characters that look more like humans. See examples on the next page.

Girls aged 13-15 are more exposed to influencers who drink alcohol, and to sexually or scantily clad content. This includes videos of influencers who are scantily clad, without the content needing to be sexual in nature, but there may also be videos where influencers talk about sex or sex toys. Girls aged 16-18 are also primarily exposed to sexual content and videos of scantily clad people.

Overall, we see that girls are more exposed to these themes than boys are. Among boys, it is the youngest who are exposed to the most, which is mainly animated violence. The girls are not exposed to as much in the youngest group, but the older the girls get, the more they are exposed to. The older girls are primarily exposed to sexual and scantily clad content, in addition to alcohol. These posts are mainly daily vlogs that feature the influencers' daily lives, where sex talk and alcohol are a natural part of everyday life.



R Examples of exposure



The influencer "Fresh" shows how he plays Fortnite, which includes aiming guns and shooting other characters in the game, in other words, animated violence. "Fresh" is followed by boys aged 9-12 .



Isabelle Eriksen publishes a daily vlog in which she "takes" her followers on the road. Alcohol features in some of the vlogs. The Norwegian Media Authority's survey shows that Eriksen is followed by girls aged 9-15.



Norwegian Isabelle Eriksen publishes a video where she and her girlfriend talk about sex and answer questions from followers.



Norwegian Isabel Raad publishes a daily vlog from the summer that shows her and a friend sunbathing in a bikini and exposing their bodies.

1/3



posts from the influencers that are followed by girls feature tobacco, alcohol, body images and/or sexual content.

1/4

posts targeting boys feature animated violence, alcohol or scantily clad bodies.

R Differences between the channels



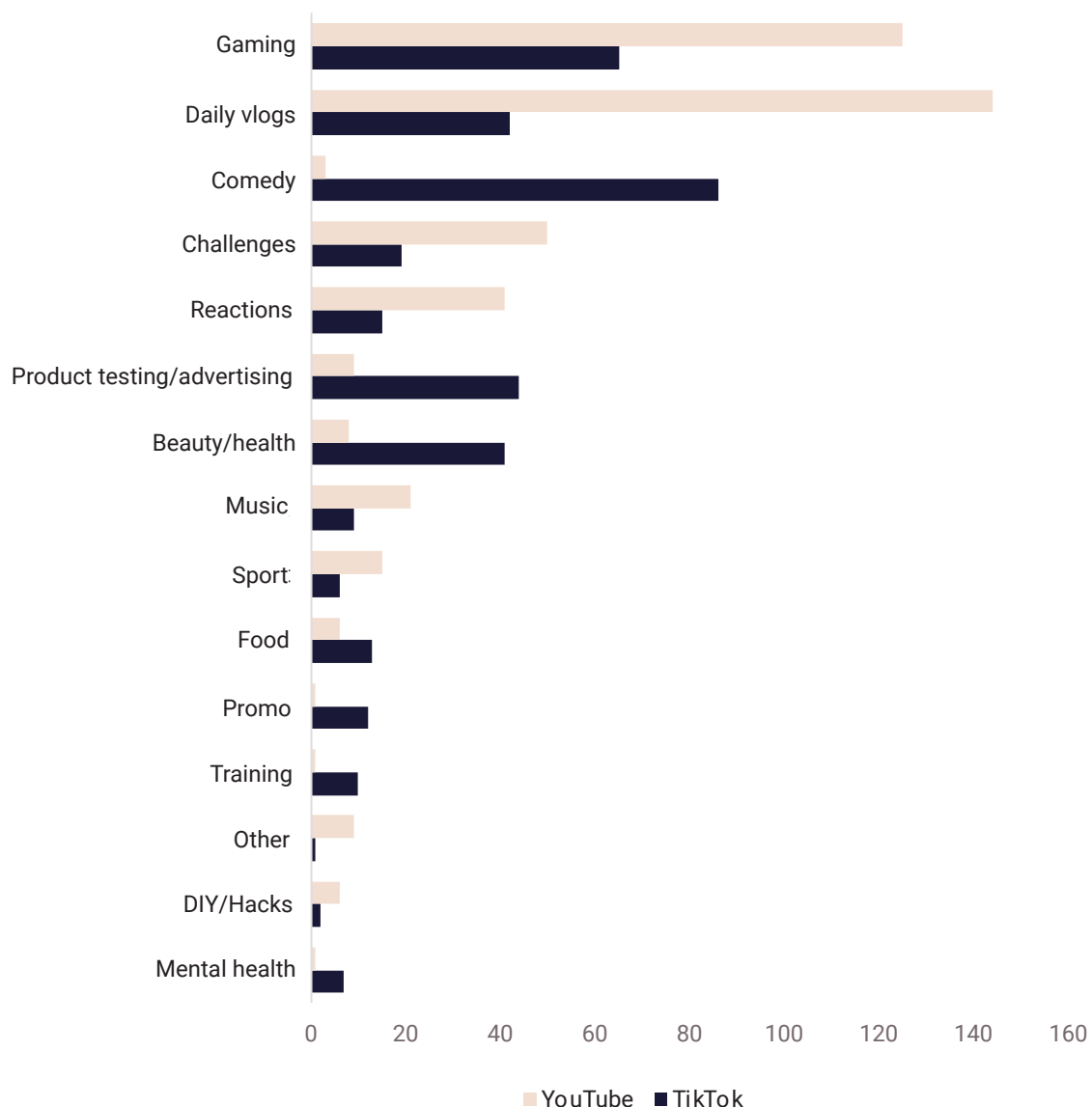
Variations in content

If we look at the importance of social media on the type of content published, we see that the channels place certain guidelines on what is shown.

YouTube has a prevalence of videos on gaming and daily vlogs. These are usually longer videos of around ten minutes, which either feature a longer sequence where games are played, or a long video that follows the influencer around in their daily life. TikTok's limitations that videos can be a maximum of three minutes make these types of videos more suitable for YouTube, which does not have the same time restrictions.

On TikTok, we see that comedic videos are the biggest category. Many of the videos within this genre are shorter than ten seconds, and show short clips of funny situations, influencers miming to different sounds, or other humorous content. This is followed by product testing/advertising and beauty/health. Within these categories, we often see one or a few products that are in focus, in contrast to similar videos on YouTube, where it is possible, for example, to feature an entire collection or multiple products without being limited by time.

The topic "food" is also somewhat bigger on TikTok than on YouTube. Both media feature cooking and kitchen tips. The videos on TikTok are characterized by quick cutting between the images, while the videos on YouTube can show how to prepare food more in detail.

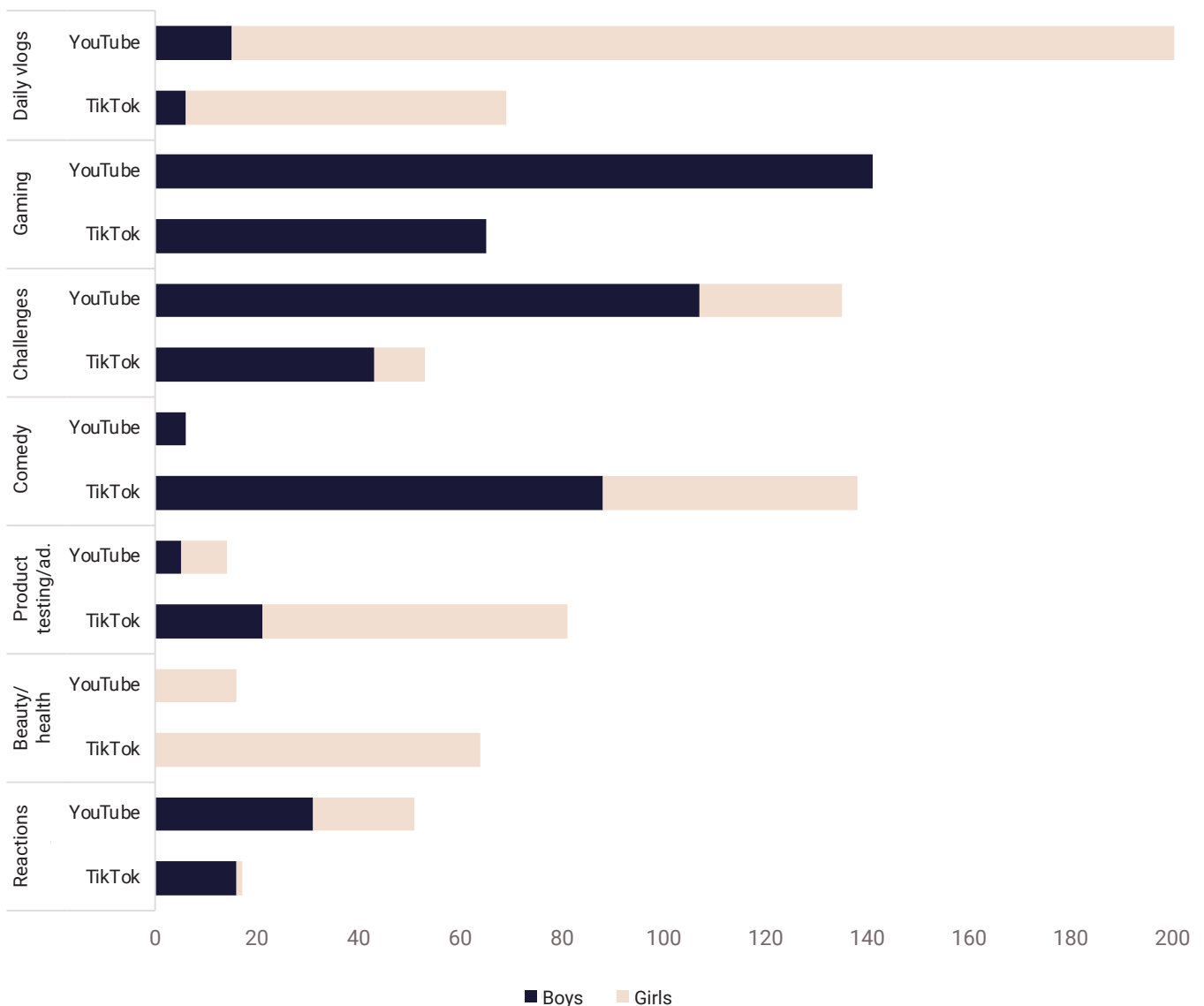


R Channels by gender

As mentioned on the previous page, comedy videos are the biggest theme on TikTok. 64 percent of these videos are published by the influencers followed by boys, while 36 percent of the videos are published by influencers followed by girls. Here, all age categories are represented, but most videos reach girls between 9-12 and boys between 16-18.

According to a study in 2020 of TikTok it was discovered that "Comedy videos and musical performances turned out to be the most popular and the most frequent categories among both male and female performers. Comedy videos are, however, especially frequent among male creators. At that, videos related to beauty and DIY are common for females, but not for males".

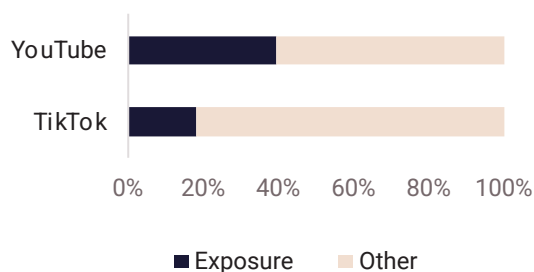
Our study shows the same findings. In beauty/health, only the influencers followed by girls publish videos. Among 80 posts, 16 are published on YouTube and 64 on TikTok. It is also only girls who follow influencers who post videos of so-called "DIYs" ("do it yourself", videos that e.g. show you how to sew your own clothes, make your own furniture or similar). Among 16 DIY videos, four have been published on TikTok and twelve on YouTube.



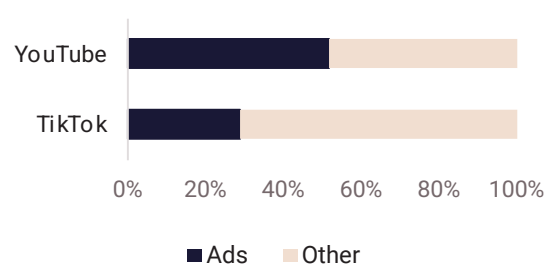


More sponsorships, logos and exposure on YouTube

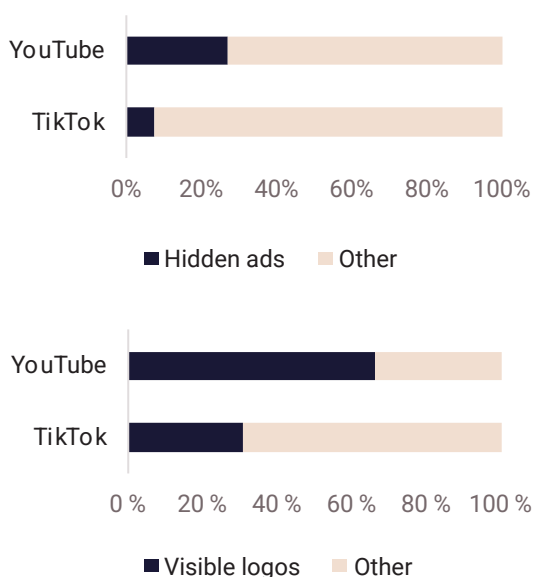
The charts on the left shows the differences between the two channels TikTok and YouTube in terms of sponsorship, hidden sponsorship, display of logos and the showing of violence, alcohol, tobacco, body images and/or sexual content. As a percentage, we found that most of these categories were on YouTube. This may indicate that TikTok has stricter rules about what content can be published and remain on the platform.



Due to all the gaming videos on YouTube showing animated violence, we find that 39 percent of all posts on the channel contain exposure to one of the aforementioned themes. Similar content is found in 18 percent of videos on TikTok.



52 percent of posts on YouTube contain sponsorships. This applies primarily to self-promotion, as well as advertising for Fortnite/Epic Games. Among the videos that contain sponsorship on YouTube, 42 percent are Norwegian. 27 percent of posts on YouTube contain hidden sponsorship. This also applies mainly to self-promotion, in the form of logos on own clothing brands of international influencers. Among the videos that contain hidden sponsorship on YouTube, 87 percent are international influencers and 13 percent are Norwegian. This is in line with Norwegian Media Authority's findings after they controlled Norwegian YouTubers in the autumn of 2022, where most of them followed the advertising rules. On TikTok, we see that a fairly low percentage of posts contain hidden sponsorship or advertising. Slightly higher proportions contain sponsorships and visible logos where it is stated that the video is an advertising collaboration.



The Norwegian Media Authority's survey "Children and media" from 2020 showed that almost two out of three young people between the ages of 9-18 used TikTok,

and that TikTok was the most popular social media for 9-10-year-olds. "TikTok has a major responsibility to make sure that the youngest children in particular are protected from illegal advertising. If TikTok facilitates illegal advertising to children under the age of 13, this is serious," the Director of the Media Authority, Mari Velsand, said in 2021. Even though the Norwegian Media Authority's focus at that time was on adverts that appear between influencers' posts, it is still interesting to chart the amount of advertising we also find in the content published by the influencers themselves. This survey shows that the proportion is fairly low.

Retriever's survey shows that influencers publish small amounts of hidden sponsorship and advertising on TikTok (eight percent), but that there is significantly more on YouTube (27 percent). Among the Norwegian influencers, the proportion is even lower, although we still found some examples of hidden sponsorship or advertising (two percent of videos on YouTube and nine percent of posts on TikTok).

R Variations in follower feedback

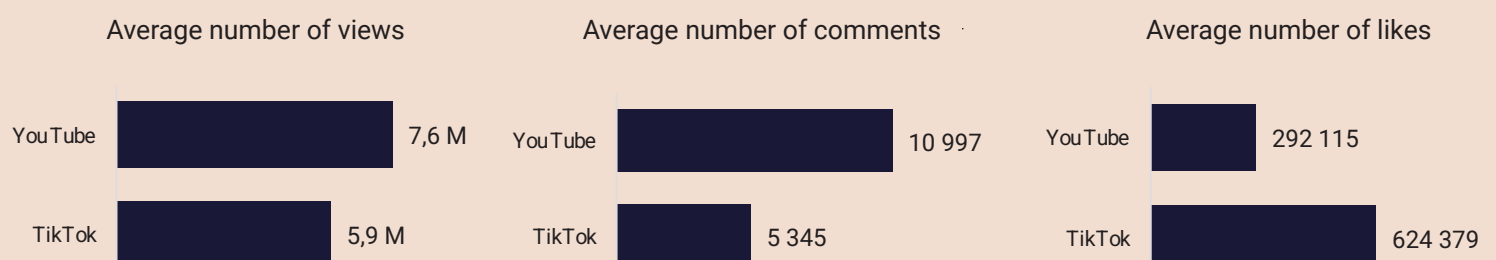
The charts below show that, on average, influencers get the most views and comments on videos published on YouTube. This may be related to the fact that the audience actively looks up influencers on YouTube, and gets into their profiles where all the different videos of the influencers are located. The videos from one and the same influencer are often played automatically one after the other, which can contribute to more of the videos of the popular influencers being seen, thus resulting in a higher average number. Worth mentioning is that the Norwegian Media Authority's survey (Children and media, 2022) shows that as many as 91 percent of children aged 9-18 years use YouTube, while 73 percent of children use TikTok.

Foreign surveys also show that YouTube has the most users. YouTube is in second place on a list published by Statista showing the most popular SoMe platforms, while TikTok is in sixth place. This means that YouTube is generally used by more people, which also leads to more views on the videos. While TikTok also allows you to look for different influencers and to click on their profiles with all their videos on the platform, the app is to a greater extent designed to scroll through, viewing videos from multiple influencers one after another. TikTok is also governed by algorithms that dictate what users get to see, which affects which videos pop up. It is conceivable that children and young people on TikTok scroll through videos more randomly and that all the videos from each influencer are therefore not seen as many times.

The chart below to the right shows that videos on TikTok have an average reach of 5.9 million, while the videos on YouTube have an average of 7.6 million. If we add up the sum of all the playbacks, we find a total reach of 2.2 billion views for the videos on TikTok, and 3.3 billion on YouTube. The videos on YouTube also receive the most comments on average, which is related to how many people they are exposed to.

On average, influencers still get more likes on videos on TikTok than on YouTube. The chart in the bottom right corner shows the average number of likes per video for the two platforms. If we add up the sum of likes, we get 128 million likes on the videos on YouTube versus 232 million likes on the videos on TikTok.

The design on TikTok is arranged so that it is easy to like posts by only double-clicking on them if you are logged into the app. On YouTube, you don't need a user account to watch videos, but you must have a user account to like videos. According to the Norwegian Media Authority's survey "Children and young people's use of social media" from 2022, 23 percent of young people don't have an account. It is therefore likely that more of the children in the study watch YouTube videos without liking or commenting on the videos.



The videos on **YouTube** get the most views and comments, while the videos on **TikTok** get the most likes.



The analysis was conducted by Retriever on behalf of the Norwegian Media Authority.

The Norwegian Media Authority is the government's administrative and supervisory body of the field of media and is subordinate to the Ministry of Culture. The role of the Norwegian Media Authority is to contribute to fulfilling the societal goals of freedom of expression, the rule of law and a vibrant democracy. The priority areas of work are to facilitate strong media diversity and critical media understanding in the population.

Retriever is the Nordic region's leading supplier of news monitoring, tools for editorial research and media analysis. The company is wholly owned by NTB and Swedish TT.



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