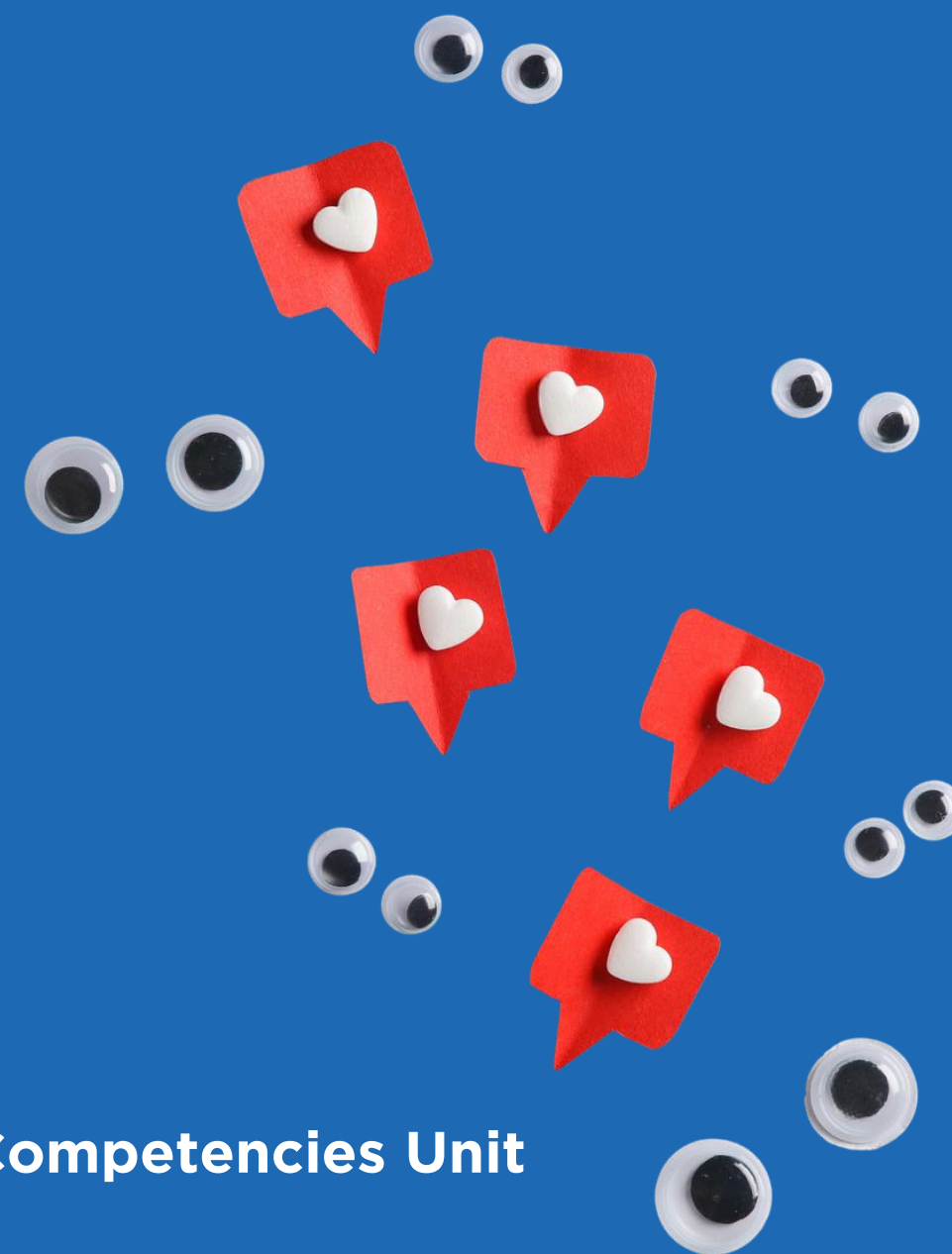




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JULIETTE FREYSSON DUGO

DIGITAL CONTENT CREATORS & INFORMATION INTEGRITY

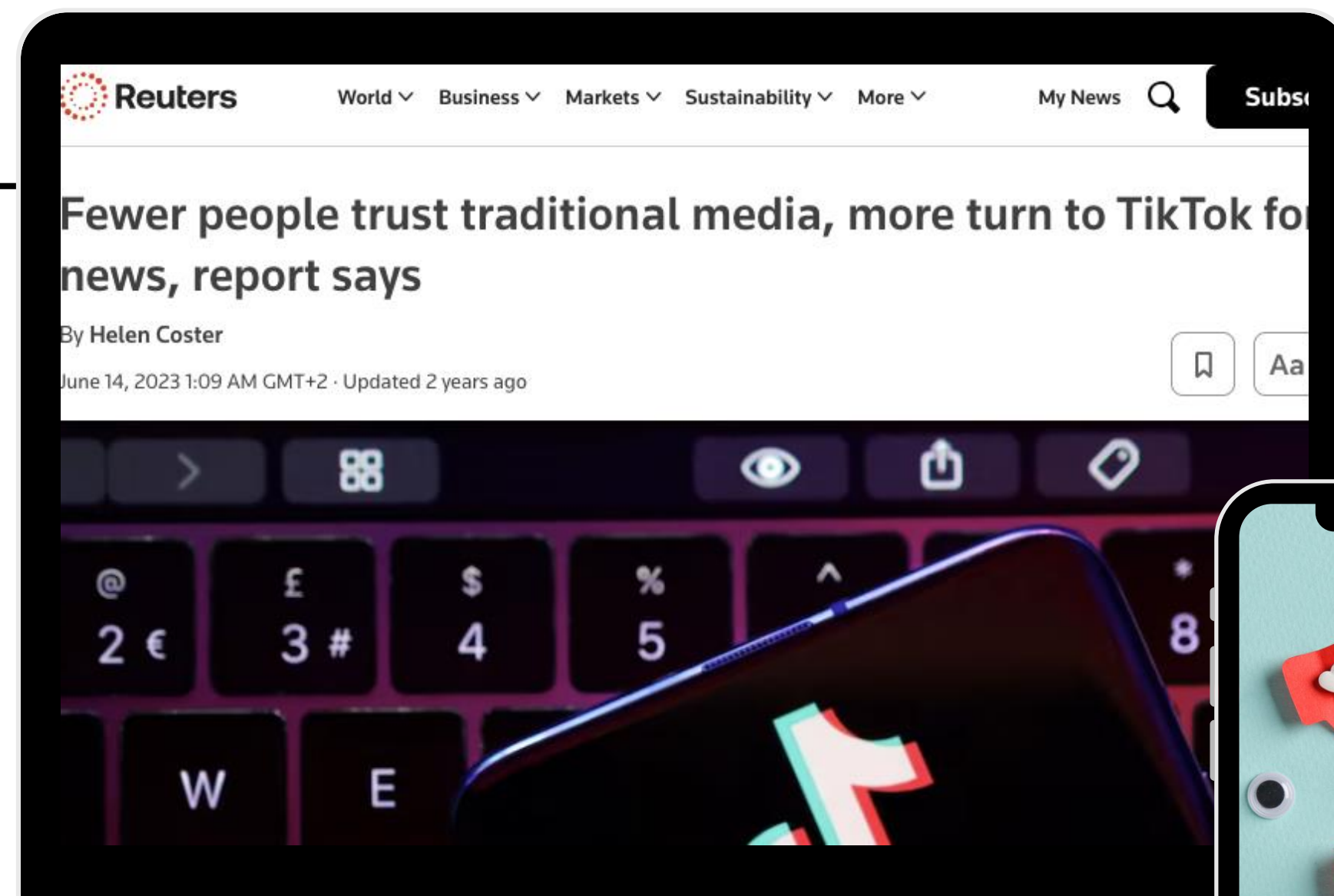
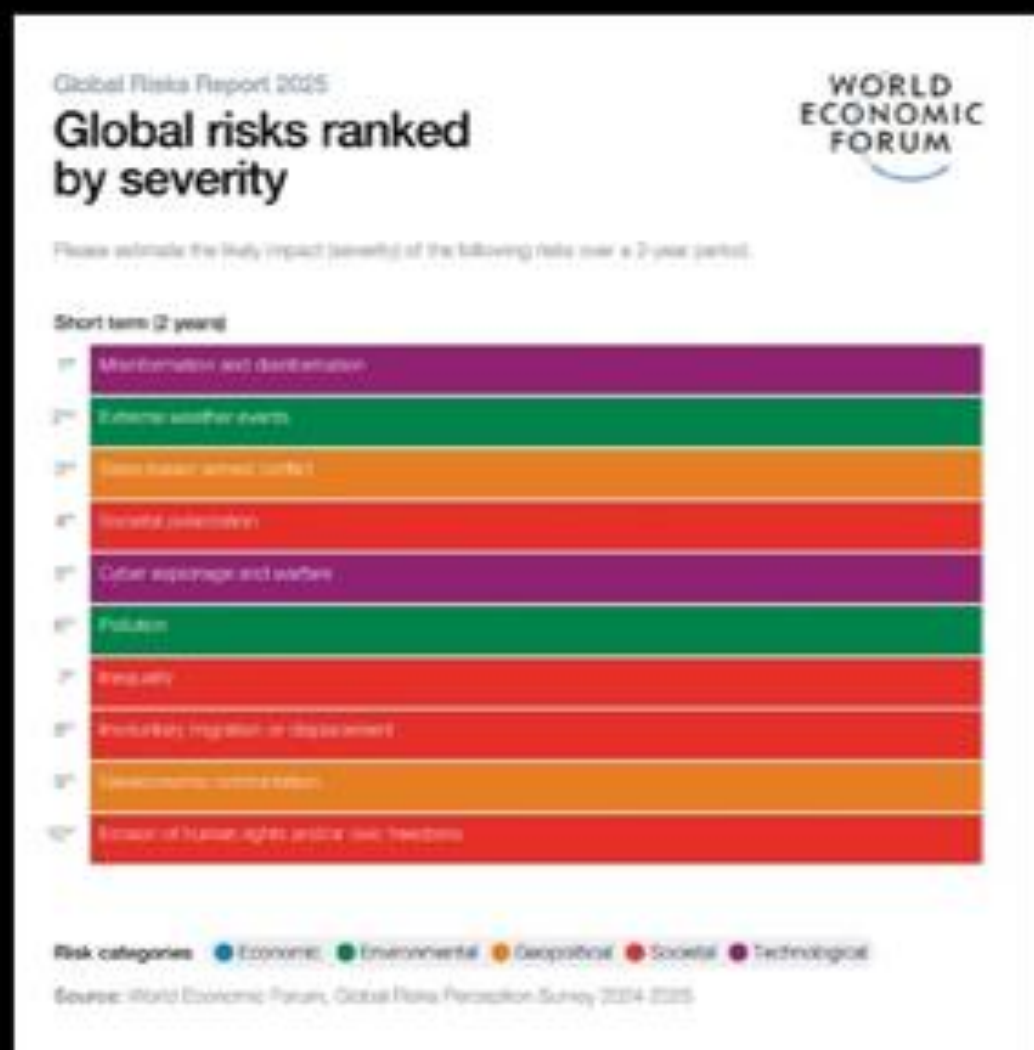


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RESEARCH STUDIES



Proportion who pay attention to each for news on each platform





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IN THE NEWS



Le Monde.fr

<https://www.lemonde.fr> > World > 2024 US Elections

Harris and Trump prefer influencers and podcasters to ...

19 Oct 2024 — Democratic presidential candidate and US Vice President Kamala Harris at Harry Reid International Airport, Las Vegas, Nevada, October 10, 2024.



POLITICO.eu

TikTok influencers flee Romania amid tax probe into their election role

Romanian TikTok influencers who helped propel an ultranationalist, pro-Putin candidate to the brink of the presidency have fled the country.

13 Dec 2024



Africanews

Outrage in Kenya as autopsy reveals a blogger was strangled in police custody

Protests erupted in Nairobi on Monday and Tuesday over the death of Kenyan blogger Albert Ojwang, who was found dead after being in custody...



Reuters

Conservative influencer Charlie Kirk shot at Utah university event

Kirk, an activist and the founder of conservative student group Turning Point USA, played a key role in driving youth support for Trump in...



CONOCENOS

NOTAS

APRENDER

SUMARIO

Esta nota tiene más de un año.

Investigación

How a group of Mexican YouTubers close to President López Obrador disinformed during the pandemic

Por Syndy García, Ian Cavazos, Deyra Guerrero, Daniela Mendoza, Debanhi Soto y Patricia Escobar

Compartir: f t in





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WHY ARE CONTENT CREATORS RELEVANT TO UNESCO'S WORK?



UNESCO's MANDATE

Promoting **freedom of expression** and its corollaries, access to information and press freedom.



DEFINITION OF JOURNALISM

*Shared **function** “by a wide range of actors, including professional full-time reporters and analysts, as well as **bloggers and others** who engage in forms of **self-publication** in print and **on the internet**”*



INTERNATIONAL LAW

Journalism is a function, protected by international law



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HOW DO WE DEFINE CONTENT CREATORS?

GENERAL DEFINITION

Digital Content Creators

Individuals who regularly post content online for public consumption and have more than 1,000 followers (nano-influencers)

Examples: Kim Kardashian, Mr. Beast, Squeezie, Léna Situation, Khaby Lame, Chiara Ferragni

SUB CATEGORY

Digital Content Creators engaged in journalistic activities

Creators who produce verified and public-interest content

Examples: Hugo Décrypte, Gaspard G, Dylan Page, V Spehar, Cleo Abrams, Salomé Saqué

**Criteria that differentiate
them
from traditional journalists**

- Sources of revenue
- Code of conduct
- Established organization / association
- Relationship with the audience
- Formats of content



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GLOBAL STUDY ON CONTENT CREATORS

PARTNER

Social Media Influencers Lab at the
Bowling Green State University,
United States of America

GEOGRAPHICAL DISTRIBUTION

44 countries + 1 special administrative zone
6 continents
53% from Global South

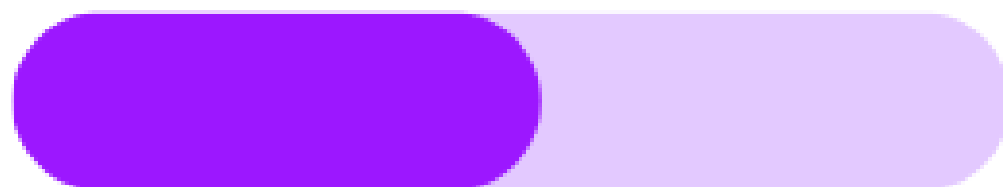
METHODOLOGY

A Global Multi-Lingual Panel Survey of
500 Content Creators with 1000
followers + and 20 in-depth interviews
in 8 language regions (AR, CH, ENG, FR,
GER, PO, RU, SP)





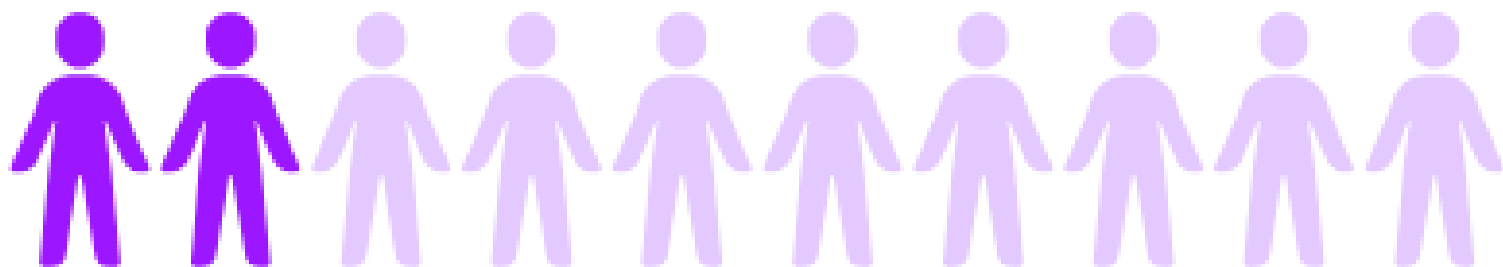
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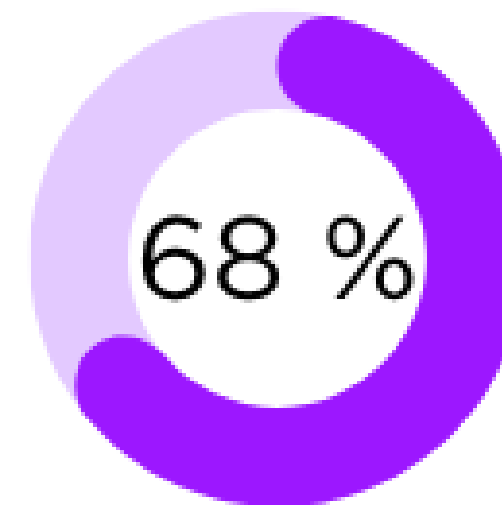
53% are under 35 years old



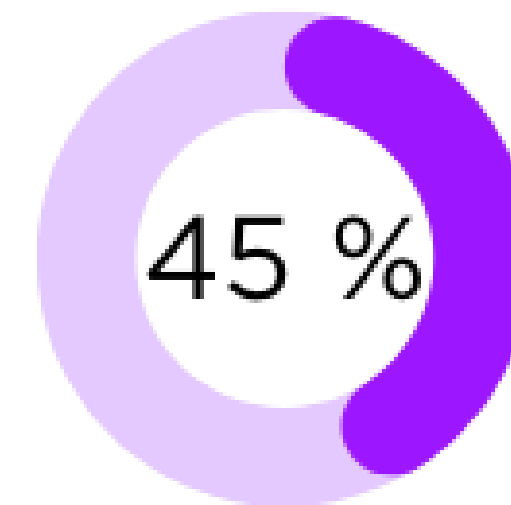
68% have a bachelor degree or more



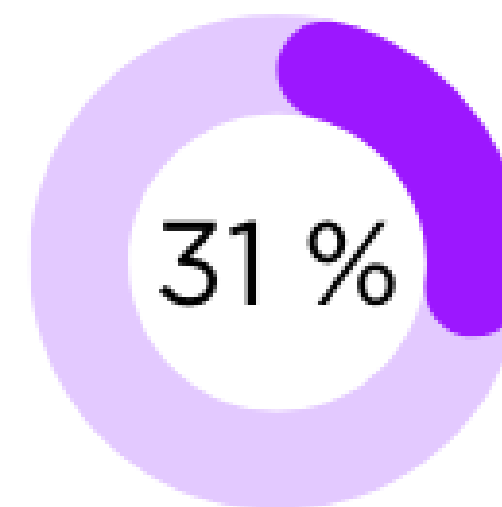
21% have a journalistic background



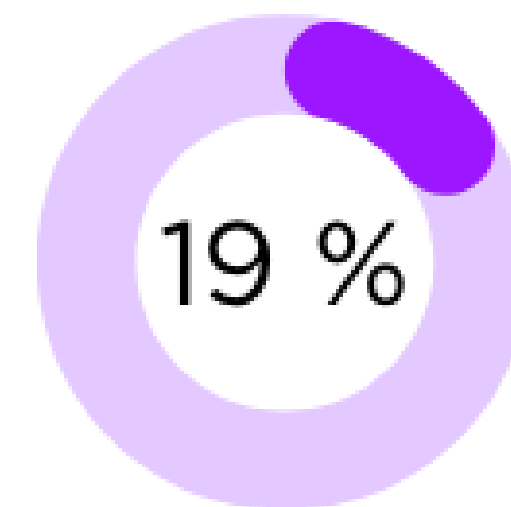
**Are nanoinfluencers
(< 1000 followers)**



**Create content for less
than 3 years**



**rely on content creation as
main source of income**



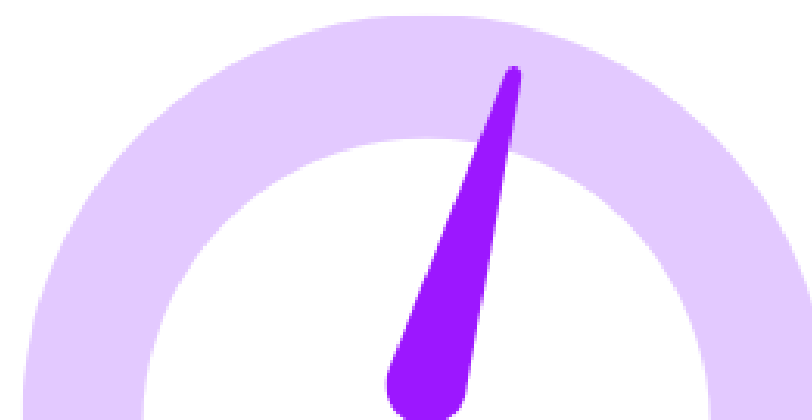
**think they are always
influential**



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Primary motivations to create content



58% use their personal experiences as primary sources to create content



36,9% use mainstream media as primary sources to create content



85% aren't members of professional associations



42 %

use number of likes and views of online content as primary factor to evaluate credibility.

62 %

do not systematically check accuracy of information before sharing it to their audience.

1/3

know well the laws governing freedom of expression and copyright in their country.

58 %

use personal experience as their primary source to create content and 36,9% use mainstream media.

32 %

have been the target of online hate speech and most of them don't report it to platforms or authorities.

74 %

are interested in UNESCO's free online course 'How to Be a Trusted Voice Online'.



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ONLINE COURSE FOR CONTENT CREATORS

PARTNER

Knight Center for Journalism in
the Americas, University of Austin,
Texas, United States of America

LANGUAGES

English
French
Portuguese
Spanish


PARTICIPANTS

10,000+ registrations
From over 160 countries




NEW FREE ONLINE COURSE | REGISTER NOW!

DIGITAL CONTENT CREATORS AND JOURNALISTS:
**HOW TO BE A TRUSTED
VOICE ONLINE**



NOVEMBER 18 — DECEMBER 15, 2024

Journalism Courses | KNIGHT CENTER



M O D U L E S

1

Creating ethical and reliable content: what can creators and journalists learn from each other

2

Content creators as catalysts for media and information literacy

3

Content creators and the right to freedom of expression

4

Creating content in times of elections, conflicts and crises



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GLOBAL MULTISTAKEHOLDER WORKSHOP

DATE & LOCATION

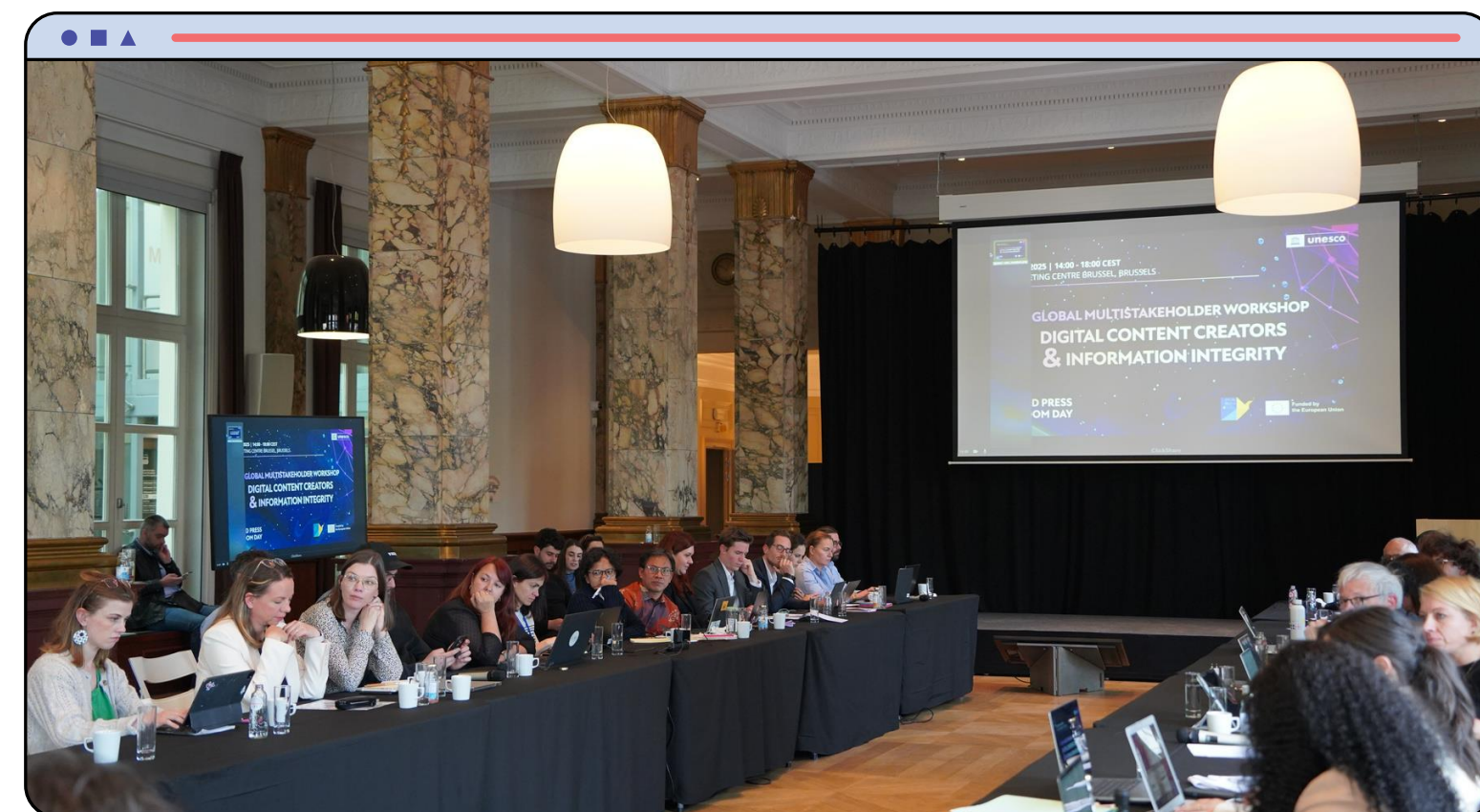
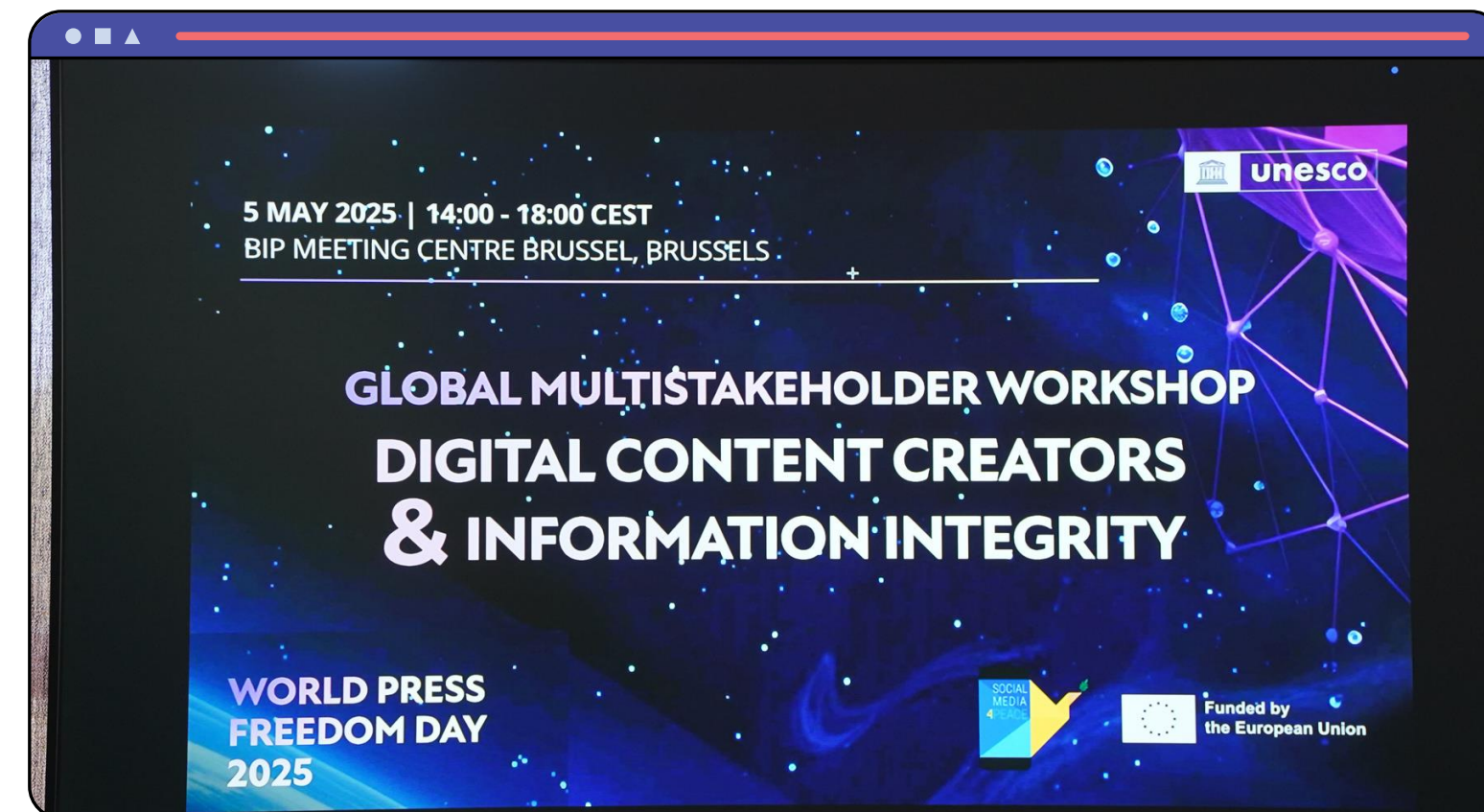
05 May 2025 in Brussels in the
framework of World Press
Freedom Day 2025

PARTICIPANTS

Digital content creators & their associations
Media professionals
Media regulators and self-regulators
Advertising self-regulation agency
Academics
European Commission

OBJECTIVES

- Exploring the role and commitment of creators in the information ecosystem
- Analyzing audiovisual regulatory frameworks impacting digital content creation
- Advancing the professionalization and recognition of creators
- Fostering dialogue and strengthening multistakeholder collaboration





Juliette Freysson Dugo

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j.freysson@unesco.org