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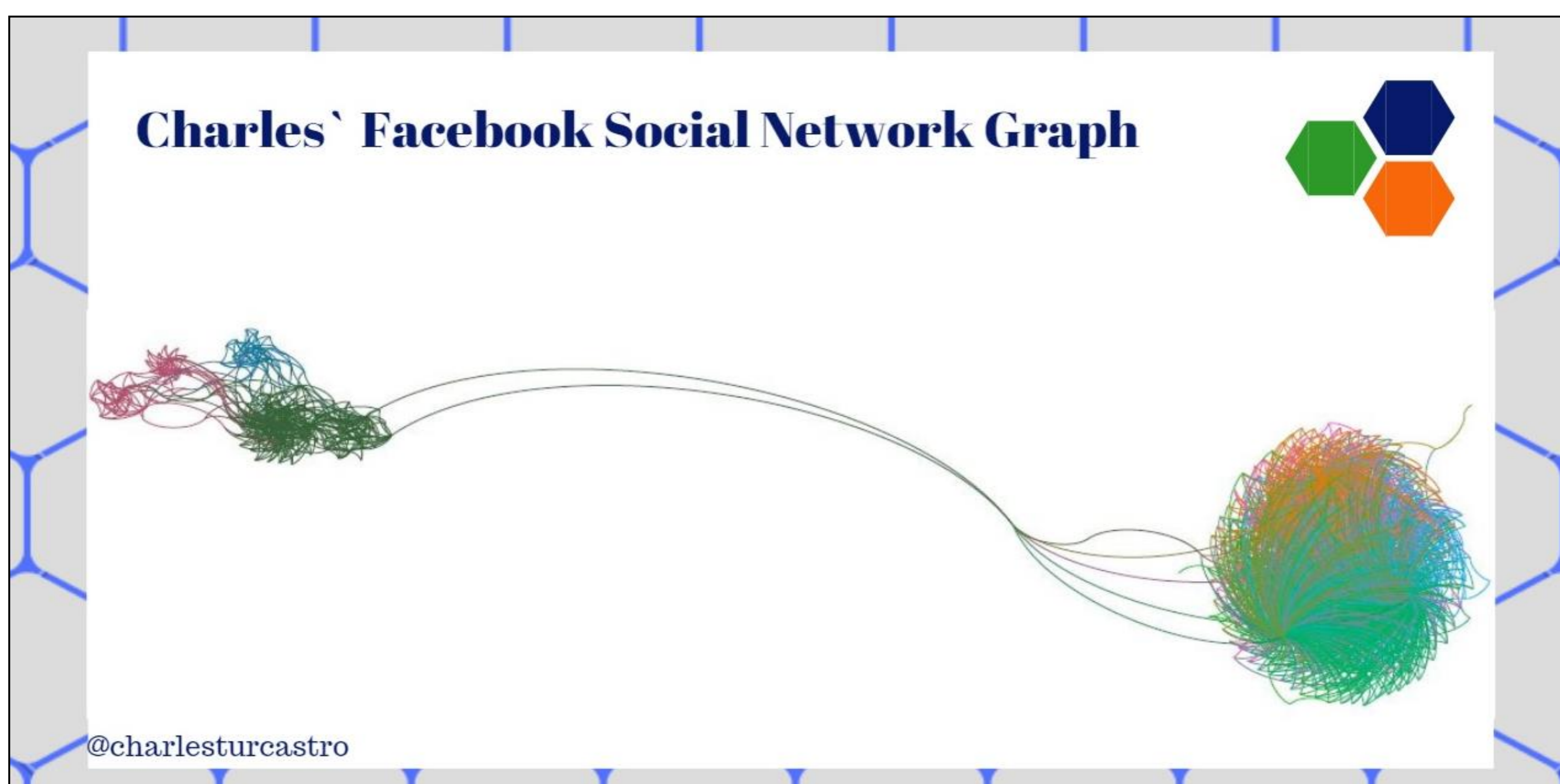


# An investigation of the personality traits that could identify vulnerable young people who will be susceptible to undue influence by social media influencers (SMIs)

Charles Alves de Castro<sup>1</sup> – [B00139249@mytudublin.ie](mailto:B00139249@mytudublin.ie); Dr. Aiden Carthy<sup>2</sup> – [Aiden.Carthy@tudublin.ie](mailto:Aiden.Carthy@tudublin.ie).

## INTRODUCTION

This study aims to further the overall understanding of social media influencers (SMI's) and to specifically predict who will be susceptible to influence by them. While some studies have investigated the tendency of some people, especially students, to become SMIs, none to date have focused on the susceptibility of some young people to undue influence by SMIs.



Young people often have large and complex social networks, making it difficult to ascertain the sources of information that they are being exposed to. Equipping them with skills to think critically and reflect on the nature of their online connections is vital. This graph is an example of the author's Facebook social network. The various social groups the author is a member of are colour coded, highlighting the complexity that is typical of such social networks and the difficulties for parents and educators in monitoring the online connections young people may have.

## OBJECTIVES

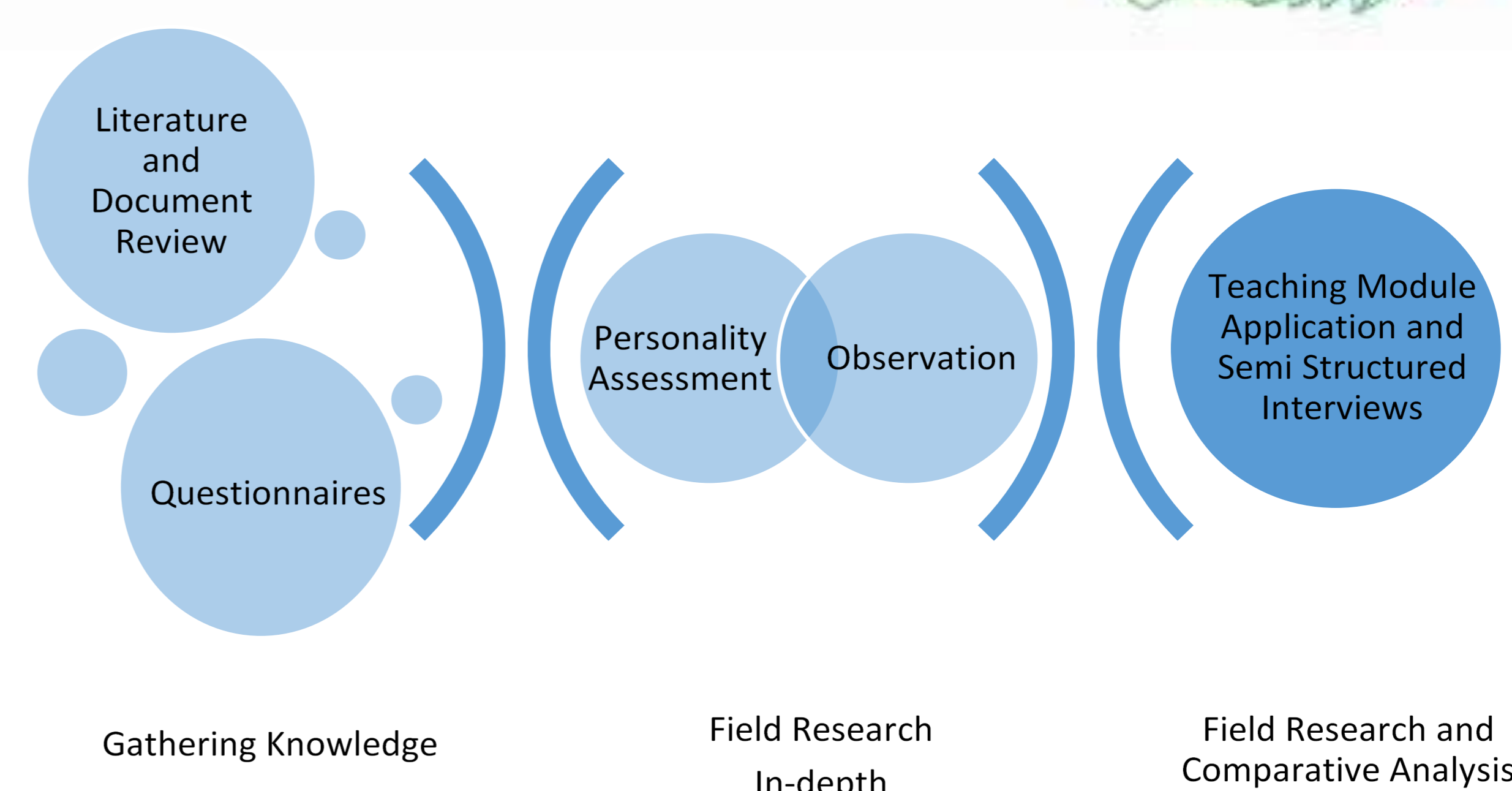
1. Determine whether there is a specific personality profile that predisposes young people to undue influence by social media influencers.
2. Analyse the effectiveness of a training module at enabling young people to recognise harmful content online and avoid undue influence by SMI's.
3. Ascertain who the social media influencers that young people are currently following are and determine how frequently they post potentially harmful or unhealthy content, if they do at all. Also, analyse why young people are choosing to follow these particular SMI's and what is making them SMI's.

## ACKNOWLEDGEMENTS

This research has been funded by the Technological University Dublin Postgraduate Fund.

## METHODOLOGY

A multimethod methodological approach will be employed relying on both quantitative and qualitative methods divided into two phases. The total sample will be 160 adolescents (14 - 17 years old).



## DISCUSSIONS & RESEARCH QUESTIONS

This research intends to discuss and answer the following potential research questions:

- What personality traits or profiles are associated with susceptibility to undue influence by social media influencers?
- Are there gender differences with respect to Irish youths' reactions to social media content?
- What are the factors that motivate young Irish people to follow their preferred social media influencers?
- How frequently do the social media influencers that young Irish people follow post content that may be deemed harmful (e.g. violent content, promotion of unhealthy body image)?
- How effectively does the provision of a specifically designed training programme enable young Irish people to recognise potentially harmful online content?
- How effectively does the provision of a specifically designed training programme enable young Irish people to avoid undue influence by social media influencers?

## CONCLUSION

This research is the first of its kind and makes a unique and novel contribution to the fields of marketing and psychology. Additionally, this project relates to contemporary issues such as the influence of SMI's in young people's lives. This project has the potential to make a positive contribution towards enabling young people, both in Ireland and elsewhere, to protect themselves from undue negative influence. As this study will be the first of its kind, it also serves as a potential foundation for future research projects in this field.





Environment, Energy  
and Health



Information,  
Communication and  
Media Technologies



New Materials  
and Devices



Society, Culture  
and Enterprise

**Online**

17 December 2020

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# 11<sup>th</sup> Annual Graduate Research Symposium

Thursday 17<sup>th</sup> December, 2020

ONLINE VIA BRIGHTSPACE

## 09.55 – 10.00 Welcome to the 11<sup>th</sup> Annual Graduate Research Symposium

Professor Brian O’Neill, Director of Research, Enterprise & Innovation Services, TU Dublin

## 10.00 – 11.00 Research Theme: Environment, Energy and Health

Chair: Professor Mary McNamara, Head of the Graduate Research School

**Md. Ashraful Alam, PhD student, Food Science and Environmental Health, City Campus**

Heavy Metals Entering into Food Chain, LIBS is a Novel Detection Method

**Angie Hartnett, PhD student, Hospitality Management and Tourism, City Campus**

Active Leisure and Ageing in Rural Ireland: Exploring Perceptions and Motivations to Facilitate and Promote Meaningful Physical Activity

**Utkarsha Chavan, PhD student, Mechanical and Design Engineering, City Campus**

Quantify UAG (Unaccounted for gas) losses and methane emissions from T&D natural gas network in Ireland

## 11.00 – 11.15 Break

## 11.15 – 12.15 Research Theme: Information, Communications and Media Technologies

Chair: Dr Marek Rebow, College Head of Research, Engineering and Built Environment, TU Dublin City Campus

**Annika Lindh, PhD student, Computer Science, City Campus**

Language-Driven Region Pointer Advancement for Controllable Image Captioning

**Obinna Izima, PhD student, Electrical and Electronic Engineering, City Campus**

Predicting Quality of Delivery Metrics for Adaptive Video Codec Sessions

**Jin Xu, PhD student, Electrical and Electronic Engineering, City Campus**

An LPC pole processing method for enhancing the identification of dominant spectral features

## 12.15 – 13.15 Break

**13.15 – 14.15 Research Theme: New Materials & Devices**

Chair: Dr Mary Deasy, Head of Research, Tallaght Campus.

**Fionn O'Fearthail, PhD student, Chemical and Pharmaceutical Sciences, City Campus**

Exploring Shellfish By-Products as Sources of Blue Bioactivities

**Francisco Almeida, PhD student, Mechanical and Design Engineering, City Campus**

A step closer to elastogenesis on demand; inducing mature elastic fibre deposition in a natural biomaterial scaffold

**Kate Byrne, PhD student, Food Science and Environmental Health, City Campus**

Development of novel anti-cancer agents targeting Glioblastoma Multiforme

**14.15 – 14.30 Break**

**14.30– 15.30 Research Theme: Society, Culture & Enterprise**

Chair: Professor Brian O'Neill, Director of Research, Enterprise & Innovation Services, TU Dublin

**Intesar Madi, PhD student, Accounting and Finance, City Campus**

Women Inequality in the MENA Region: Insights from the Arab Spring Revolution

**Patrick Bruce, MPhil student, Food Science and Environmental Health, City Campus**

The causes and effects of stress in second level teaching in Ireland

**Rachel Duffy, PhD student, Music and Drama, City Campus**

The Harp in Ireland 1960-2005: Traditions and Transformations

**15.30 Awards and Close**

## Poster Competition

## RESEARCH THEME: Environment, Energy and Health

1. **Replication in Sports Science** by Jennifer Murphy, PhD Student, School of Science and Computing, TU Dublin, Tallaght Campus.  
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2. **An investigation of engineering resources to support smart continence management** by Michelle Maher, PhD Student, School of Electrical and Electronic Engineering, TU Dublin, City Campus.  
Poster: <https://twitter.com/Michell76835467/status/1336034266950537217/photo/1>
3. **China's raise in the Middle East: Fuelling a tired dragon?** by Intesar Madi, PhD Student, School of Accounting and Finance, TU Dublin, City Campus.  
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4. **Understanding the Impact of Fossil Fuel on economic development and challenges when situations of Economic and Financial crises Emerge** by Precious Nwanze, PhD Student, School of Accounting and Finance, TU Dublin, City Campus.  
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5. **Development of a Novel Scavenging & Sensing Device for Biological Contaminants in Water** by Palina Bruyek, PhD Student, School of Science and Computing, TU Dublin, Tallaght Campus.  
Poster: <https://twitter.com/PBruyek/status/1336973261352169474/photo/1>
6. **Mathematical Models Linking Neuronal and Behavioural Responses in Parkinson's disease** by Rebecca Brady, PhD Student, School of Mathematical Sciences, TU Dublin, City Campus.  
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7. **Optimisation of Medical Radiological Exposures for Plain Film Radiography** by Clare Devery, PhD Student, School of Physics and Clinical and Optometric Sciences, TU Dublin, City Campus.  
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8. **Micro level interactions within an innovation system - Social Exchange Theory perspective** by Siobhan Maguire, PhD Student, School of Marketing, TU Dublin, City Campus.  
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9. **Sustainability in Data Centres a Five-Year Review** by Eoin Oude Essink, PhD Student, School of Mechanical and Design Engineering, TU Dublin, City Campus.  
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10. **Outdoor Education in Irish Primary Schools** by Michaela Omojola, PhD Student, School of Business and Humanities, TU Dublin, Blanchardstown Campus.  
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11. **Therapeutic Evaluation of Plant-Based Bioactives as Nutraceuticals** by Sridevi Bindiganavile Ranganath, PhD Student, School of Food Science and Environmental Health, TU Dublin, City Campus.  
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12. **Relationship between choroidal thickness, axial length and degree of myopia in a European population** by Emmanuel Kobia-Acquah, PhD Student, School of Physics and Clinical and Optometric Sciences, TU Dublin, City Campus.  
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13. **Preliminary results from the Irish Fungal Monitoring Network, Fungal mOnitoring NeTwork ANd Algorithm (FONTANA)** by Jerry Hourihane Clancy, MPhil Student, School of Chemical and Pharmaceutical Sciences, TU Dublin, City Campus.  
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14. **Preliminary Findings of the Irish Pollen Monitoring Network** by Emma Markey, PhD Student, School of Chemical and Pharmaceutical Sciences, TU Dublin, City Campus.  
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**15. Plasma-Activated Water as a new approach for anti-cancer therapy** by Beatriz Pinheiro Lopes, PhD Student, School of Food Science and Environmental Health, TU Dublin, City Campus.

Poster: <https://twitter.com/Beatriz02666784/status/1336973642635354113/photo/1>

**16. Novel therapeutic approach for brain cancer treatment, with the combination of 3D cell culture model and cold atmospheric plasma** by Janith Wanigasekara, PhD Student, School of Food Science and Environmental Health, TU Dublin, City Campus.

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**RESEARCH THEME:** Information, Communication and Media Technologies

- 17. Public Relations practice in Ghana's Diplomatic Missions abroad 2010 - 2020** by Isaac Antwi-Boasiako, PhD Student, School of Media, TU Dublin, City Campus.  
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- 18. Towards Diagnostic Applications of Virtual/Mixed Reality to Brain Scans** by Fatemeh Naderifar, PhD Student, School of Media, TU Dublin, City Campus.  
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- 19. DeepVGI: An automated pipeline for update crowdsourced maps** by Lasith Niroshan Kottawa Hewa Manage, PhD Student, School of Media, TU Dublin, City Campus.  
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- 20. Extension of Moral Agency to Artificial Agents** by Sofia Quaglia, PhD Student, School of Computer Science, TU Dublin, City Campus.  
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- 21. Finding Fake News with NLP techniques** by Jennifer Ajderian, PhD Student, School of Computer Science, TU Dublin, City Campus.  
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RESEARCH THEME: New Materials and Devices

- 22. Plasmon mapping of SERS-active nanostructures for prostate cancer detection using scanning probe energy loss spectroscopy** by Mohamed Beshr, PhD Student, School of Science and Computing, TU Dublin, Tallaght Campus.

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- 23. Theoretical modelling of the holographic recording conditions necessary for the development of an analog holographic wavefront sensor** by Emma Branigan, PhD Student, School of Physics and Clinical and Optometric Sciences, TU Dublin, City Campus.

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- 24. Is hexamethyldisalazine drying suitable for preparing collagen-GAG scaffolds for SEM** by Jessica Perez, PhD Student, School of Mechanical and Design Engineering, TU Dublin, City Campus.

Poster: <https://twitter.com/justjess394/status/1336972593912541186/photo/1>



RESEARCH THEME: Society, Culture and Enterprise

- 25. Accessing a Competition Authority: The Indian Authority in Perspective**  
by Vincent Abraham, PhD Student, School of Accounting and Finance, TU Dublin, City Campus.  
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- 27. An investigation of the personality traits that could identify vulnerable young people who will be susceptible to undue influence by social media influencers (SMIs)** by Charles Alves de Castro, PhD Student, School of Business and Humanities, TU Dublin, Blanchardstown Campus.  
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