

## **ABSTRACT**

This thesis examines the impact of influencers on primary school children. The aim of this thesis is to identify how influencers affect the values, opinions, and behaviors of children, and to explore the potential effects of this influence on children's development. Qualitative research revealed that children often imitate the behaviors and values of influencers, which can shape their personality development in both positive and negative ways. The thesis highlights the importance of media literacy education and cooperation between parents, schools, and others in developing children's critical thinking skills in evaluating the content they are exposed to on social media.

## **KEYWORDS**

Influencers, primary school age, social media, media literacy, family, school.