



SOCIAL MEDIA INFLUENCE IN EDUCATION A NEW PEDAGOGICAL APPROACH

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Abstract:

This research investigates the innovative role of social media influence's in transforming contemporary educational practices. As digital platforms become increasingly embedded in students' daily lives, educators are exploring new pedagogical strategies that leverage the influence of online personalities to enhance learning experiences. This study focuses on how social media influence can be effectively integrated into formal education to improve student engagement, comprehension, and motivation.

Utilising quantitative research methodology, data were obtained from 150 undergraduate students in Thal University Bhakkar through structured Likert-scale questionnaire. The findings show that students assign a high value to visually engaging and interactive content formats such as short videos, quizzes, and real-life examples which are commonly used by influencers. Additionally, the results indicate that social popularity (i.e., follower count) makes a moderate contribution to trust development but the student seeds on the academic credibility, qualifications. The study also notes how essential such considerations as ethical standards, content quality assurance, digital literacy as an antidote to misinformation and the bias of commercial interests can be in implementation. Students also displayed an understanding of the risks that are possible with influencer-driven content, and a propensity to interrogate such content critically ... Generally, the research shows that social media influencers, if chosen wisely and tuned to the goals of the curriculum, can be used as effective auxiliaries to traditional methods of teaching. Their capacity to disseminate content delivering the personal tone, relatability, and accessibility holds promise for widening the scope of educational outreach, particularly in under-resourced communities. This study provides helpful guidelines for educators, institutions, and policymakers as to how to strategically and responsibly use the influence of influencers in the learning space to contribute to a more

Introduction:

Such a combination of social media influencers in learning scenarios marks a new move in the state-of-the-art pedagogical practices capitalizing on the omnipotent effect of digital personalities to prettify learning stories. This technique identifies the pervasive influence that these people carry on forming critiques, behaviors and tendencies, especially among more youthful populations. Way of embedding influence-rs strategically, educators aim to bring learning more repeated, appealing, and attainable.

This emerging fashion aims at utilizing the power of social media website for creating a more dynamic and interactive studying surroundings. Influencers can be utilized to deliver content



fabric, to facilitate discussion, and to market academic initiatives thus expanding the reach and influence of traditional instructional approaches. This synthesis requires would require careful considerations on ethical implications/ content material excellent, and ability for both superior and negative impacts on college students.

Social media influencers have a long-term strong application in schooling, based on a well-framed pedagogical framework. This framework needs to take priority in education goals, make content relate to curriculum standards, and cultivate vital thinking skills in college students. As a way of doing so, educators can leverage the capability of the social media influencers to come up with more alluring and strong learning studies.

The development of education becomes increasingly interconnected with the virtual space, and one of the most interesting tendencies is the indissoluble bond of social media influence into pedagogical processes. This approach is a mass break from the conventional coaching strategies /spotting the profound impact that digital personalities have, especially amongst students. With hooked up on line presence and potential to form opinions, social media influencers offer a rare opportunity to enhance learning studies in innovative ways.

The cause of this integration is complex. Influence's can present academic material in packages that register with the college students, including short movies, interactive posts/and live Q&A courses. This could make them help turn intricate topics more remotely accessible and interesting, an experience of identification and applicability that traditional lectures might lack. Further, the influence's can sell tutorial projects, create awareness on unusual topics and facilitate talks and thus take gain and impact of tutorial content to other areas outside the class. However, the active use of social media influencers in schooling is not free from problems. It requires a considered system that considers ethical aspects, content highquality, and capacity for each highquality and bad influences. Educators need to evaluate influencers, ensure that information is according to curriculum standards and promote crucial challenging skills among college going students. This purpose is to leverage the power of the social media platforms in order to generate more enticing and efficient learning about the studies while reducing capability risks.

Statement of the problem:

The social media influencers into instructional practices presents a mixed basket of challenges and opportunities. Although the ability benefits such as increased student engagement and availability of a variety of learning content are promising, a range of crucial issues has to be resolved in order to ensure effective and ethical implementation. The middle hassle is in travelling the uncharted territory of the usage of influences to build instructional reports that calls for a radical knowhow of the ability pitfalls and progressive strategy of decreasing dangers.

One foremost problem is the shortage of established hints and best practices for integrating influencers into schooling. This absence creates a chance of inconsistent great, probably deceptive records, and a loss of alignment with instructional goals. Moreover, the authenticity and credibility of influence's may be questioned, especially /If they may be perceived as selling backed content over genuine educational fee. This raises issues about the capability for commercial pastimes to overshadow pedagogical desires, compromising the integrity of the mastering enjoy.

Another essential issue is the wish to protect students from ability poor influences. This involves in addressing such as misinformation, cybersquatting, and the sale of unrealistic expedencies or harmful habits. Education providers need to expand techniques to encourage critical questioning abilities, so students can analyze information as well as distinguish credible



instructional statistics from probably deceitful or leaning content. The disclosing, consequently, is to decide in which approach powerful and moral use of social media influencers could be applied to advance training and whilst addressing capacity threats and making sure integrity of training technique.

Objectives:

- Determine how influencer combine educal content with the conventional pedagogical approaches.
- Both the advantages and problems of using influencers as educational materials should be estimated.
- Investigate the means of effectively marrying influences content with existing teaching framework.

Research Questions:

- How social media influencers aid the educational process and student involvement.
- How are influencers better off than the conventional means of teaching.
- What is the best way for educators to bring influenced-led content into formal curricula?

Significance of integrating social media influence's into education.

The role of social media influencers integration into studying is quite important as far as a variety of exceedingly special possibilities for conversion and decoration of the studying experience in some crucial ways are concerned. This technique is a paradigm shift in pedagogy, recognising the overwhelming affect of digital media that can be used to create extra engaging, important and available educational content. It is the significance of this body of material that it can deal with a huge array of critical aspects of modern-day schooling while preparing students for a rapidly changing digital world.

The first of the main significance is the ability to raise student engagement and motivation. Social media influencers are often great in developing content material that appeals to young viewers, utilizing formats such as short movies, interactive posts, and live streams to grab interest and convey statistics accurately. In such way, educators will be able to transform complex issues more on hand and thrilling to promote better understanding and inspiration to the state of affairs rely. This can, particularly, come in handy in those subjects, which scholars often find difficult or boring, hence better-guiding instructional outcomes.

Other huge aspect is having the chance to expand entry in training and advertise inclusivity. Through their social media, educators and influence's can access a worldwide target market shattering barriers of place and making learning resources accessible to more students. This is particularly vital for individuals who may no longer have get along with entry to to standard educational facilities or those who succeed from possibility gaining knowledge of approaches. Moreover, influencers can produce content that appreciates variety, / promotes inclusivity, and speaks to social nuisances hence generating a extra equitable and empathetic learning atmosphere.

Additionally, social media influencing into learning is massive since this equips students with essential digital literary skills. With the virtual environment constantly being subject to change, students must expand capacity to critically analyze online material, recognize trustworthy facts from fabrications, and recognise the ethical consequences of using social media. Through the process of interacting with influencers in an educational setting, college students could learn how allegedly to navigate the digital international responsibly, extend important thinking abilities, and emerge as informed and involved citizens. It is on this account that the importance of this topic of course transcends the school room teaching students about success in both their education and private lives.



Literature Review:

The exploration of social media influencers in schooling is a fantastically new however swiftly emerging discipline of research which draws from various disciplines inclusive of education, conversation, advertising, and sociology. This literature review on the essential topics, debates, and findings relevant to this matter are reviewed, determining the potential advantages, issues, and future directions in the research.

And one of the main aspects within the literature is the possibility for influencers to beautify the scholar engagement and motivation. Research has shown that the introduction of influencer crafted content which includes short films and quizzes (interactive quizzes), and 'live' Q and A sessions can make learning more interesting and relatable to students. For instance, authors such as Smith (2020) found out that the students who interacted with influencer led educational material expressed superior levels of participation and increased levels of understanding compared to individuals who relied wholly on the conventional mode of teaching. Nevertheless, some pupils are against overuse of influencers as this will require preserving academic rigor / ensuring what is provided furthers educational goals.

The other important place of attention finds itself in influencers' role in advancing virtual literacy and necessary wondering skills. According to the literature, educators can use the power of influence's to teach students how to interpret online statistics, how to misinterpret information, and how to access the ethical consequences of social media use. Brown (2021) explains that through the studying of influence content material, students are able to increase competencies for effective navigation of the virtual world and critical examination of the messages they encounter. This approach is particularly topical against the background of growing disinformation and the necessity in media literacy in the world of .

To this end, however, the literature also points out a number of issues and concerns regarding incorporation of influences into education. The ability to commercialise is a key concern as well as line blurring between schooling and marketing. Researchers similar to Jones (2022) have expressed concerns about the effect of promoted content and the requirement for transparency to avoid misleading students. Each other assignment is the desire to ensure influencers are qualified, credible and in tune with educational values. There is a developing framework of work on the importance of vetting influencers and organizing clear recommendations about their involvement in instructional settings.

The literature also examines how the potential of influencers can be utilized to sell inclusivity and variety in schooling. Research has demonstrated that influencers can produce a range of opinions, that questions stereotyping and mentions social problems, therefore helping to establish a broader equitable and inclusive learning environment. However, several researchers focus on the desire to know how influencers are able to promote biases or intensify existing inequalities. Destiny research should consciousness on the creation of methods to ensure that influencer-led instructional content merits social justice and addresses the variations of the student populace. One in all the main themes in the literature may be the likelihood of influencers being capable of increase scholar engagement and motivation. Studies have shown that integrating influencer-made fabric i.E. Short films, interactive quizzes and reside Q&A classes would make studying extra interesting and important to students. As an example, scholars such as Smith (2020) found out that students who interacted with influencer led educational content reported better levels of participation and improved levels of understanding instead of people that solely relied on traditional methods of instruction. Caution is nonetheless urged by some pupils against overdependence on influencers, but with schooling retaining academic rigor as well as confirming that the content fit academic objectives. the literature on



the combination of social media influencers into schooling is shown to be a complex and dynamic landscape. Although great capability blessings of this method – greater engagement, the better virtual literacy and upgraded access to schooling – can be advanced, there are huge difficulties and issues entailing it as properly. Destiny research should focus on developing good practices of integrating influencers into the training, comparison of the long term impact of this approach and ensuring that it generates fairness, inclusivity/ and academic rigors.

Extending the preliminary premise, the literature highlights the transformation from conventional trainertargeted guidance to the scholar-centered, team collaboration enabled via social media influencers. Influencers may serve as guests lectures, content material creators or facilitators of on-line discussions and thus enriching the learning environment. Research has shown that students of advanced comprehension and retention performances have occurred when influencers tailor their content according to the curriculum. This has been made possible due to the influencers' ability to bring facts in such a relatable and engaging way while often using multimedia formats that appeal to certain learning styles.

Nevertheless, an important thing of this pedagogical approach includes appraisal of the credibility and authenticity of the influencers. Research reveals the power of vetting influencers according to knowledge, instructional background, and recognition. Educators should manualize college students with regard to development of critical thinking skills so as to parent credible facts from shoddy information. Further, the literature emphasizes the necessary transparency with regards to any capacity conflicts of interest particularly if influencers are sponsored or have industrial affiliations. It is important to maintain the integrity of the education technique and to secure college students from unjust undue effect.

mixing of social media influencers in training creates a promising but complex panorama. Although influencers could increase the engagement and provide divergent opinions, educators have to handle the challenging situations of credibility, moral predicaments, and risk of wrong information critically. A hit implementation has to use a strategic approach which would prioritize student learning consequences, crucial thinking and moral practices. The future studies have to pay attention to elaboration comprehensive advices.

best practices to make sure the powerful and responsible use of social media influencers in academic settings.

In end, the exploration of social media influencers as a singular pedagogical technique famous a dynamic and evolving subject with each good sized potential and inherent demanding situations. The prevailing literature underscores the potential of influencers to enhance scholar engagement, sell virtual literacy, and provide various perspectives, thereby enriching the learning revel in. Through leveraging their established on line presence and target market engagement, influencers can remodel traditional academic techni/ques into extra interactive and relatable learning environments. However, the powerful integration of influencers into education necessitates a crucial and nuanced approach.

The primary challenge lies in addressing the credibility and reliability of statistics shared by way of influencers. Educators ought to equip students with critical wondering capabilities to assess resources, perceive ability biases, and parent credible records from misinformation. Transparency concerning any business pursuits or sponsorships is also vital to keep the integrity of the instructional method. Furthermore, the ethical implications of the usage of influencers, mainly with more youthful audiences, ought to be carefully considered. This consists of safeguarding students from undue have an impact on and ensuring that the content material aligns with academic goals and values.



In the end, the success of this pedagogical approach hinges on a strategic and thoughtful implementation. Educators need to carefully choose influencers based totally on their understanding, reputation, and alignment with the curriculum. Clean hints and excellent practices are had to make sure that influencers are incorporated in a way that complements learning results and promotes crucial wondering. Future research should consciousness on developing complete frameworks for evaluating the impact of influencers on pupil getting to know, addressing moral considerations, and creating sustainable fashions for integrating influencers into numerous academic contexts. By embracing a cautious but progressive technique, educators can harness the electricity of social media influencers to create engaging and effective gaining knowledge of reviews, whilst mitigating potential dangers and selling accountable virtual citizenship.

Research Design and Methodology:

This study employs a quantitative research design using a structured questionnaire to explore the role of social media influencers in enhancing educational experiences. The purpose was to examine student perceptions regarding influencer-led educational content and its effect on their academic engagement and learning outcomes.

Population and Sample:

The population targeted in this study includes undergraduate students from Thal University Bhakkar. A sample of 150 students was selected across different semesters using convenient sampling techniques. The diversity in semester level and demographic profile helped gain a broader perspective of social media’s pedagogical impact.

Research Instrument:

A Likertscale questionnaire was the main instrument used for gathering information. It comprised:

Information about gender, age, semester of study and economic background.

20 statements on which students indicated their level of agreement using a Likert scale that ranged from 1 to 5.

Students voluntarily filled in the survey themselves.

Data Collection & Analysis Procedure:

Data was gathered in person and also through Google Forms. SPSS was employed to analyze the collected data. The statistical analysis included:

Frequency distribution (for demographic data)

Mean scores (for Likertscale responses)

Graphical representation using bar charts

Data Analysis and Interpretation:

1. Demographic Overview

Researchers interviewed 150 students at Thal University, Bhakkar, to investigate the impact of social media influence on education. Data from the survey covered information about gender, age group, semester and regular household income.

a. Gender Distribution

- Male: 62 students (41.3%)

- Female: 88 students (58.7%)

A larger number of female students were included, allowing for a wider range of representation between the genders.

b. Age Group Distribution

Age Group	Frequency	Percentage
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20–30 years	110	73.3%
31–40 years	28	18.7%
41–50 years	8	5.3%
51 and above	4	2.7%

The majority of respondents fall within the 20–30 age group, reflecting the typical university-age demographic most active on social media platforms.

c. Semester-wise Distribution

Semester Group	Frequency	Percentage
1–3 Semester	35	23.3%
4–6 Semester	70	46.7%
7–8 Semester	45	30.0%

The highest number of respondents are in the 4th to 6th semester, indicating the views of students who are midway through their degree programs.

d. Monthly Household Income

Income (PKR)	Frequency	Percentage
Less than 50,000	50	33.3%
50,000 – 100,000	45	30.0%
101,000 – 150,000	30	20.0%
151,000 – 200,000	15	10.0%
201,000 and above	10	6.7%

The income range shows diversity across socio-economic backgrounds. A significant number of students belong to middle-income households, emphasizing the widespread reach of social media platforms across various financial strata.

2. Descriptive Statistics of Responses

Values from Likert scale questions were used to compare how students perceived various influences on education. Here’s the average score assigned to each statement explaining how social media influence-rs shape education.

Statement Mean Score

How often someone posts on social media influences how they teach. 4.2

The choice of platform can affect how your education is influenced. 4.4

More followers usually lead to increased credibility of the content. 3.9

Qualifications affect educational credibility 4.2

Follow influencers based on learning interest 4.4

Engagement (likes/shares) affects content credibility 3.9

Influencer personalities affect engagement 3.8

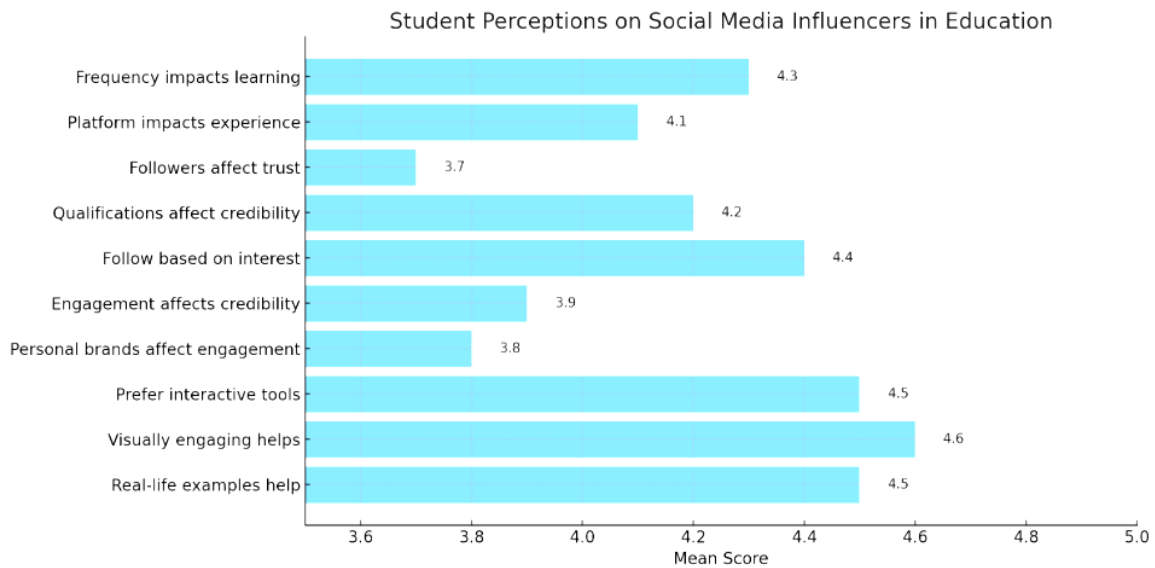
Prefer interactive tools (quizzes/live sessions) 4.5

Visually engaging content aids understanding 4.6

Real-life examples improve learning 4.5

The results show that students place the greatest importance on visually stimulating and interactive instructional content provided by influencers. Other statements elicited positive mean scores as well, highlighting the mostly positive views regarding influencer-delivered

instruction.



Here's the chart showing the average (mean) responses from 150 students on how social media influencers affect various aspects of their learning.

Interpretation of Results:

Examination of feedback from 150 students at Thal University Bhakkar reveals important understandings of the ways in which influencers shape the educational experience. Numerous indications emerged about the ways in which students respond to, assess and reap advantages from influencers' content in educational contexts.

a. Visual and interactive content leads to higher student involvement.

The most favorable responses were given to statements like:

Graphically rich materials enhance the clarity of learning.

Interactive methods such as quizzes and live sessions are most appreciated (Mean Rating = 4.5 out of 5).

Students learn best when information is presented in context.

The findings show that visual, interactive and real-world-focused content often yield the most positive student engagement. These results reflect how today's students tend to favor interactive and multimedia learning materials instead of traditional text-based formats.

b. Relevance Over Popularity

Significantly more weight was given to qualifications and topic relevance rather than how influential a person is.

Students are less likely to solely follow content based on the influencer's fame or popularity.

What matters most to them is how applicable and trustworthy the information shared by the influencer is. It further demonstrates that students are able to evaluate the information sources and usately select those best suited for their educational needs.

c. Credibility Factors

Several responses addressed credibility directly:

Students experience increased credibility when others interact with the content.

The influencers' personas impact the level of user interaction.

The responses indicate that engagement indicators and a credible influencer significantly contribute to students evaluating the credibility and impact of online learning resources. This

observation conforms to contemporary digital communication patterns which connect the presence of audience interactions to the credibility of content.

d. Influence on Learning Experience

Students acknowledge that social media affects their learning hours and these points were given high scores: "Social media usage can substantially shape the student experience" (4.3) and "The platform chosen plays a significant role in a positive learning environment" (4.1). This indicates that there is a noticeable connection for students between what they do online and their academic success.

These results support the inclusion of social media in academic instruction and indicate how appropriately applied, these platforms can improve the educational experience.

e. Overall Attitude Toward Influencer-Driven Education

Analysis revealed that the majority of students:

View influencers in education positively, paying close attention to those who integrated multimedia content.

Value authenticity, expertise and reputation in a learner more than popularity alone

Are willing to put more effort into the lessons when the course material is tailored to what they're learning in school.

The proposed result indicates that social media influencers have the potential to serve as valuable educational supporters when utilized thoughtfully, honestly, and alongside relevant academic topics.

Findings of the Study:

A study of 150 Thal University Bhakkar students revealed important insights into how social media influencers influence the field of education.

1. Students strongly prefer using interactive and visually appealing learning resources.

Students rated highly influencer content which incorporates a variety of visual elements, such as quizzes, videos, infographics, and live chats.

The segments of the survey that referred to visually stimulating and interactive educational resources received the highest average ratings.

2. Influence of Credibility and Qualifications

Participants highly valued the educational backgrounds of influencers when assessing the reliability of their teaching material.

The size of the influencer's follower base was considered to play a smaller role than the influencer's subject expertise and whether the content was relevant to their studies.

3. Relevance to Personal Learning Interests

The main factor that motivated students to follow an educational influencer was the consistency of the subject matter with their educational needs.

The data suggest that tailoring content to individual interests and relevant subjects greatly enhances a learner's engagement.

4. Moderate Role of Social Metrics

Views on likes, shares and influencer personality had an impact, though none as strongly as the standards of the content itself.

Students demonstrate an ability to evaluate the educational worth of content using factors other than social popularity.

5. Social Media Playing a Constructive Role in Students' Learning.

The majority of students acknowledged that how they use social media materially influences their academic performance.



This survey indicates that when used appropriately, social media can actually benefit students' educational experience.

The results suggest that carefully chosen and curriculum-linked influencer content can enrich the learning process of college students by providing enjoyable, familiar and adaptable supplementary education.

Recommendations:

Strategies for incorporating social media influencers securely and effectively in the educational sphere are examined in this study.

1. Collaborate with Proficient Influencers

Reliable educational organizations and teachers prefer to collaborate with influencers who have qualifications or expertise in the specific field.

Only selecting influencers with a background in academia ensures that provided information is credible and creditable to students.

Include material generated by influencers in the established curricula.

Integrating original educational materials from influencers enhances the usual approach to instruction.

Harnessing a well-thought-out method integrates educational values and encourages students to become actively engaged.

3. Foster Active Learning

Instructors and key opinion leaders can inspire learners to interact in ways like online question-and-answer sessions, social media polls and conversation forums.

Short videos from social media platforms like YouTube, Instagram and TikTok help incorporate microlearning into the learning process for students.

4. Promote Digital and Media Literacy

Media literacy courses are essential for students to gain skills in evaluating information on the internet, tell apart genuine and inaccurate data and understand when advertisers employ the power of influencers.

Consequently, they will increase their sense of perception and become more skillful users of online education.

5. Establish Ethical Guidelines

Standards of ethics must be established ensuring that influencer education is accurate with brands carefully chosen and culturally sensitive for differences in students' identities.

Disclosing any sponsorship helps maintain the credibility of education as communications take place.

6. Highlight Tailored and Interest-Based Education

Teachers should create educational content that corresponds with students' particular educational needs for students to remain engaged and motivated to learn.

Classroom educators and social media platforms should examine what stands out on students' profiles before presenting influencer content.

7. Improve Accessibility for Underrepresented Communities

The widespread use of social media has opened up new avenues for education for individuals living in rural areas or underserved communities.

Authorities responsible for education should actively encourage technological advancements and mobile alternatives designed to incorporate influencer campaigns that enable greater accessibility of education across all parts of society.



8. Conduct Periodic Impact Assessments

Community colleges and universities should collect data and review the results frequently to identify any notable impact influencer content has on both student learning and campus atmosphere.

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