



**UNIVERSITÄT
BIELEFELD**

Faculty of Sociology

**Colloquium Series
Sociology of Transnationalization
“The Transnational Lens”**

The Effect of Social Media Influencers on Turkish and German Students' Career Choices

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The way the internet was used in the early 1990s and the way it is used in the 21st century has changed. While in the early years the internet was used to satisfy basic socialization needs such as communication, today there is almost no activity that cannot be done on the internet. Social activities such as photo sharing, video calling and shopping are just some of the results of this change. In this context, Instagram, one of the applications with the most users worldwide, stands out. Originally, Instagram, launched in 2011 with limited functions, was intended as an alternative to Facebook. Instagram, which focuses more on visuality, kept offering its users new features thanks to technological development. While at the beginning it only offered basic socialization elements such as photo sharing, today it offers the ability to make video calls, live broadcasts and earn money – a phenomenon that has shaped this work. Instagram, which allows Influencers to collaborate with global companies, has managed to create a profession in the 21st century. This study aims to determine whether Gen Z is influenced by these Influencers, by evaluating them in the light of various socio-cultural and socio-economic factors.

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16:15 – 17:45**

**Zoom event, to register:
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*Büşra Fadim Sarıkaya completed her bachelor's education at Istanbul University. At the same university, Sarıkaya began her master's education, which she completed in 2018. In the same year, Sarıkaya continued her doctoral education. Sarıkaya published articles such as "Nationalism in the Media," "Examining the News about Syrian Refugees in the German and Turkish Press," "NSU 2.0 Scandal in the German Press," and

"Behavioral Addiction as a Social Problem". Sarıkaya's dissertation is about the influence of social media Influencers on career choices of Turkish and German students. Büşra Fadim Sarıkaya works as an Assistant Professor at the Faculty of Cultural and Social Sciences at the Turkish-German University. Her academic fields are intercultural communication and new media.