Research Article

Influence of Tiktok Trends on African Identity and Cultural Expression in Nigeria

Sandra Ekene Aghaebe & Gideon Uchechukwu Nwafor, PhD

About Article

About the Authors

Sandra Ekene Aghaebe
Department of Mass Communication, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria
Email: es.aghaebe@coou.edu.ng

&

Gideon Uchechukwu Nwafor, PhD
Department of Mass Communication, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria
Email: gu.nwafor@coou.edu.ng

ABSTRACT

The rapid rise of TikTok as a global social media platform has significantly impacted how African youth perceive and express their cultural identities. This study investigates the influence of TikTok trends on youth identity and cultural expression among users in Nigeria. The main objective is to understand how TikTok, through its viral content, challenges, and creative trends, shapes the cultural narratives and self-representations of African youth especially in Nigeria. Guided by the Technological Determinism theory, the research explores how digital media environments contribute to identity formation and cultural negotiation. A library research approach was adopted involving a comprehensive review of existing literature, case studies and qualitative contents analysis of TikTok trends specific to Nigerian context. The findings suggest that while TikTok provides a platform for youth to celebrate and innovate upon traditional cultural practices, it also facilitates the spread of homogenized, often Western-influenced cultural content that can dilute local identities. Furthermore, the platform's algorithmic nature can promote superficial engagement with cultural symbols, leading to potential misrepresentations. The study recommends that stakeholders, including educators, cultural practitioners, and policymakers, actively engage with social media platforms like TikTok to promote more authentic and diverse representations of African cultures. Additionally, there is a need for digital literacy programs that empower youth to critically engage with social media content, fostering a deeper understanding of their cultural heritage while navigating a globalized media landscape.

INTRODUCTION

TikTok is a fast-growing social media platform that has become popular, especially with young people, because of its fun short videos. Users like the app's easy-to-use design, which makes it simple to create and share content like dance challenges, funny skits, or educational clips (Nwafor & Nnaemeka, 2023). This ease of use allows for various cultural expressions and creates a space for global and local trends to mix. In Nigeria, TikTok is an important tool for blending culture, helping Nigerian artists and creators present their heritage while also pushing back against traditional patriarchal ideas, as shown in the study of Nigerian Igbo women fashion designers (Enyinnaya, 2022). Moreover, the platform's influence on new music styles and how music is consumed, particularly during the COVID-19 pandemic, demonstrates its role in shaping popular music in Kenya, a trend that can have effects beyond African borders (Akombo & Akombo, 2023). Therefore, TikTok is seen not just as a source of entertainment but also as a means for cultural exchange and identity development.

TikTok has become an important platform for cultural expression, changing the scene of modern Nigerian culture by giving a place for creativity and forming identities. The app's special design lets users participate in music and dance trends that mix local and global influences, creating a lively cultural exchange (Nwafor, Aghaebe, Bartholomew, & Umuze, 2024). This is especially clear during major social and cultural changes, like the COVID-19 pandemic, which pushed artists to find new ways to express themselves and connect with others (Nwafor, & Umunnah, 2021; Nwafor, Omoevah, & Umuze, 2022). For example, the pandemic made pop musicians change how they produced and performed music, leading to more digital music consumption, as noted in the study on Kenyan pop music trends (Akombo & Akombo, 2023. Nwafor & Nnaemeka, 2023). By allowing Nigerians, especially young people, to create and share their stories, TikTok acts not only as a source of entertainment but also as an important means for shaping cultural identity and encouraging authenticity within the community.

This study is not just about looking at TikTok trends; it is also about analyzing how these trends change African identity and cultural expressions in Nigeria.

By looking at how technology mixes with culture, the essay wants to show how people, especially young people, use social media to share who they are, push back against traditional beliefs, and change cultural stories. A qualitative method, shown in studies about parental guidance on media use, points out the details of how communities engage with digital platforms ((Jackline, 2023). Additionally, looking at the experiences of Nigerian Igbo women fashion designers on Instagram shows the conflicts and chances in cultural representation, focusing on how users manage their identities online (Enyinnaya, 2022). In the end, the research aims to add to bigger conversations about cultural digitization and what social media trends mean for understanding modern African identities.

The Role of TikTok in Shaping Modern Nigerian Identity

As the digital world changes, TikTok has become a strong platform that entertains but also allows for cultural expression in Nigeria. The platform acts like a stage where users display their traditions, languages, and current issues, mixing modern and traditional identities (Ezeaka & Nwafor, 2022). These expressions often show larger societal themes like community, nostalgia, and personal growth, which are important in Nigeria's diverse ethnic landscape. Also, the way TikTok's algorithms work with user-generated content influences how young Nigerians connect with their cultural heritage and global trends, changing the way identity is built and shared in today's fast-paced digital world (Spilinek, 2024). While TikTok offers chances for cultural reimagination, it also raises worries about the impact of commercialized content and how it fits with public interests, necessitating a closer look at how these factors influence the true representation of Nigerian identity (Hamburg, 2023).

Nigerian youth more and more use TikTok as a strong way to express themselves and form their identities, showing a wider cultural story that includes both personal and group experiences. The platform's special set-up creates a space where people can show their skills, share cultural stories, and connect with worldwide trends while staying linked to their local identities. Many young Nigerians have taken to TikTok as an answer to the difficulties brought on by the COVID-19 pandemic, using it not just for fun, but

as an important area for emotional expression and social ties (Nana & Flore, 2023). This movement to online platforms has changed how performance and interaction happen, letting youth explore their cultural backgrounds in new ways, similar to what musicians did during the pandemic (Akombo & Akombo, 2023). Thus, TikTok is not just for entertainment but also plays a key role in cultural conversations and self-expression among young Nigerians.

Viral trends on platforms like TikTok play a significant role in changing how culture and identity are perceived, especially regarding African expression. These trends are not just short-lived; they convey and enhance cultural stories, enabling creators to explore their identities and push back against traditional standards. For example, Nigerian Igbo women fashion designers use social media's visual features to display their original designs and emphasize their cultural identity in a digital space that often overlooks traditional customs. By participating in a form of cultural digitization of Igbo fashion, these designers challenge the patriarchal beliefs embedded in their culture (Enyinnaya, 2022). Furthermore, the mix of cognitive warfare and viral content on platforms like TikTok can change how culture is viewed in Nigeria, as misinformation and representation may strengthen or weaken local identities (Achmirowicz & Martin, 2023). Therefore, these trends can both support and disrupt cultural narratives in important ways.

TikTok is a place where different cultural expressions mix fast. This platform is special because local and global identities meet. Users from Nigeria join in on worldwide trends, but they also add local touches, forming a blended cultural expression that both connects to and questions main stories. This mix is clear in how Nigerian Igbo women fashion designers use Instagram, which is like TikTok with its focus on visuals, to display their work while dealing with cultural and patriarchal pressures (Enyinnaya, 2022). These platforms help voices that are often ignored, letting Black queer women artists find and reshape their identities in their own music scenes, creating strong challenges to the dominant ideas found in mainstream culture (Falade, 2023). As a result, TikTok is a valuable space for seeing how people navigate their cultural identities influenced by global trends, enhancing both their personal and shared stories along the way.

Influencer culture on TikTok in Nigeria gives a special space for African identity and cultural details. Important people like Ayo Jay and Kie Kie use humor, music, and cultural ideas to reach audiences, which changes how Nigerian culture is seen at home and abroad. These influencers balance traditional values and modern trends, showing the complicated nature of today's Nigerian identity. The Global Media Monitoring Project points out that where media meets representation heavily affects how young people view things. This makes TikTok not just fun but also a way to talk about culture. Additionally, findings from Plan International's report on misinformation highlight the need for good information and representation in media stories, stressing how these influencers help give a voice to different views in the changing field of Nigerian cultural expression (Rodríguez, 2024).

Cultural Expression and Preservation through TikTok

The rise of TikTok has changed how culture is expressed in Nigeria, offering a lively space for users to keep and create their culture. By using the app's visual and sound features, Nigerian creators act out traditional stories, showcasing their rich heritage. This technological platform creates a place where cultural practices are displayed and also adjusted to modern life, making sure they stay relevant for younger people (Ekerikevwe, Nwafor, & Asemah, 2023). Furthermore, as shown in earlier research, this active engagement supports the idea that digital platforms can effectively aid in self-promotion and cultural digitization, as seen in the cases of Nigerian Igbo women fashion designers (Enyinnaya, 2022). Also, the geopolitical aspects of cultural expressions on TikTok prompt important discussions about identity and uniqueness in a fast-globalizing world (Globethics.net, 2022). Therefore, TikTok stands out as an important means for both cultural continuity and conversation in Nigeria.

TikTok has become a strong place for bringing back traditional Nigerian dances and music, acting as a digital cultural archive that changes these art forms for modern viewers. The platform's special algorithm helps share culture across borders, letting Nigerian creators showcase their rich traditions through dance challenges, music mixes, and stories that appeal to both local and global audiences. This revival shows a rising trend where younger people connect with their cultural heritage, combining traditional features with

modern looks, thus encouraging a lively conversation between the past and now. These exchanges show how TikTok enhances the shared memory and cultural identity of Nigerians, highlighting the importance of traditional customs in a quickly changing digital world. In this regard, platforms like TikTok play a key role in the ongoing discussion about African identity and cultural expression, as they create spaces for new stories and varied representations ((Penna, 2023).

Additionally, platforms like TikTok have become important tools for storytelling and keeping folklore, especially in African settings. This short video platform lets users share personal and group stories in interesting ways, making folklore reach more people. Storytelling has always been key to cultural identity, helping to link generations and build community bonds (Inkingi, 2024). TikTok supports active participation; users can remix old stories, bring in modern topics, and bring back cultural practices through lively performances. Also, programs like the Afterlife Creative Memory Retreat show how online interaction can trigger important memories and create a sense of community through shared stories (Penna, 2023). So, TikTok not only refreshes African cultural displays by combining new technology with classic storytelling but also helps users to take back and reshape their identities in a quickly changing world.

On TikTok, language and dialect are important ways for people to show culture and form their identity. Users cleverly choose their words to make content that connects with different groups, helping to build a feeling of community and shared culture. This is especially true for Nigerian creators, who mix local dialects with global trends, adding to the platform's variety of languages. The growth of pandemic pop, shown in recent studies, shows how language can connect different cultures, letting creators discuss important social issues like COVID-19 and systemic racism in special ways (Pabst, 2023). Moreover, the drop in traditional social media for news, noted in current research, indicates that TikTok creators are taking charge of public conversations by using familiar language that captivates users more than older media outlets (Fletcher, 2024). This lively use of language not only strengthens cultural identity but also allows for moving stories that resonate worldwide.

However, in the world of digital expression, especially on platforms like TikTok, the unclear lines between cultural appreciation and appropriation have led to important discussions about authenticity. Nigerian creators on these platforms face the difficulty of showing their cultural identities while being influenced by global trends. When traditional designs and stories are used without proper credit, it can lessen the importance of their cultural heritage. This issue is highlighted by a study showing how Nigerian Igbo women fashion designers used Instagram to promote their identities and push back against patriarchal ideas in their culture (Enyinnaya, 2022). Furthermore, concepts of decoloniality also come into play, as modern designers aim to take back their stories from colonial histories, supporting the idea that fashion can be a strong way to tell cultural stories (Berkhout, 2023). Therefore, talking about cultural appropriation requires a detailed understanding that honors authenticity while encouraging a variety of African identities in the digital space.

Social and Economic Implications of TikTok Trends

The fast growth of TikTok as a cultural platform has big social and economic effects, especially in Nigeria, where it plays a role in identity and cultural expression. Users take advantage of TikTok's special features to generate content that shares personal stories and alters broader social norms, changing views on gender and class. For example, the online activities of women who identify as hypergamous in TikTok groups reflect a major cultural change, where romantic relationships are seen through ideas of economic power and personal strength. This new understanding of relationships aligns with research from (Davis, 2023), which shows that hypergamous groups use advice content to find their way in a competitive economic setting. Likewise, as noted in (Enyinnaya, 2022), Nigerian Igbo women fashion designers use social media to define their identity and push back against patriarchal ideas, showing TikTok's role as both a platform for cultural change and social activism. Therefore, TikTok trends shape changing cultural stories while also impacting the economic situations of its users.

The growth of TikTok has changed how people use social media and has greatly affected job opportunities and business ideas for young people in Nigeria. TikTok is a digital platform that allows for creative expression, leading many young users to start their own businesses based on their content. This trend is similar to the informal economy, where many people worldwide work outside of regulated sectors. The International Labor Organization (2018) notes that about 60% of workers globally earn income from informal jobs, which indicates that Nigerian youth might also use TikTok to make money, mixing their careers with their passions. Additionally, like the migrant theater group Nesvrstani diletanti, TikTok creators often share their experiences and cultural stories, creating a unique entrepreneurial vibe that connects with viewers. Therefore, these platforms play a vital role in shaping youth identities and influencing economic conditions in the context of African culture and expression.

TikTok is a lively platform for cultural expression and is important for promoting local brands and businesses in Nigeria. It creates a special link between commerce and identity. This social media site lets Nigerian entrepreneurs and creators show their products through fun video content. This helps them connect with more people than traditional marketing might achieve. The appealing visuals of TikTok, along with its viral trends, enable local brand owners to tell engaging stories about their products, which improves brand awareness and customer loyalty. As noted in (Enyinnaya, 2022), using culturally rich visuals creates a conversation that honors and records local identity. Moreover, the competitive environment discussed in (Globethics.net, 2022) shows that local brands must accept digital storytelling, building trust and community connections that are crucial for success in a global market. In the end, TikTok is not just a promotional tool; it is also a space for cultural exchange that strengthens local identities and encourages economic development.

TikTok is changing how social movements get noticed and gather support, particularly in places like Nigeria where digital cultural expression matters a lot. The EndSARS protests showed how TikTok mixed entertainment with activism, letting users tell stories that connect with their own social situations. This shift matches what is found in (Augustine, 2023), which highlights how users change social media in response to government actions. By using visual storytelling, TikTok trends give young activists a way to share their anger and dreams, creating a shared identity that pushes against old power systems and patriarchal views. TikTok's creative possibilities not only raise the voices of those who are often overlooked but also build a digital community that goes beyond borders, changing how activism works in today's Nigerian society, as noted in the cultural digitization processes covered in (Enyinnaya, 2022).

Access to TikTok in Nigeria is greatly influenced by the digital divide that affects many socioeconomic groups. TikTok provides a way for cultural expression and identity, especially for young people, but issues with internet access and mobile technology use make it hard for wide participation. Many rural and poorer communities struggle with unstable internet connections, which limits their ability to make and share content. As pointed out in (Ureke, 2024), social networking sites are important for political and cultural discussions; however, if access is unequal, the variety of voices and experiences on TikTok may be greatly limited. Additionally, the COVID-19 pandemic sparked new ways to create digital music, as noted in (Akombo & Akombo, 2023), which could help close some of these gaps; however, the ongoing digital divide still threatens equal participation in this changing cultural scene. Thus, tackling accessibility issues is essential to promote a richer and more diverse online dialogue.

How Tiktok Trends are Shaping African Identity and Cultural Expression in Nigeria

TikTok trends have taken a central role in forming today's African identity and cultural expression in Nigeria, acting as a lively platform for cultural sharing and change. Using Critical Technocultural Discourse Analysis shows that Nigerian youth are not just passive consumers; they are active participants who shape how their culture is represented through these trends. The ongoing impact of technological advancements in creative areas, like the ways Nigerian Igbo women fashion designers adapt their heritage for online display, shows that TikTok is a space for cultural digitization and self-promotion for Nigerian artists ((Enyinnaya, 2022). Additionally, the

effects of COVID-19 sped up the use of digital platforms for music creation and performance, highlighting how social media plays a vital role in transforming artistic expression within traditional contexts ((Akombo &Akombo, 2023). Therefore, as TikTok continues to grow, its importance in the realm of African identity and cultural representation is clear, reflecting the ongoing blend of tradition and modernity.

The study shows that TikTok trends greatly influence modern African identity and cultural expression in Nigeria. It highlights a complicated relationship between online interaction and local cultural stories. Users often move between worldwide trends and local settings, creating a lively area where traditional cultural aspects are redefined through new media. This ongoing adjustment can both strengthen and redefine cultural identities, which is evident in many viral challenges and hashtags that appeal to Nigerian young people. Additionally, the results point out TikTok's potential as a platform for community-based social movements, reflecting larger themes in discussions about online platforms and content management (Gorwa, 2024). However, worries about the lasting nature of these cultural expressions raise doubts about the long-term effects of platform rules on real cultural conversations, reflecting views shared in discussions about the problems faced by developing states (Charles & Levy, 2024). Thus, TikTok acts as a small-scale example of the changing African cultural scene in the age of globalization.

However, future studies on how social media shapes cultural identities need to look at how digital platforms interact with local stories, especially in African cultures. For example, Nigerian Igbo women fashion designers use social media, particularly Instagram, as a strong way to express culture, enabling users to balance traditional identities and question patriarchal norms (Enyinnaya, 2022). This shows how platforms like TikTok can create similar opportunities, where trends can shift between showcasing real cultural expressions and supporting mainstream narratives. Furthermore, when examining the links between fashion and decolonial ideas, it is important to explore how TikTok creators can make cultural storytelling more inclusive by highlighting local designers and artists (Berkhout, 2023). Future research should focus on seeing these platforms as more than just

entertainment but as venues for cultural conversation and meaningful engagement with global issues related to identity.

As more digital platforms come out, the idea of African identity is changing a lot, especially regarding cultural expression. Online platforms like TikTok allow for a lively exchange of ideas, challenging old narratives while also giving users the power to reshape their identities. Creators, mainly Nigerian youth, are using these platforms to display their unique cultural expressions that mix local traditions with global trends, thus pushing back against historical views of African identity. For example, Nigerian Igbo women fashion designers use social media to share important fashion that reflects their culture, using visual storytelling to assert their identity against patriarchy and social limits (Enyinnaya, 2022). This ability to work within and change digital spaces boosts their agency and helps to reimagine African identity. In addition, the changing digital landscape requires a rethink of media regulation and participation, emphasizing the balance between freedom and responsibility in shaping future stories ('University of Pretoria - Department of Philosophy', 2023). This mix of innovation and tradition indicates an important change in how African identities are formed and expressed in the digital era.

Conclusion

In conclusion, TikTok has a big role in how Nigerian culture shows itself. It is a platform that turns creativity into something valuable. It spreads local stories to people all over the world and helps Nigerian youth express themselves. This opening up of cultural production allows individuals to show their identities, traditions, and local concerns in fresh ways that appeal to today's audiences. Also, through various challenges and trends, TikTok creates a community feeling and boosts pride, leading to new cultural forms that mix old and new elements. In the end, TikTok is more than just a social media app; it is an important space for cultural conversations and sharing, challenging old media structures and highlighting various voices in Nigeria. This event shows how important social media is in shaping and reflecting the changing scene of African identity today.

References

Achmirowicz, J. & Martin, M. (2023). "The Beginnings of Online Cognitive Warfare". https://core.ac.uk/download/588776386.pdf

Akombo, B. A. & Akombo, D. O. (2023). A Study on the Impact of the COVID-19 Pandemic on Pop Music Production and Dissemination in Kenya. *Journal of Education and Practice,* Vol.14, No.27 pp. 17 – 28

Augustine, C. (2023). "Investigation of how social media influenced the endsars protests in Lagos, Nigeria". http://arxiv.org/abs/2305.18300

Berkhout G. T. (2023). "Fashion as a Narrative System: A Decolonial Approach". https://diposit.ub.edu/dspace/bitstream/2445/206571/1/BerkhoutGarcia_Teresa.pdf

Charles, M.S.W & Levy, S. (2024). "New Agenda 92: Special Issue: Economics and Labour in the Global South". https://doi.org/10.14426/na.v92i1.2137

Davis, R. E. (2023). Sugar and Spice: Sex, Money, and Social Media. *UKnowledge.* https://core.ac.uk/download/572729629.pdf

Ekerikevwe, S. A., Nwafor, G. U. & Asemah, E. S. (2023). Influence of Fashion Journalism on Select Designers' Choice and Style in Benin Metropolis. In E. S. Asemah (Ed). *Mass Media, Politics and Civic Engagement in Nigeria* (pp. 330 – 340). Enugu: Franklead Printing and Publishing Co.

Enyinnaya, J. (2022). "Tailored for the gram: a technocultural analysis of Nigerian Igbo women fashion designers' self-presentation on Instagram". Colorado State University. Libraries. https://core.ac.uk/download/553287486.pdf

Ezeaka, N.B. and Nwafor, G.U. (2022). Mass Media and Cultural Preservation and Transmission in Nigeria. In G.U Nwafor, A.N. Nwammuo, and A.C Nweke (eds). Issues in Nigerian Peoples and Culture (pp. 125 – 140). Awka: Klamidas Communications Ltd.

Falade, E. (2023). 'Queering the Black Musical Atlantic': Black Queer Women artists and the shapes, textures and boundaries of Black Popular Music and Culture". https://core.ac.uk/download/603653477.pdf

Fletcher, R., Newman, N., Nielsen, E, Robertson, C, Ross A. A. (2024). Reuters Institute digital news report 2024". Reuters Institute for the Study of Journalism. https://core.ac.uk/download/613171874.pdf

Gorwa, R. (2024). *The Politics of Platform Regulation.* USA: Oxford University Press

Inkingi, S. (2024). "Narratives Reimagined: The Black Digital Griot in the Modern World". https://core.ac.uk/download/614449676.pdf

Jackline, K. (2023). Navigating the digital world: a study of parental guidance of children's media consumption in Kampala. eCommons@AKU. https://core.ac.uk/download/599569149.pdf

Jimoh, R, Ogunbona, M. D. (2023). Anglicization of Indigenous Names on Social Media by Yoruba-English Bilinguals: Pedagogic Implications. Open Access Publishing Group. https://core.ac.uk/download/568031752.pdf

Nana, C. & Flore, M (2023). Challenging live performance: Dance on Social Media for Wellbeing and to Resist Dance Quarantine during the 2020 Covid-19. *International Journal of Media and Communication Research* Volume 4 (1) 2023, pp. 01-17

Nwafor G.U., Nnaemeka F.O. (2023), Influence of TikTok as an Edutainment Platform on Female Students' Awareness and Use of Contraceptives. *Journal of Advanced Research and Multidisciplinary Studies* 3(3), 65-77. DOI:10.52589/JARMS-VJD3AKNW

Nwafor G.U., Nnaemeka F.O. (2023), Uses and Gratifications of TikTok Platform among University Undergraduates. *African Journal of Social Sciences and Humanities Research* 6(6), 139-153. DOI: 10.52589/AJSSHR66FABNCR

Nwafor, G.U. and Umunnah, B. O. (2021). Evaluation of Farmers'' Exposure to CBN COVID -19 Agricultural Loan Information for Food Security in Otuoke, Bayelsa State. *International Journal of Research and Innovation in Social Science* (IJRISS), Volume V, Issue XII, pp. 645 – 652

Nwafor, G.U. Omoevah, B. A. and Umuze, A.N. (2022). Evaluating the Use of Public Relations strategies in Managing COVID-19 Pandemic-Related crises by Anambra State Government. *International Journal of General Studies* (IJGS). Vol. 2. No. 1. pp. 108 – 128

Nwafor, G.U., Aghaebe, S. E., Bartholomew, C. E, & Umuze, A. N. (2024). Investigating the

Effectiveness of TikTok in Promoting Public Awareness and Engagement on Climate Change Adaptation and Mitigation Measures in Nigeria. *Asian Journal of Education and Social Studies,* 50(12), 67 – 82

Pabst, K. (2023). Genre in Crisis, Crisis as Genre: Contemporary Disruptions and Constructions in Bodies of Popular Music. University of North Carolina at Chapel Hill Graduate School. https://core.ac.uk/download/582229034.pdf

Penna, X. (2023). "Holding Stories". https://core.ac.uk/download/603656726.docx

Rašić, M. (2021). "Migrant Theatre Troupe Non-Aligned Dilettantes (Vienna, Austria) As An Artistic Mirror of Their Own Community - Pespectives After The Pandemic". Belgrade : Faculty of Dramatic Arts, Institute for Theatre, Film, Radio and Television. https://core.ac.uk/download/590690499.pdf

Rodríguez, B.M. (2024). Together against "the Truth Gap": A Proposal to Fight Invisibility and Misinformation Affecting Women. *Journalism and Media* Vol. 5. pp. 298-310. https://doi.org/10.3390/journalmedia5010020

Sekibo, III, Tamunotonye, A. (2018). Looming Large: An analysis and evaluation on the growth of the Urban Informal Economy in Nigeria. USF Scholarship: a digital repository @ Gleeson Library | Geschke Center. https://core.ac.uk/download/519801006.pdf

Spilinek, M. A. (2024). "Exploring Gen Z's Identity Formation and Its Influence on Consumption of Pop Culture and Entertainment Merchandise". DigitalCommons@University of Nebraska - Lincoln. https://core.ac.uk/download/620961686.pdf

Ureke, O. (2024). Politics at play: TikTok and digital persuasion in Zimbabwe's 2023 general elections. *Africa Spectrum*, 59(2), 254-278. https://doi.org/10.1177/00020397241241335