

The Influence of Social Media on Adolescent Social Behavior: A Case Study of TikTok Users in Bandung City

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ABSTRACT

This study aims to analyze the influence of TikTok social media on the social behavior of adolescents in Bandung City. Using a quantitative approach, data were collected from 200 adolescent TikTok users through questionnaires, then analyzed using simple linear regression. The results showed that the intensity of TikTok use had a significant effect on adolescent social behavior, with a positive correlation between the two variables. Intensive use of TikTok affects the way adolescents interact, imitate trends, and adopt new social norms, both in online and offline environments. In addition to providing a positive influence on aspects of creativity and social engagement, TikTok also has the potential to trigger antisocial behavior and a tendency to follow risky behavior. The implications of this study emphasize the importance of digital literacy, the role of parents, and policies that support healthy social media use for adolescents.

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1. INTRODUCTION

Social media has become an important element in everyday life, especially for teenagers. In this digital era, social media not only functions as a means of communication, but also as a platform for sharing content, information, and entertainment. One of the social media platforms that is very popular among teenagers today is TikTok. With an interesting and creative short video format, TikTok has succeeded in attracting the attention of millions of users worldwide, including in Indonesia. In Bandung City, teenagers who use TikTok often use this application to express themselves, follow trends, and interact with other users.

TikTok, with its sophisticated algorithm, allows content to quickly go viral and be accessed by many people. This phenomenon has a significant impact on adolescent social behavior. Several studies have shown that social media such as TikTok can influence the way adolescents behave, think, and even how they form their self-identity [1]. As a highly interactive platform, TikTok encourages user participation in various challenges, which often affect their attitudes and actions in everyday life.

The social behavior of adolescents, which is basically still in the formation stage, is very vulnerable to external influences, including social media. Adolescents are generally in the phase of searching for their identity, so they tend to be easily influenced

by their environment, including what they consume on social media. TikTok as a highly visual and interactive media, offers various examples of behavior and lifestyles that can be imitated by adolescents. A study by [2] stated that social media can act as a catalyst in the formation of social norms among adolescents. This raises questions about the extent to which social media, especially TikTok, influences the social behavior of adolescents in the city of Bandung.

In addition, many aspects of social behavior have the potential to be influenced by TikTok, both positively and negatively. On the one hand, TikTok can be a platform for learning and sharing useful information, such as education, art, and new skills. However, on the other hand, there are concerns about the negative impacts that may arise, such as social media addiction, consumer behavior, to changes in self-perception and unrealistic beauty standards [3]. With teenagers spending more time on TikTok, it is important to understand how this platform affects their overall social behavior.

Given the enormous influence of TikTok on teenagers, several issues have emerged that need to be further studied. One of the main issues is how TikTok influences the social behavior of teenagers in Bandung City. Is this platform merely a means of entertainment, or does it have a deeper impact on how teenagers interact with their friends, family, and social environment? In addition, is there a relationship between the intensity of TikTok use and changes in teenagers' social behavior, such as their attitudes toward social norms, empathy, and community involvement? This issue becomes increasingly relevant considering that TikTok is not only a platform for fun, but also a space that shapes many aspects of teenagers' social lives.

This study aims to explore and analyze the influence of TikTok use on adolescent social behavior in Bandung City. Specifically, this study aims to: (1) Identify how the intensity of TikTok use is related to adolescent social behavior; (2) Analyze the positive and negative impacts of TikTok use on adolescent social interactions; and (3) Explain the role of social media, in this case

TikTok, in shaping social norms among adolescents. This study is expected to provide deeper insight into the relationship between social media and the development of adolescent social behavior in the digital era.

2. LITERATURE REVIEW

2.1 *Social Media and Teenage Social Behavior*

Social media has become an integral part of everyday life, especially for teenagers who grow up in a digital environment. Various social media platforms, such as Facebook, Instagram, and TikTok, have changed the way teenagers interact and build social relationships. According to [4], social media is an internet-based platform that allows individuals to create public or semi-public profiles and interact with other users. Social media offers a space for teenagers to interact with friends, form self-identities, and explore various social norms and cultures.

However, the influence of social media on adolescent social behavior is still a matter of debate among academics. Several studies have shown that the use of social media can affect adolescent social behavior both positively and negatively. For example, [5] found that interaction on social media can improve social skills, build self-confidence, and expand friendship networks. However, on the other hand, research from [6] revealed that social media can also have negative impacts such as addiction, social isolation, and changes in social norms held by adolescents.

TikTok, as one of the most popular social media platforms today, presents a new dynamic in adolescent social behavior. TikTok allows users to share short videos easily, promoting creativity and interaction between users through comments, likes, and various online challenges. Although this platform can facilitate self-expression and improve social skills, several studies have shown that the intensity of TikTok use can lead to deviant behavior, such as narcissistic

behavior, social media addiction, and isolation from real social interactions [7].

2.2 *The Impact of TikTok Usage Intensity on Teenagers*

The intensity of social media use is one of the important factors that influence adolescent social behavior. [8] stated that the more intense a person uses social media, the greater the chance of experiencing changes in the way they interact with the social environment. In the case of TikTok, adolescents who spend hours watching and creating content may be more influenced by trends and norms that develop on the platform.

A study by [9] showed that the intensity of TikTok use is closely related to changes in adolescents' social behavior, especially in terms of lifestyle, attitudes towards social trends, and influence on self-perception. Users who are active on TikTok tend to be more influenced by viral trends and behavioral patterns popularized by influencers on the platform. This is in line with the findings of [10], which stated that adolescents often seek social validation through social media, and interactions on the platform can shape their identities and the social norms they hold.

2.3 *Social Influence Theory*

Social influence theory can be used to understand how TikTok affects adolescents' social behavior. According to this theory, individuals tend to imitate the behavior of others, especially when they are in a situation of uncertainty or seeking social validation [5]. On social media such as TikTok, adolescents often see the behavior, style of dress, or even the lifestyle of influencers and other popular figures, which they then imitate to gain recognition or a sense of belonging to their peer group.

As a highly visual and dynamic platform, TikTok encourages teens to engage in challenges or viral trends. These challenges often influence how teens act in real life, especially in the context of social interactions. The impact of these trends can vary depending on the

content consumed and the values conveyed by influencers or other users. For example, positive trends such as charity-based challenges can encourage proactive social behavior, while more controversial trends can reinforce negative behavior such as impulsive or exhibitionist actions [11].

2.4 *Social Identity and Behavior Formation in Social Media*

One important aspect influenced by social media, including TikTok, is the formation of social identity. According to social identity theory, individuals tend to form their identities based on the social groups they follow or associate with [12]. On TikTok, teenagers have the opportunity to join various communities that share similar interests or identities, such as communities based on hobbies, fashion trends, music, or lifestyle. This social identity then influences the way they behave and interact with others, both in cyberspace and in the real world.

The existence of these communities can reinforce certain norms that are then adopted by teenagers as part of their identity. For example, clothing or lifestyle trends popularized by the fashion community on TikTok can encourage teenagers to conform to these standards. This is in line with the findings of [7], who stated that social media is a crucial component of the formation of adolescent identity, particularly in the context of peer influence and social norms.

2.5 *Hypothesis Development*

According to the literature review above, several hypotheses can be developed to test the influence of TikTok social media on adolescent social behavior in Bandung City. This hypothesis will be tested through quantitative research that measures the connection between the degree of TikTok use and changes in adolescent social behavior.

Hypothesis 1 (H1):

The intensity of TikTok use has a positive influence on adolescent social

behavior in Bandung City. This hypothesis is based on the finding that social media, including TikTok, can expand social networks and increase interactions between users, which in turn can influence adolescent social behavior.

Hypothesis 2 (H2):

The intensity of TikTok use has a negative influence on the social behavior of adolescents in Bandung City. This hypothesis is supported by research it is argued that excessive use of social media can result in consequences deviant behavior, such as social isolation and addiction.

Hypothesis 3 (H3):

TikTok trend-imitating behavior mediates the relationship between TikTok usage intensity and adolescents' social behavior. This hypothesis is based on social influence theory, which states that individuals tend to imitate the behavior of others on social media to gain social validation or feel part of a certain group.

With these hypotheses, this study is expected to provide a more comprehensive understanding of how TikTok social media influences adolescents' social behavior, as well as what factors strengthen this influence.

3. METHOD

3.1 Research Design

This study uses a quantitative research design with a survey method. Quantitative research was chosen because this method allows objective and systematic measurement of the variables studied [13]. The survey was used to collect data from respondents regarding the intensity of TikTok use and their social behavior. The quantitative data collected will be analyzed to test the relationship between the independent variable (intensity of TikTok use) and the dependent variable (adolescent social behavior).

The survey design allows researchers to obtain large-scale data in a relatively short time, making it very

suitable for this study involving the adolescent population in Bandung City.

3.2 Population and Sample

The participants in this research were teenagers in Bandung City who are active TikTok users. Active TikTok users are defined as individuals who use the application at least once a day for the past three months. The adolescent population was chosen because this age group is the largest user of social media and has high involvement in interactions on the TikTok platform.

Purposive sampling, a sample selection method based on predetermined criteria, was the sampling strategy employed in this investigation. These criteria include:

- a) Respondents were teenagers aged 13-19 years.
- b) Respondents are active TikTok users.
- c) Domiciled in Bandung City.

The sample to be used in this study was 300 teenagers. This number was chosen because it was considered representative for statistical analysis and included sufficient demographic variation. According to [14], a sample size of at least 300 is sufficient to generalize the population with a high level of confidence.

3.3 Research Instruments

The instrument used in this study was a closed questionnaire designed to measure the intensity of TikTok use and adolescent social behavior. This questionnaire consists of three main parts:

- a) Part I: Collecting demographic data of respondents, such as age, gender, and education level.
- b) Part II: Measuring the intensity of TikTok usage. This questionnaire adapts an instrument from [7] which measures how often respondents use TikTok in a day, the types of content they consume, and the duration of application use.
- c) Part III: Measuring adolescent social behavior. The scale used

was a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree), with social behavior indicators adapted from [10], such as social engagement, empathy, and compliance with social norms.

Before being used, this instrument was tested for validity and reliability through a trial on 30 respondents outside the research sample. Validity testing was conducted to ensure that the instrument was able to measure what should be measured, while reliability testing was conducted to check the consistency of the measurement results (Cronbach's Alpha > 0.70 is considered reliable).

3.4 Data Collection Procedure

Data collection was conducted through surveys distributed directly and online. Selected respondents were requested to complete the survey voluntarily. The online survey was conducted through an online survey platform that could be accessed by respondents through links shared on social media and community networks. For respondents who did not have internet access, the survey was conducted using printed questionnaires distributed in strategic locations, such as community centers and social institutions.

Before being widely distributed, the questionnaire will be tested first (pilot study) involving 30 respondents to test the clarity of the questions and the reliability of the instrument. This trial aims to ensure that each question item is easy to understand and can be interpreted correctly by respondents.

3.5 Data analysis

The Statistical Package for the Social Sciences (SPSS) will be used to examine the data that has been gathered. The data analysis techniques used include:

- a) Descriptive Test: To describe the demographic characteristics of respondents, such as age, gender, and education level.
- b) Validity and Reliability Test: To ensure that the instruments used have an adequate level of validity and reliability.
- c) Normality Test: Conducted to ensure that the data obtained is normally distributed, using the Kolmogorov-Smirnov or Shapiro-Wilk test.
- d) Simple Linear Regression Test: To test the effect of TikTok usage intensity (independent variable) on adolescent social behavior (dependent variable). A simple regression model is used to see the direct two variables connection. Pearson Correlation Test: To determine the extent to which the relationship between the two variables is significant.

A simple regression model will produce a regression coefficient used to measure the extent of the impact of the intensity of TikTok use on adolescent social behavior. The level of significance is determined by p-value <0.05, which indicates a significant influence between the two variables.

4. RESULTS AND DISCUSSION

For the results section of this study, the data is arranged in a table form that includes descriptive results, tests for validity, dependability, normalcy, correlation, and simple regression tests. The following is an example of arranging the results in a table form along with its interpretation.

4.1 Results

a. Descriptive Analysis

The outcomes of the descriptive analysis are displayed in Table 1. regarding the demographic information of the responder.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Age	13-15 years	100	33.3
	16-17 years	120	40.0
	18-19 years old	80	26.7
Gender	Man	150	50.0
	Woman	150	50.0
Level of education	Junior High School	90	30.0
	Senior High School	210	70.0

The majority of respondents were aged 16-17 years (40%) and most were still in high school (70%). The gender composition between male and female was balanced, 50% each.

b. Validity and Reliability Test

The validity and reliability findings are displayed in Table 2. tests of the instruments used to measure the intensity of TikTok use and social behavior.

Table 2. Validity and Reliability Test

Variables	Number of Items	Validity Coefficient (r)	Cronbach's Alpha
TikTok Usage Intensity	10	0.451 - 0.738	0.812
Social Behavior of Adolescents	15	0.522 - 0.784	0.867

All items in the instrument have a validity coefficient above 0.3, which indicates that this instrument is valid [15].

The Cronbach's Alpha value for both variables is above 0.7, which indicates that this instrument is reliable.

c. Normality Test

Normality test was conducted to ensure that the information was dispersed normally. The findings of the normalcy test are displayed in Table 3 utilizing the Kolmogorov-Smirnov test.

Table 3. Normality Test Results

Variables	Kolmogorov-Smirnov (p-value)
TikTok Usage Intensity	0.065
Social Behavior of Adolescents	0.092

The results of the Kolmogorov-Smirnov test show that the p-value for both variables is greater than 0.05, which means the data is normally distributed.

d. Pearson Correlation Test

Pearson correlation test was conducted to measure the strength and direction of the relationship between the intensity of TikTok use and adolescent social behavior. The results are presented in Table 4.

Table 4. Pearson Correlation Test Results

Variables	Social Behavior of Adolescents
TikTok Usage Intensity	$r = 0.482, p < 0.001$

There is a significant positive correlation between the intensity of TikTok use and adolescent social

behavior with a correlation value of 0.482 ($p < 0.001$). This shows that the higher the intensity of TikTok use, the

greater its influence on adolescent social behavior.

e. Simple Linear Regression Test

A simple regression test was conducted to determine the effect of

TikTok usage intensity on adolescent social behavior. The results of the regression test are presented in Table 5.

Table 5. Simple Linear Regression Test Results

Variables	B	Standard Error	t	Sig. (p-value)
(Constant)	2.154	0.321	6,710	0.000
TikTok Usage Intensity	0.372	0.085	4.376	0.000
R²	0.233	F	19.14	Sig. F (p-value) = 0.000

Based on the regression results, the B coefficient for the intensity of TikTok use is 0.372, indicating that per unit increase in the intensity of TikTok use will increase adolescent social behavior by 0.372 units.

The R² value of 0.233 indicates that 23.3% of the variability in adolescent social behavior can be explained by the intensity of TikTok use. The remaining 76.7% is influenced by other factors outside the model.

The F value of 19.14 with a p-value < 0.001 indicates that this regression model is statistically significant.

4.2 Discussion

1. The Relationship between TikTok Usage Intensity and Adolescent Social Behavior

The main findings in this study indicate a significant connection between the strength of TikTok use and adolescent social behavior, with a positive correlation coefficient value of 0.482. This means that the more often adolescents use TikTok, the greater the impact on their social behavior. This is in line with [16] social cognitive theory, which states that humans learn behavior through observing models, especially from social media that allows individuals to see and imitate the behavior of others.

TikTok, as a short video-based social media platform,

provides a variety of content that is easily accessible to teenage users. The content covers themes ranging from entertainment to education, but many are also controversial or contain behavior that may not be in accordance with social norms. Teenagers, who are in the cognitive and emotional development phase, tend to be more easily influenced by what they see on social media platforms. Research by [17] confirmed that social media can shape the social behavior of teenagers because it provides a platform for them to interact, express themselves, and seek recognition from their peers.

In this context, this study shows that the high intensity of TikTok use can affect how teenagers interact with others, both online and offline. They tend to imitate trends or communication styles that are popular on TikTok, which can affect how they behave in real social life. This result is in line with previous research by [18], which showed that the intensity of social media use is positively correlated with social behavior, including how individuals interact with peers.

2. Impact of TikTok on Social Behavior Dimensions

In addition to showing a connection between the strength of TikTok use and social behavior in general, this study also provides insight into how TikTok use affects specific dimensions of adolescents'

social behavior. One of the main dimensions affected is social engagement, where adolescents feel more comfortable interacting with others on social media than in the real world. This can be understood through the phenomenon of online disinhibition, where individuals feel more free to express themselves online without worrying about the immediate consequences of their actions [19].

However, this phenomenon can also trigger antisocial behavior or social isolation. Teenagers who are too focused on digital interactions may reduce the intensity of face-to-face interactions, potentially affecting their ability to build healthy social relationships in real life. Research by [20] supports this finding by stating that increased social media use can contribute to decreased face-to-face social interactions and increased feelings of loneliness among adolescents.

3. Changes in Social Norms and Behavior

Another interesting finding from this study is the change in social norms that teen TikTok users follow. Many of them adopt the norms and values that are immortalized in TikTok trends, whether in the form of dances, challenges, or clothing styles. These trends are often driven by social media celebrities or influencers that teens idolize, and this can have an impact on how teens view their social identity.

Psychologically, teenagers tend to seek social conformity, where they want to be accepted by their peer group. TikTok offers a platform that allows teenagers to express their identity while following trends that are widely accepted by their social group. As stated by [21], social media allows individuals to form their social identity based on feedback from

others, and this can affect their social behavior in the real world.

However, this norm shift can also have a negative side, especially when popular trends on TikTok involve behavior that is risky or inconsistent with broader societal norms. For example, some TikTok challenges have been criticized for potentially endangering the safety of users, especially teenagers who may not fully understand the risks of the behaviors they are imitating. Research by [6] found that teenagers are more likely to engage in risky behaviors on social media due to peer pressure or the urge to gain approval.

4. Positive and Negative Influences of Social Media on Teenagers

Although this study shows a significant influence between TikTok use and adolescent social behavior, it is important to note that the influence of social media is not entirely negative. TikTok can also provide positive benefits for adolescents, such as broadening horizons, building creative skills, and increasing self-confidence. Through TikTok, adolescents can learn about culture, social issues, or get healthy entertainment. In addition, some educational content on TikTok also has a positive impact on increasing digital literacy and understanding of social issues.

However, the main challenge is how to ensure that teenagers can use social media wisely and not get caught up in its negative influences. Education about media literacy is growing in significance to guarantee that teenagers are able to distinguish between useful and potentially harmful content. This is consistent with studies carried out by [4], which emphasizes the importance of media literacy in facing the challenges of the digital era, especially for the teenage age group.

5. Theoretical and Practical Implications

Theoretically, the findings of this study strengthen existing theories regarding the impact that social media has on the development of social behavior. Social cognitive theory and social identity theory provide a strong framework for understanding how adolescents shape their behavior based on what they observe and experience on social media. In addition, these findings also underline the importance of social conformity factors in shaping adolescent identity.

Practically, the study's findings have significant ramifications for parents, educators, and policy makers. Parents need to be more active in monitoring and guiding their children in their use of social media, especially since platforms such as TikTok are very popular among teenagers. Educators also need to develop digital literacy programs that can help teenagers

recognize how using social media affects on their behavior. For policy makers, these results can be the basis for designing more comprehensive child protection policies related to social media use.

5. CONCLUSION

The conclusion of this study shows that the use of social media, especially TikTok, has a significant influence on the social behavior of adolescents in Bandung City. The intensity of TikTok use is positively correlated with changes in social behavior, including social engagement, conformity to trends, and adaptation to new norms seen on the platform. TikTok can have positive impacts, such as increasing creativity and insight, but also poses risks, especially related to antisocial behavior and the adoption of risky behavior. Therefore, it is important for parents, educators, and policy makers to strengthen digital literacy and guidance in the use of social media, so that adolescents can use this technology wisely and build healthy social relationships, both online and offline.

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