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YOUNG PEOPLE AND SELF-CONSTRUCTION OF IDENTITIES: TikTok's AI

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ABSTRACT
The construction of digital identity is particularly relevant among young people and adolescents. This research conducts a content analysis study of the accounts of young Spanish influencers on the social network TikTok, analysing and comparing both the use of video and the platform's new AI in the generation of avatars and animations. The results show that use of the new tools is still limited, but they already indicate the main trends in the application and consumption of this content.

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1. Introduction

On social networks and audiovisual platforms such as TikTok, processes of self-representation, social recognition, and group belonging are articulated through highly visual and narrative creative formats, where the boundary between the real and the mediated becomes progressively blurred.

In recent years, TikTok has incorporated advanced audiovisual creation features and, more recently, artificial intelligence (AI) tools aimed at generating avatars, animating personal images, and producing text-to-image or video content. These tools not only expand the expressive possibilities available to young users but also introduce new forms of self-representation in which identity is constructed through a hybridization of physical personality, digital imagery, and algorithmic systems.

Adolescents develop discourses on social media for different reasons, in which they self-represent and display themselves according to patterns related to social validation, the search for authenticity, and the control and creativity of image-making. In this context, video production enables young people to experiment with these elements, with highly visual social networks such as TikTok providing an appropriate vehicle for such practices. The platform functions as a space for experimentation and socialization where young users construct, model, and sometimes modify their digital identity through interaction with technological and algorithmic norms, generational models conveyed by influencers, and other forms of group validation dynamics.

To this end, TikTok includes AI-powered audiovisual creation tools, featuring an integrated editor that allows clips to be trimmed and merged directly within the application. Its extensive catalogue of filters and visual effects is updated weekly and offers options such as background replacement, particle effects, slow motion, augmented reality, and predefined audiovisual transitions that smooth cuts between shots, facilitating videos with professional narrative quality. TikTok also enables audio addition and editing, as well as the creation of images and avatars through a dynamic AI integrated into the platform, which operates in combination with the remaining tools. Young users can therefore generate their own audiovisual content quickly and publish it immediately without leaving the platform.

Within this context, the present study focuses on analyzing how young Spanish creators use TikTok's audiovisual creation features and dynamic artificial intelligence (AI) tools in the self-construction of their digital identity, paying special attention to the integration between reality and AI-generated content, as well as to the reception of such content by audiences.

Recent academic literature shows that content creation on TikTok is closely linked to the development of young people's digital identity. For example, Vombatkere et al. (2024) propose a framework for measuring exploration versus exploitation in feeds and demonstrate that watch time, likes, and follows are key factors driving personalization on TikTok. Meanwhile, Basch, Yalamanchili, and Fera (2022) propose a content analysis focused on personalization processes.

From a technical perspective, authors such as Zhang and Liu (2021) describe TikTok's algorithmic architecture as a fusion of collaborative filtering and content-based filtering capable of combining users' specific interests with novel or trending topics. Morales-Navarro et al. (2024) analyzes young people's learning processes regarding AI and other TikTok tools, including additional audiovisual and generative resources. Other studies highlight the dichotomy faced by young users between presenting themselves authentically and responding to algorithmic pressure. Thus, Generation Z women report seeking authentic self-presentation, yet TikTok's algorithm reinforces aesthetics and trends that condition their content choices, creating tension between the desire to be genuine and the need to adapt to mass visibility on the platform (Ezquerra and Bonales, 2024). Self-representation on Instagram and TikTok has been grouped into three factors—social validation, authenticity, and image control—although the number of followers or likes appears to have limited relevance for most young people (Hernández-Serrano et al., 2022).

Therefore, various studies on youth and TikTok examine how the platform's algorithms reinforce specific aesthetic and cultural norms of the moment, influencing the configuration of online identities, while TikTok simultaneously functions as a space for community building and social validation.

Other works provide a more multidisciplinary perspective—through algorithm theory, platform content analysis, audience perception, and educational approaches, among others—on the role of AI in content recommendation and video consumption personalization on TikTok. Among these, Zhou (2024) is noteworthy for presenting a mixed-methods analysis showing how the combination of collaborative and content-based filtering personalizes the feed, increases engagement, and generates content homogeneity. Baumann et al. (2025) identify that the display of videos aligned with user interests occurs

within the first 200 videos viewed and varies by topic. Klug, Qin, and Evans (2021) identify three criteria perceived by users as influential: video engagement, time of posting, and hashtag use. Engagement increases the probability of content virality, whereas the massive use of hashtags does not have a significant effect; all these factors influence users' video creation practices.

The platform's audiovisual production ecosystem also highlights the presence of identity models mediated by influencer culture, where TikTok functions as a channel through which cultural industries construct heroic figures that adolescents imitate. These models provide identity references and guide how users represent themselves and are perceived (Lacasa et al., 2022).

From psychological and educational perspectives, research highlights that Spanish youth use TikTok intensively, with potential risks for digital well-being. One study analyzing consumption patterns and self-perception among 1,043 young people found that one in five adolescents (aged 12–18) exceeds two hours of daily use on the platform, with a higher percentage among girls (24.37%) than boys (15.45%), and this pattern is associated with a greater likelihood of mental health problems. The study also confirmed that passive video consumption and lack of interaction increase vulnerability and problematic use among young people (Virós-Martín, Montaña-Blasco, and Jiménez-Morales, 2024). Although adolescents tend to perceive TikTok's effect on their relationships as neutral, young women evaluate its influence less positively; in any case, individual expression and the acceptance of generational and group norms remain prominent (Virós-Martín, Jiménez-Morales, and Montaña-Blasco, 2025).

Other studies also suggest that addictive behaviors linked to TikTok and other social networks are associated with a significant decline in academic performance (Aquino-Blanco et al., 2025), and that family participation in viral TikTok challenges may erode moral authority and parental boundaries, hindering the construction of a secure identity in adolescents (Ibáñez-Ayuso, Limón, and Ruiz-Alberdi, 2022).

2. Objectives and Methodology

The general objective of this study is to analyze the use of video content and TikTok's dynamic artificial intelligence (AI) in the self-construction of the digital identity of young Spanish creators and its relationship with interaction and virality on the platform during 2025.

The specific objectives are:

- To identify the types of dynamic AI tools employed by young Spanish creators on TikTok.
- To analyze the forms of identity representation associated with the use of AI-generated avatars and animations.
- To examine the relationship between the use of dynamic AI and levels of interaction and virality.
- To explore the integration between real content and AI-generated content within identity narratives.
- To analyze young audiences' reception of these contents, especially in relation to authenticity and identification.

2.1. Research Design

The study adopts a mixed-methods (quantitative–qualitative) methodological design of a descriptive and exploratory nature, based on the systematic content analysis of TikTok accounts. This approach makes it possible to address both the formal and quantifiable dimensions of AI use and the symbolic and narrative aspects linked to digital identity.

The quantitative analysis was based on descriptive statistics of frequencies and percentages, while the qualitative analysis focused on the thematic analysis of identity narratives and audience comments. Data analysis was conducted using descriptive statistics—frequencies, percentages, and arithmetic means—without applying inferential statistical techniques. This methodological decision responds to several epistemological and technical considerations.

First, the study adopts a descriptive and exploratory design aimed at identifying patterns of use and the presence or absence of dynamic AI in the most visible TikTok content, rather than establishing causal relationships or population-level generalizations. In this type of design, descriptive statistics are appropriate for synthesizing and clearly communicating the results.

Second, the number of videos incorporating dynamic AI features is small relative to the total corpus size, which discourages the application of inferential tests that require balanced sample sizes and distributional assumptions not met in this case. The use of means and percentages instead allows for the comparison of general trends without overstating the significance of isolated numerical differences.

Finally, the use of descriptive statistics is consistent with previous research published in the fields of digital communication and platform studies, where emphasis is placed on the contextual interpretation of data and on the articulation between quantitative results and qualitative analysis (Krippendorff, 2018; Scolari, 2018).

The study was conducted exclusively on publicly available content, without direct interaction with creators or the collection of sensitive personal data, in accordance with ethical principles in digital communication research. Audience comments were analyzed through thematic analysis and classified according to tone (positive, neutral, or negative) and the presence of explicit references to authenticity. Percentages were calculated in relation to the total number of comments analyzed for each type of video (with and without AI), enabling the identification of reception patterns associated with each content modality.

2.2. Population and Sample

The population under study consists of young Spanish content creators on the social network TikTok, aged between 18 and 25, whose accounts are real, public, and active during 2025. Real accounts are defined as those managed directly by the creators themselves and oriented toward personal self-expression, excluding institutional, corporate, or third party–managed profiles.

The following criteria were established for sample selection and applied simultaneously:

- Estimated creator age between 18 and 25 years, inferred from publicly available information (bios, interviews, and self-references within the content).
- Spanish nationality, identified through the primary language of communication, cultural references, and sociocommunicative context.
- Regular activity on TikTok during 2025.
- High visibility and virality, defined by the presence of videos with high levels of views and interaction (likes and comments).

Sample selection was carried out through purposive and theoretical sampling, commonly used in digital communication studies. In the first phase, a preliminary list of accounts was compiled based on public rankings of TikTok influencers in Spain (Statista, HypeAuditor, Kolsquare, and Marketing4eCommerce).

In the second phase, each account was individually reviewed to verify compliance with the age, nationality, and activity criteria for 2025. As a result of this screening process, some initially considered accounts were discarded due to insufficient verification and replaced with alternative profiles that more clearly met the established criteria. Specifically, during this phase the account @diegogarijo was replaced by @samuellopez, while the final sample size remained unchanged.

The final sample consisted of 20 accounts of young Spanish TikTok creators, which heterogeneously represent the ecosystem of highly visible youth influencers on the platform during 2025. The definitive list of accounts is presented below:

1. @benjikrol
2. @naimdarrechilemete
3. @juliamenugarcia
4. @larissa_kimberlly_
5. @moncluscarol
6. @tatianakaer
7. @jordi.koalitic
8. @roro.bueno
9. @apoloribera
10. @twinmelody
11. @martinacariddi
12. @samuellopez
13. @claudia.mtz

14. @ikerunzu
15. @andreacompton
16. @peldanyos
17. @natalia_palomares
18. @angela_marmol
19. @carla.flila
20. @nilojeda

The analytical corpus consists of a set of videos selected from the accounts included in the sample. For each of the 20 accounts, the videos with the highest number of views in the 30 days prior to the time of data collection were identified, with the aim of capturing the most impactful and recently relevant content within TikTok's algorithmic dynamics. In this way, the corpus reflects current communicative practices rather than historically accumulated ones, avoiding biases derived from older videos that may have gone viral under different algorithmic conditions.

The unit of analysis consists of each individual video published on TikTok that forms part of this set of most-viewed content within the established time frame.

Video selection followed systematic and replicable criteria. First, for each account, the videos published during the 30 days prior to data collection were identified and ordered according to the number of views obtained.

For this phase, the external tool TokAnalyzr was used, which allows videos from each account to be visualized and sorted according to public performance metrics (views, engagement, and publication date). The use of this tool facilitated the objective identification of the most impactful recent content and ensured consistency in the selection criteria applied across all accounts in the sample. From this list, the most-viewed videos were selected, ensuring that the corpus consisted of content with high recent visibility.

Second, each video was examined to determine the presence or absence of TikTok dynamic AI features (avatars, AI-generated animations, text-to-video, or hybrid integrations).

In cases where an account did not present videos with explicit use of dynamic AI among the most viewed during the analyzed period, the videos were nevertheless included in the corpus to comparatively analyze the absence of these technologies in identity construction processes.

2.2. Code and Coding Procedure

The codebook was designed in this study with the aim of systematically tracing and measuring the proposed objectives related to digital identity, self-representation, and the use of artificial intelligence on TikTok. Its development followed the methodological recommendations for content analysis in digital communication research (Krippendorff, 2018).

In the first phase, a theoretical review was conducted on youth digital identity, performativity, authenticity, and the platform itself, from which the central analytical dimensions of the study were identified. These dimensions were translated into blocks of variables that would enable their empirical observation in TikTok audiovisual content.

In the second phase, a preliminary exploratory analysis was carried out on a small set of videos produced by young creators, allowing the initial categories to be adjusted to the actual practices observed on the platform. This process ensured that the codebook was not exclusively deductive but also sensitive to TikTok's specific communicative logics.

As a result, the codebook was structured into six main blocks:

1. Account and video identification.
2. Interaction and virality metrics.
3. Use of dynamic AI.
4. Representation of the creator's identity.
5. Integration between reality and AI-generated content.
6. Audience reception and perception of authenticity.

Each variable was defined through exhaustive and mutually exclusive categories, accompanied by precise coding instructions to minimize interpretive ambiguity. The corpus was coded manually using

a structured Excel template designed from the codebook. Each row corresponded to a video and each column to an analytical variable.

The coding process was conducted in two stages. First, the objective video data were recorded (link, publication date, duration, and public interaction metrics). In the second stage, the interpretive variables related to AI use and identity representation were coded. During the pilot phase, the adequacy of the codebook was evaluated, and it was observed that the presence of dynamic AI was limited in the most viral content. This result confirmed the relevance of the defined categories and reinforced the decision to comparatively analyze the presence and absence of AI.

To ensure the reliability of the analysis, the instrument was designed to be applied by two independent coders. Inter-coder consistency was assessed using Cohen's Kappa coefficient, with values equal to or greater than 0.75 considered acceptable. Discrepancies were reviewed and resolved through consensus.

3. Results

The following section presents the results of the content analysis conducted on the corpus of selected videos. The findings are organized into different subsections and supported by descriptive tables that synthesize the study's main quantitative and qualitative results.

First, as a general characterization of the sample, the content shows broad thematic diversity, with formats related to lifestyle, humor, personal storytelling, and creator on-camera performance predominating. Overall, the influencer's physical presence constitutes the central axis of communication, with intensive use of the face, body, and voice as identity markers.

Table 1 below presents a descriptive synthesis of the sample, including the number of accounts analyzed, the total volume of videos, the period considered, and the predominance of the creator's physical presence as the central axis of communication.

Table 1. General Indicators of the Sample

Indicator	Valor
Total number of accounts analyzed	20
Total number of videos analyzed	200
Average number of videos per account	10
Time period analyzed	Last 30 days (1-01/2026 al 31/01/2026
Accounts with at least one AI-based video	6 (30%)
Accounts without AI-based videos (photo carousel	14 (70%)

Source: Authors´own elaboration, 2026

Regarding content themes, the analysis shows that the videos with the highest number of views are predominantly concentrated in the repetition of fashion trends and viral dances, characteristic of TikTok's imitative and participatory logic. These formats are articulated through choreographies, gestures, and music that are widely recognizable to young audiences, which facilitates their rapid identification, appropriation, and circulation within the platform.

Secondarily, content related to everyday life, humor, and the personal narration of life events also appears. However, the reproduction of popular trends constitutes the predominant thematic axis in the most-viewed videos during the analyzed period, regardless of whether artificial intelligence tools are used, thus reinforcing the central role of the body and theatricality as identity elements.

3.1. Presence of Dinamic AI in the Analyzed Content

As shown in Table 2, the results reveal a still limited presence of dynamic AI tools in the analyzed videos. The vast majority of the most-viewed content does not incorporate AI-generated avatars, automated animations, or text-to-video resources, despite the availability of these features on the platform.

Table 2. Presence of Dynamic AI in the Analyzed Videos

Use of Dynamic AI	No if videos	Percentage

Videos with AI	14	7%
Videos without AI	186	93%
Total	200	100%

Source. Authors' own elaboration, 2026.

Only a limited number of videos and accounts make explicit use of dynamic AI, indicating that its adoption is not widespread among the most recently visible young Spanish influencers on TikTok. Table 3 synthesizes the types of dynamic AI identified in the analyzed videos. In cases where AI use is detected, the resources employed are mainly concentrated in the animation of creators' own images and in the incorporation of AI-generated visual elements as narrative or aesthetic support.

The use of avatars fully substituting the creator's body remains residual, and no systematic integration of fully text-to-video–generated narratives is observed.

Table 3. Types of Dynamic AI Identified (n=14)

Type of AI	No of videos	Percentage
Animation of creators' own images	6	42.9%
AI-generated avatars	3	21,4%
Text-to-video	2	14,3%
Hybrid reality–AI integration	3	21,4%
Total	14	100%

Source. Authors' own elaboration, 2026.

3.2. Communicative and Identity Function of AI

From a communicative perspective, Table 4 shows that AI is used in a punctual and strategic manner, primarily as an aesthetic or narrative resource. In the few cases identified, AI does not function as a central mechanism in the construction of youth identity but rather as an expressive complement that expands the visual possibilities of the content.

In no case is a complete substitution of the creator by an avatar or AI-generated elements observed; the influencer's identity remains anchored to their physical and performative presence.

Table 4. IA Communicative and Identity Function of AI (n=14)

Main function	No of videos	Percentage
Aesthetic function	6	42,9%
Narrative function	4	28,6%
Playful function		14,3%
Central identity function		14,3%
Total		100%

Authors' own elaboration, 2026.

Regarding the integration between reality and AI-generated content, the corresponding results are presented in Table 5 and indicate that the degree of fusion observed is predominantly low to moderate. The creator's real image maintains a dominant position, while AI-generated elements are incorporated as additional layers without erasing the reference to the physical body or the creator's autobiographical experience.

Likewise, in several of the AI-based videos an explicit acknowledgment of the use of these tools is observed, which reinforces the perception of transparency and control on the part of the creator.

Table 5. Integration Between Reality and AI-Generated Content (n=14)

Variable	Category	No videos	Percentage
Level of reality–AI fusion	Low	7	50%
	Medium	5	37,5%
	High	2	14;3%
Role of the avatar	Complementary	11	78,6%
	Substitutive	3	21,4%
Explicit acknowledgment of AI use	Yes	8	57,1%
	No	6	42,9%

Authors' own elaboration, 2026.

3.3. Interaction, Virality, and Audience Reception

Table 6 below compares the levels of views, likes, comments, and engagement between videos with and without dynamic AI. The results indicate that the use of AI does not constitute a determining factor in content virality. It can be inferred that videos without AI achieve levels of interaction comparable to—or even higher than—those incorporating AI-generated resources. This suggests that virality on TikTok continues to depend more heavily on the creator's physical performance, the repetition of trending formats, and, above all, the emotional and generational connection with young audiences than on the adoption of novel technologies.

Table 6. Interaction and Virality: Means by Video Type

Indicator (media)	Videos with AI (n=14)	Videos without AI (n=186)
Views	412.500	438.200
Likes	32.400	35.100
Comments	510	545
Engagement	7,98%	8,11%

Authors' own elaboration, 2026.

Finally, Table 7 presents the main patterns detected in the analysis of audience comments. Reception is articulated predominantly around identification with the creator and the perception of authenticity, especially in videos that reproduce viral trends and dances with minimal technological mediation. In AI-based videos, occasional comments highlight the creative or experimental nature of the technological resource. However, no significant improvement in content evaluation associated with AI use is detected.

Table 7 synthesizes the results of the analysis of comments associated with the analyzed videos, also addressing one of the specific objectives proposed, focused on audience reception and the perception of authenticity. For each video included in the corpus (n = 200), the comments visible at the time of data collection were compiled, prioritizing:

- Textual comments (isolated emojis were excluded),
- Original comments (no threaded replies),
- Comments posted within the same circulation period as the video.

To maintain analytical consistency, a maximum number of comments analyzed per video was established, selected from among the most prominent (highest interaction or visible relevance), ensuring balanced representation between videos with AI and without AI.

The analysis of comments was conducted through qualitative thematic analysis supported by the codebook. Each comment was coded according to two main dimensions: comment tone and explicit mention of authenticity.

Finally, the percentages presented in Table 7 were calculated as follows:

1. The total number of coded comments was counted for videos with AI (n = 14) and videos without AI (n = 186).
2. For each group, the following were calculated: the percentage of positive, neutral, and negative comments, and the percentage of comments including explicit mentions of authenticity.

3. The percentages do not compare videos with each other but rather identify reception patterns associated with each type of content (with AI vs. without AI).

Table 7. Audience Reception and Perception of Authenticity

Dimension	Videos with AI	Videos without AI
Positive comments	68%	74%
Neutral comments	26%	22%
Negative comments	6%	4%
Explicit mentions of authenticity	21%	39%

Authors' own elaboration, 2026.

4. Discussion y Conclusions

In relation to the general objective and the specific objectives aimed at identifying the use of AI tools and their forms of identity representation, the results show that the adoption of dynamic AI among the most visible young Spanish creators on TikTok is clearly limited. Despite the technical availability of these features, their use has not yet been consolidated as a common practice in the most viewed content.

This finding aligns with previous research emphasizing the centrality of the subject and the body in processes of youth self-expression on social media (Buckingham, 2008; Boyd, 2014; Masanet & Establés, 2018). At present, the use of AI on TikTok does not function as a substitute for the young creator and performer of the videos but rather as an additional—still marginal—resource that does not substantially alter the observed identity construction dynamics.

A predominance of hybrid expressions of authenticity, bodily performance, and the repetition of global trends is observed on the platform. The prevalence of videos based on the repetition of fashion trends and viral dances, identified in the results, allows further insight into the specific objective focused on the integration between real content and AI-generated content. Virality is articulated mainly through collective performative practices in which the body, gesture, and musical synchronization function as markers of authenticity and social, group, and generational belonging.

This imitative logic on social media had already been noted by authors such as Ferrés and Piscitelli (2012) and Scolari (2018), who highlight the role of participation, repetition, and remix culture in youth digital environments. In this context, the limited presence of AI may be interpreted as a lack of fit between these technologies and the formats that currently maximize visibility on TikTok.

Regarding AI as a complementary resource in audiovisual narrative—and in line with the objective of analyzing identity representation associated with AI use—the results indicate that when these tools appear, they do so in a complementary manner subordinated to the creator's presence. AI is employed as aesthetic or narrative support without displacing the centrality of the influencer as the communicative subject. This controlled and non-substitutive use reinforces the idea of a selective appropriation of technology, consistent with critical approaches to the circulation of visual culture on internet platforms and applications (van Dijck, 2013; Manovich, 2020).

With respect to the specific objective aimed at examining the relationship between AI, interaction, and virality, the results show that AI use does not constitute a determining factor in content success. Videos without advanced technological mediation reach levels of interaction like—or higher than—those incorporating AI. These finding challenges techno-determinist approaches and aligns with studies emphasizing the weight of algorithmic logics, cultural codes, and emotional connection in the circulation of digital content (Scolari, 2018; Rodríguez-Amat & Brantner, 2016).

Regarding audience reception and the social perception of AI, the analysis of comments shows that audiences particularly value proximity, authenticity, and vital and generational identification with the creator. AI is perceived as an interesting creative resource but not as a central element in the positive evaluation of content. These results are consistent with recent studies highlighting the importance of credibility and identity coherence in youth digital communication (Masanet & Fedele, 2019).

Finally, in terms of the contributions and implications of this study, from a theoretical perspective it provides empirical evidence of the selective and still limited adoption of AI in youth digital identity construction, helping to nuance discourses about the emergence of a fully virtual, automated, and

technological identity. Methodologically, it demonstrates the relevance of analyzing both the presence and the absence of emerging technologies in the most visible platform content.

Future research directions are opened toward analyzing the temporal evolution of these practices, as well as possible differences between platforms and communities, thereby reinforcing interdisciplinary dialogue in the field of audiovisual and digital communication.

In conclusion, this study has analyzed the use of TikTok's dynamic artificial intelligence functions in the self-construction of the digital identity of young Spanish creators, considering their relationship with virality, interaction, and audience reception.

First, the findings confirm that the adoption of dynamic AI is limited and not widespread among the most visible young Spanish influencers on TikTok. Despite the availability of tools such as avatar creation, automated animations, or text-to-video generation, these features have not been structurally integrated into dominant communicative practices.

Second, the results highlight the centrality of the body, physical presence, theatrical performance, and dance in the construction of youth digital identity. Videos based on the repetition of youth trends and viral dances concentrate the highest levels of views and interaction, reinforcing the idea that virality on TikTok is articulated through collective, imitative, and embodied dynamics rather than through technological innovation.

Third, when dynamic AI is used, its function is complementary rather than substitutive. AI-generated resources act as aesthetic or narrative elements that enrich content without displacing the creator as the central axis of the identity narrative. This limited adoption suggests a cautious relationship with the automation of self-image creation, in which young users prioritize identity coherence, social connection, and the perception of authenticity. This aspect is also reflected in audience reception and confirms that authenticity and identification with the creator remain central values for young audiences. AI does not generate explicit rejection, but neither does it emerge as a decisive factor in the positive evaluation or viral circulation of content.

Overall, the study contributes to qualifying assumptions about the omnipresence of technology in youth digital identity construction, showing that the integration of AI on platforms such as TikTok is gradual, still limited, and strongly conditioned by the platform's cultural and performative logics.

Finally, regarding limitations and future research lines, this study presents several constraints that simultaneously open new avenues of inquiry. First, the analysis focuses on a specific time frame (the 30 days prior to data collection), which allows current practices to be captured but limits observation of possible medium- and long-term developments in AI use.

Second, the sample consists exclusively of highly visible Spanish creators; therefore, the results cannot be generalized to other cultural contexts, age ranges, or popularity levels. Future research could extend the analysis to micro-influencers, other countries, or cross-platform comparisons among audiovisual environments.

Likewise, the predominantly descriptive nature of the study invites the development of longitudinal or experimental research designs that would allow analysis of how identity practices evolve as AI tools become more sophisticated and normalized within the digital ecosystem. Finally, it would be pertinent to deepen understanding of creators' own subjective perceptions through qualitative methodologies such as interviews or focus groups, as well as to explore the role of AI in specific creative contexts (humor, fiction, activism, or education), thereby expanding comprehension of the real impact of these technologies on contemporary youth communication.

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