



Exploring the Lived Experiences of Constructing Digital Authenticity and Building Trust Among Micro-Influencers

Sakinah ^{1*}, Putri Annasari ²

^{1,2}Universitas Lamappapoleonro, Indonesia

¹sakinah@gmail.com *, ² putriannasari@gmail.com

Article Info

Article history:

Received 28-08-2025

Revised 04-10-2025

Accepted 17-10-2025

Keyword:

Lived Experiences; Digital Authenticity; Trust-Building; Micro-Influencers; Social Media Communication; Generation Z

ABSTRACT

Social media has transformed digital communication, reshaping how individuals construct and negotiate online identities. This study focuses on micro-influencers content creators with smaller but highly engaged audiences whose perceived authenticity strongly appeals to Generation Z. Despite their growing importance, research on how micro-influencers construct and sustain authenticity remains limited. Using Interpretative Phenomenological Analysis (IPA), this study explores the lived experiences of 12 micro-influencers. Data were gathered through in-depth semi-structured interviews and analyzed thematically to uncover how authenticity and trust are negotiated. The findings show that authenticity is dynamic and socially constructed, shaped by deliberate self-presentation, emotional labor, and selective disclosure of personal narratives. Trust-building with Gen-Z audiences relies less on idealized images and more on relatability and perceived closeness, with micro-influencers positioning themselves as peers rather than celebrities. The study advances understanding of digital authenticity by moving beyond metrics-driven evaluations toward a meaning-centered perspective. It contributes theoretically to influencer communication research and offers practical insights for brands, policymakers, and creators seeking authentic engagement strategies in evolving digital ecosystems.



©2024 Authors. Published by PT Mukhlisina Revolution Center.. This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License. (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

In the contemporary digital era, social media has become an integral part of everyday communication, profoundly shaping how individuals construct, present, and negotiate their identities (Alexander et al., 2018; Ma et al., 2025). Platforms such as Instagram, TikTok, and YouTube have transformed from mere tools of social interaction into complex spaces where personal narratives, brand collaborations, and audience relationships converge. Within these platforms, micro-influencers individuals with smaller yet highly engaged followings have emerged as significant actors in shaping cultural trends and consumer perceptions. Unlike macro-influencers, micro-influencers are often perceived as more relatable, accessible, and authentic, making them particularly influential among younger audiences, especially Generation Z.

The growing reliance on micro-influencers highlights the increasing importance of authenticity in digital interactions. For many social media users, especially Gen-Z, authenticity has become a central criterion for trust and engagement. Unlike traditional celebrity endorsements, audiences today often seek genuine connections with influencers who reflect their values, lifestyles, and aspirations. However, authenticity in the digital environment is neither straightforward nor absolute. It involves a complex process of self-presentation, emotional labor, and identity management, where influencers continuously negotiate between personal values, audience expectations, and commercial demands.

Despite growing academic attention on digital influence, current understandings of how micro-influencers construct authenticity and foster trust remain limited, particularly from the

perspective of lived experience (Moore & Hancock, 2022; Nadav-Carmel & Lev-On, 2024). While quantitative studies have measured engagement rates, brand perceptions, and consumer behaviors, these approaches often fail to capture the subjective meanings underlying influencer-audience relationships. The phenomenon involves deeply personal, emotional, and social dimensions that cannot be fully understood through statistical indicators alone.

This gap underscores the need for phenomenological inquiry, which enables an in-depth exploration of the subjective experiences of micro-influencers as they navigate the tensions between self-expression, audience connection, and market-driven expectations (Mukhlis, Maryam, et al., 2023; Mukhlis et al., 2024). By focusing on personal narratives and interpretative meaning-making, a phenomenological approach provides the necessary framework to uncover how authenticity is perceived, constructed, and negotiated in digital communication environments. Understanding these lived experiences not only advances theoretical discussions on identity and trust but also offers practical insights into influencer marketing strategies within today's rapidly evolving media landscape.

Building upon the growing interest in authenticity within digital communication, research exploring the lived experiences of micro-influencers has become increasingly significant. Scholars have acknowledged that the way micro-influencers perceive, construct, and perform authenticity is deeply connected to audience trust, personal identity, and emotional labor within online environments. This phenomenon is particularly relevant among Generation Z audiences, who tend to value relatability and genuine connections over idealized portrayals of success. Understanding the personal and social dimensions of authenticity thus requires methodologies capable of capturing its subjective, multifaceted nature.

However, existing studies on influencer credibility and audience engagement have predominantly adopted quantitative approaches, focusing on metrics-driven insights such as engagement rates, follower counts, and purchasing behaviors (Guess et al., 2020; Liu et al., 2024). While these findings provide valuable patterns, they often fail to capture the richness of individual meaning-making. Authenticity and trust are highly personal constructs, shaped by influencers' interpretations, emotional negotiations, and social interactions, which cannot be fully understood through statistical measurements alone.

Methodological challenges arise because traditional content analyses and survey-based research often overlook the inner world of participants (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). For instance, studies tend to focus on what influencers post rather than how they experience the act of being an influencer, including the tensions between personal values, commercial demands, and audience expectations. Without addressing these subjective narratives, our understanding of digital authenticity remains partial and fragmented.

These limitations reveal the need for phenomenological inquiry, which emphasizes uncovering the essence of participants' lived experiences. By focusing on the interpretative processes through which micro-influencers make sense of their roles, phenomenology allows researchers to explore not only what influencers do but also how they experience being authentic, trustworthy, and relatable in digital spaces. This perspective provides a deeper, more holistic understanding of identity performance and audience engagement, moving beyond surface-level metrics to reveal the socially constructed meanings underlying influencer-audience dynamics.

Despite increasing academic interest in influencer authenticity and digital trust formation, existing research has predominantly relied on practical, metrics-based approaches to evaluate influencer effectiveness (Gevarter et al., 2021; Zewude et al., 2025). Studies often measure engagement rates, follower growth, purchasing intentions, and other quantitative indicators as proxies for understanding audience-influencer dynamics. While these approaches provide surface-level insights into influencer performance, they offer limited understanding of the subjective meanings underlying how authenticity is constructed, performed, and perceived in digital spaces.

Furthermore, previous research has largely focused on macro-influencers or celebrity endorsers, overlooking the unique social dynamics and emotional labor experienced by micro-

influencers (Mukhlis, 2025b; Mukhlis, Suradi, et al., 2023). Micro-influencers often occupy a more intimate and relational role with their followers, particularly among Generation Z audiences, who tend to value relatability and perceived authenticity over polished branding. However, the inner experiences of these influencers how they negotiate personal identity, commercial pressures, and audience expectations remain underexplored.

Existing methodologies also present significant limitations in capturing the depth and richness of these experiences. Quantitative surveys and large-scale content analyses, while useful for identifying trends, often fail to uncover the interpretative processes through which influencers make sense of their roles. For example, prior studies have examined what influencers post or how often audiences engage, but rarely explore how influencers themselves experience being authentic, the emotional boundaries they manage, and the strategies they employ to cultivate trust.

This gap highlights the need for a phenomenological approach, particularly Interpretative Phenomenological Analysis (IPA), which enables the exploration of lived experiences from the perspective of those directly involved. By prioritizing participants' voices and subjective interpretations, this study seeks to capture the essence of authenticity and trust-building as experienced by micro-influencers. Such an approach moves beyond transactional understandings of influencer marketing and instead provides a holistic, meaning-centered perspective on identity construction, emotional labor, and audience engagement in digital contexts.

Recent studies have explored digital authenticity, influencer credibility, and audience engagement, yet little is known about the lived experiences of micro-influencers in constructing trust and authenticity (Ispurwanto et al., 2021; Leontovich & Kotelnikova, 2022). Prior research has examined audience perceptions and consumer behaviors, as well as the role of self-presentation strategies in social media contexts. However, these studies primarily adopt quantitative and content-based approaches, leaving a limited understanding of how influencers personally experience and interpret authenticity. Phenomenon-driven inquiry is necessary to uncover the subjective meanings underlying these digital practices, especially in the context of Generation Z audiences who seek deeper emotional connections. Addressing this issue requires shifting the focus from measuring outcomes to exploring personal narratives and identity negotiations.

To address this gap, this study applies an Interpretative Phenomenological Analysis (IPA) approach to explore how micro-influencers construct authenticity and build trust with their audiences. IPA was selected because it provides the analytical depth required to understand how individuals make sense of their experiences within personal, social, and cultural contexts. By prioritizing participants' voices, the study captures the emotional labor, identity negotiations, and interpersonal dynamics that shape influencer-audience relationships. This approach offers a meaningful response to the limitations of previous research by focusing on how authenticity is experienced rather than simply what authenticity looks like online. Through this lens, the study seeks to illuminate the essence of being authentic in digital spaces.

The article is structured as follows. The introduction presents the background, research context, and knowledge gap (Keçeci & Ümmet, 2025; Pamungkas et al., 2024). The next section explains the phenomenological methodology, including participant selection, data collection, and the analytical framework used to interpret the findings. The results section presents emergent themes derived from participants' narratives, supported by direct quotations to illustrate key insights. This is followed by the discussion, which integrates findings with existing literature and highlights theoretical and practical contributions. Finally, the conclusion summarizes the study's implications and suggests directions for future research.

RESEARCH METHODS

Study Design

This study adopted an interpretative phenomenological analysis (IPA) approach to explore the lived experiences of micro-influencers in constructing authenticity and building trust with Generation

Z audiences on social media platforms (Clair, 2003; Fenton & Baxter, 2016). Phenomenology was selected as the research design because it emphasizes understanding the subjective meanings and personal interpretations attached to phenomena as experienced by participants.

An interpretative lens was specifically employed to go beyond the mere description of events, enabling a deeper examination of the ways participants make sense of their experiences within social, cultural, and digital contexts. The IPA framework was considered appropriate, as it allows the uncovering of nuanced, multi-layered insights into personal narratives, emotional processes, and identity negotiations inherent in influencer-audience interactions.

Participants

Participants were selected using a purposive sampling strategy to ensure that only individuals with first-hand experience relevant to the phenomenon were included. Eligibility criteria required participants to:

1. Be active micro-influencers on Instagram or TikTok, defined as individuals with 5,000 to 50,000 followers.
2. Consistently create and share content related to lifestyle, fashion, beauty, wellness, or technology.
3. Have at least one year of experience managing an influencer profile.
4. Engage primarily with Generation Z audiences.

Participants who were macro-influencers (above 50,000 followers) or inactive in content creation within the past six months were excluded.

A total of 12 participants were involved in the study (7 females, 5 males), aged 21 to 27 years ($M = 23.9$). All participants actively collaborated with brands and maintained regular interactions with followers, which provided a diverse yet contextually relevant representation of the studied phenomenon.

Data Collection

Data were collected through in-depth, semi-structured interviews conducted individually with each participant (Longhofer et al., 2012). An interview guide was developed to ensure consistency across sessions while allowing flexibility to explore emerging insights.

Interviews were carried out face-to-face for participants located within the research region, while online video calls were used for participants outside the area. Each interview lasted 45 to 70 minutes and was conducted in an environment where participants could feel comfortable sharing personal experiences.

Open-ended questions focused on participants' perceptions of authenticity, emotional engagement, and strategies for fostering trust with Gen-Z audiences. Examples of guiding questions included:

- "How do you define being authentic in your content creation?"
- "Can you describe an experience when you felt your audience trusted you?"
- "What challenges have you faced balancing personal values and brand expectations?"

All interviews were audio-recorded with consent and later transcribed verbatim to preserve the richness and integrity of participants' narratives.

Data Analysis

Data were analyzed using the Interpretative Phenomenological Analysis (IPA) framework following a systematic, multi-stage process to extract essential meanings (Daly, 2007; Murphy & Dingwall, 2017):

1. Immersion in the Data: Transcripts were read repeatedly to gain familiarity with participants' narratives and to identify significant statements.

2. Initial Coding: Units of meaning were highlighted and annotated to capture participants' perceptions, experiences, and emotional expressions.
3. Theme Development: Codes were clustered into higher-order themes that represented shared patterns across participants' accounts.
4. Iterative Interpretation: Emerging themes were revisited to ensure they accurately reflected the lived experiences without imposing external assumptions.
5. Synthesis of Findings: The final themes were synthesized into an integrated narrative, connecting individual perspectives with broader conceptual insights.

NVivo 14 software was used to support data management and assist in organizing codes and themes; however, the analytical interpretation was entirely researcher-driven to maintain methodological rigor.

RESULTS

Understanding and Constructing Authenticity

For micro-influencers, authenticity is not merely about being “real,” but about strategically presenting a curated version of the self that resonates with followers while preserving personal integrity. Participants described authenticity as a continuous negotiation between self-expression and audience expectations.

“Authenticity, for me, means showing the real parts of my life but also protecting what feels private. I want my audience to feel close to me, but not to the point where they know everything.”

(Participant A, 26 years old, lifestyle micro-influencer)

Interestingly, several participants highlighted that authenticity involves active performance. While it appears spontaneous, they consciously manage which aspects of their identity to reveal:

“Sometimes, I post something that looks natural, but I actually plan it carefully. I don't see it as fake. I see it as creating a space where people can connect with me.”

(Participant C, 23 years old, fashion micro-influencer)

This finding suggests that authenticity is socially constructed rather than static, reflecting the dynamic interplay between influencers' self-concept and their followers' perceptions.

The Balance of Authenticity in Micro-Influencing



Emotional Labor and Identity Management

A recurring experience across participants was the emotional labor involved in maintaining a consistent persona online. Influencers often felt the need to manage both their digital identity and emotional boundaries to maintain audience trust.

“I sometimes feel exhausted trying to stay ‘on’ all the time. People expect me to reply, smile, and always be positive even when I’m not feeling okay inside.”

(Participant F, 24 years old, micro-influencer in beauty niche)

Some participants admitted experiencing identity fragmentation, struggling to differentiate between their “online persona” and their authentic self:

“After a while, I started questioning if I am the person I show on Instagram or if I’m someone else offline. It gets blurry sometimes.”

(Participant D, 25 years old, fitness micro-influencer)

These narratives highlight that emotional labor is not merely about content creation but about constantly negotiating authenticity and vulnerability in ways that shape personal well-being.

Building and Sustaining Trust with Gen-Z Audiences

Gen-Z followers were described as highly sensitive to inauthenticity, making trust a critical determinant of influence. Participants emphasized that trust was built through consistent self-presentation, personal storytelling, and genuine engagement.

“Gen-Z can sense if you’re faking it. If I promote something just for money, they stop trusting me. That’s why I only endorse products I really use.”

(Participant B, 22 years old, skincare micro-influencer)

Interestingly, participants observed that Gen-Z followers valued relatability over perfection:

“They don’t want celebrities. They want someone who feels like a friend – someone who shares struggles, not just highlights.”

(Participant E, 21 years old, student micro-influencer)

This theme reveals that trust is fostered not by presenting a flawless image but by embracing imperfections and creating emotional resonance, which aligns with the unique social dynamics of Gen-Z audiences.

Negotiating Tensions between Personal Values and Commercial Demands

Participants frequently described the tension between maintaining personal values and meeting commercial expectations from brand partnerships. While collaboration provided financial opportunities, it sometimes conflicted with influencers’ sense of authenticity.

“Some brands ask me to say things I don’t believe in. It’s tempting because the money is good, but I refuse if it doesn’t fit my values.”

(Participant H, 27 years old, wellness micro-influencer)

Others revealed instances where they compromised to balance authenticity with financial stability:

“There were times when I accepted deals I wasn’t fully comfortable with. But I tried to make the message sound as honest as possible, so it still feels like me.”

(Participant G, 23 years old, tech micro-influencer)

This theme underscores the ethical dilemmas faced by micro-influencers, revealing how their identity, credibility, and audience relationships are continuously shaped by commercial pressures.

DISCUSSION

Contribution of Findings to the Research Question

The findings provide a nuanced understanding of how micro-influencers make sense of authenticity and the strategies they adopt to sustain trust-based relationships with Gen-Z followers

(Malinowski et al., 2022; Moravec et al., 2025). By uncovering the lived experiences behind influencers' identity management, this study extends existing discussions on digital authenticity beyond surface-level indicators such as engagement rates and follower counts.

Three key contributions emerge. First, authenticity is revealed as a fluid construct shaped by influencers' deliberate negotiation between personal values, audience expectations, and commercial demands (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). Second, the findings highlight the emotional labor involved in maintaining an "authentic persona," demonstrating that influencers constantly balance openness with selective self-disclosure to avoid overexposure. Finally, the study shows that trust-building with Gen-Z audiences depends less on perfection and more on relatability, where micro-influencers position themselves as peers rather than distant celebrities.

These insights collectively answer the central research question by revealing how authenticity is experienced, enacted, and communicated by micro-influencers within highly interactive and emotionally charged digital spaces.

Relation to Existing Literature and Theoretical Perspectives

The study's findings resonate with and extend existing literature on digital identity construction and parasocial interaction theory. Previous research has established that authenticity influences audience perceptions of credibility and fosters stronger emotional connections. The present study builds upon this by demonstrating that authenticity is not simply perceived by audiences but is also actively constructed and performed by influencers themselves. This insight deepens the understanding of authenticity as a reciprocal phenomenon emerging from interactions between influencers and their followers.

Moreover, the findings align with Potdevin et al., (2021), who highlight the role of digital intimacy in shaping influencer-follower relationships. However, this study contributes further by revealing how micro-influencers uniquely experience identity tension negotiating between maintaining personal integrity and fulfilling brand-driven expectations. While macro-influencers often rely on curated personas, micro-influencers leverage personal storytelling and selective vulnerability to strengthen perceived closeness, supporting theories of relational authenticity in digital communication.

Finally, the findings challenge purely quantitative models of influencer credibility by demonstrating that authenticity and trust are grounded in meaning-making processes rather than measurable indicators. By adopting a phenomenological lens, this study uncovers dimensions of influencer experiences that remain underexplored in prior literature, offering a richer understanding of how digital identities are co-constructed in social media ecosystems.

Implications of the Findings

The findings of this study have important implications for both theoretical understanding and practical applications within the field of digital communication and influencer studies (Munger, 2020; Nguyen & Nguyen, 2021). From a theoretical perspective, the study advances knowledge on identity construction and authenticity by demonstrating that authenticity is socially negotiated rather than inherently fixed. This supports frameworks of relational authenticity and parasocial interaction theory, showing that influencer-audience trust emerges from reciprocal meaning-making processes rather than one-directional branding strategies.

From a practical standpoint, the insights provide guidance for influencer marketing strategies and digital identity management (Tanantong & Ramjan, 2021). Brands seeking to engage Generation Z audiences may benefit from fostering long-term partnerships with micro-influencers who build trust through personal storytelling and relatability rather than overt promotional tactics. Additionally, the study highlights the importance of emotional labor and identity negotiation among influencers, suggesting the need for professional support systems and ethical guidelines that protect creators' well-being.

Beyond the influencer context, these findings are relevant to broader discussions of digital authenticity and trust formation in online environments. They offer a deeper understanding of how

individuals navigate tensions between personal values, social expectations, and commercial imperatives, providing insights applicable to professionals, educators, and policymakers in the communication and media sectors.

Limitations of the Study

Several limitations should be acknowledged when interpreting the findings (Mukhlis, 2025a; Mukhlis & Saidah, 2025). First, the study involved a relatively small sample size of 12 micro-influencers, which, while consistent with phenomenological research traditions, limits the breadth of perspectives represented. Second, the participants were drawn primarily from influencers active within specific content niches (e.g., lifestyle, fashion, wellness, and technology), which may reduce the transferability of insights to other influencer categories or cultural contexts.

Third, the reliance on self-reported narratives through interviews may introduce interpretive bias, as participants' reflections could be influenced by social desirability or retrospective framing. However, triangulation strategies including member checking and iterative theme validation were employed to strengthen credibility and ensure alignment between participants' voices and analytical interpretations.

These limitations do not diminish the value of the findings but rather provide context for interpreting their scope. They highlight the need for caution in generalizing beyond the studied population and emphasize the importance of examining diverse cultural settings and digital ecosystems in future research.

Directions for Future Research

Building on these findings, future research could adopt comparative phenomenological designs to explore how authenticity and trust-building differ across cultural, generational, and platform-specific contexts (Dunleavy et al., 2024; Johannessen & Boeriis, 2021). For instance, examining micro-influencers in non-Western societies or emerging social media platforms could deepen understanding of how social norms and cultural values shape perceptions of digital authenticity.

Additionally, integrating longitudinal studies may capture the evolving nature of identity performance as influencers navigate shifting audience expectations and market dynamics. Mixed-methods approaches combining phenomenological interviews with digital ethnography could also provide richer insights into real-time interactions between influencers and their followers.

Finally, future studies may extend these findings to other professional domains where authenticity and trust are critical, such as online education, telehealth communication, and virtual leadership. By broadening the scope of inquiry, researchers can continue to illuminate the complex interplay between identity, authenticity, and digital relationships in an increasingly mediated society.

CONCLUSION

This study explored how micro-influencers construct authenticity and build trust with Generation Z audiences within digital communication environments. The findings reveal that authenticity is a dynamic and socially negotiated process shaped by personal values, emotional labor, and audience expectations. By applying an interpretative phenomenological approach, the study provides deeper insights into the lived experiences of micro-influencers, addressing gaps left by previous quantitative and metrics-driven research. These findings contribute to a broader understanding of digital identity performance and highlight the significance of relatability and personal storytelling in fostering audience trust. The results also offer practical implications for brands, content creators, and policymakers in developing authentic digital engagement strategies. Future studies may expand this work by comparing cultural contexts or exploring authenticity across emerging platforms to further enrich theoretical and practical perspectives.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest regarding the publication of this article.

REFERENCES

- Alexander, E. C., de Silva, D., Clarke, R., Peachey, M., & Manikam, L. (2018). A before and after study of integrated training sessions for children's health and care services. *Health and Social Care in the Community*, 26(6), 801–809. Scopus. <https://doi.org/10.1111/hsc.12588>
- Clair, R. P. (2003). *Expressions of ethnography: Novel approaches to qualitative methods* (p. 303). State University of New York Press; Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-84896556900&partnerID=40&md5=d14cc6ba1608309f0398c418b0c86e4b>
- Daly, K. J. (2007). *Qualitative methods for family studies & human development* (p. 293). SAGE Publications Inc.; Scopus. <https://doi.org/10.4135/9781452224800>
- Dunleavy, V. O., Ahn, R. J., Grace, L. D., & Mayo, D. (2024). Acceptability and Feasibility of “Latinos Unidos”: A Microgame Resource Combatting Health Misinformation for Latinos Living with HIV. *Journal of Health Communication*, 29(5), 307–318. Scopus. <https://doi.org/10.1080/10810730.2024.2339238>
- Fenton, N. E., & Baxter, J. (2016). *Practicing Qualitative Methods in Health Geographies* (p. 266). Taylor and Francis; Scopus. <https://doi.org/10.4324/9781315601946>
- Gevarter, C., Groll, M., Stone, E., & Medina Najjar, A. (2021). A parent-implemented embedded AAC intervention for teaching navigational requests and other communicative functions to children with Autism spectrum disorder. *AAC: Augmentative and Alternative Communication*, 37(3), 180–193. Scopus. <https://doi.org/10.1080/07434618.2021.1946846>
- Guess, A. M., Lerner, M., Lyons, B., Montgomery, J. M., Nyhan, B., Reifler, J., & Sircar, N. (2020). A digital media literacy intervention increases discernment between mainstream and false news in the United States and India. *Proceedings of the National Academy of Sciences of the United States of America*, 117(27), 15536–15545. Scopus. <https://doi.org/10.1073/pnas.1920498117>
- Ispurwanto, W., Murti, T. R., Yunanto, K. T., Abraham, J., Nainggolan, T., & Nugroho, R. (2021). A performance model of the Indonesian national police: The role of communication apprehension, servant leadership, group cohesiveness, and silence behavior. *Humanities and Social Sciences Letters*, 9(4), 326–340. Scopus. <https://doi.org/10.18488/JOURNAL.73.2021.94.326.340>
- Johannessen, C. M., & Boeriis, M. (2021). Accelerating semogenesis: An ecosocial approach to photography. *Visual Communication*, 20(4), 527–551. Scopus. <https://doi.org/10.1177/1470357219887769>

- Keçeci, B., & Ümmet, D. (2025). A study of psychological violence in intimate partner relationships among university students: A mixed-methods research. *Humanities and Social Sciences Communications*, 12(1). Scopus. <https://doi.org/10.1057/s41599-025-04375-0>
- Leontovich, O., & Kotelnikova, N. (2022). A semiotic portrait of a big Chinese city. *Russian Journal of Linguistics*, 26(3), 701–720. Scopus. <https://doi.org/10.22363/2687-0088-31228>
- Liu, D., Baumeister, R. F., & Yang, C.-C. (2024). A meta-analysis on the relationship between the use of electronic media and psychological well-being. *Emerging Trends in Drugs, Addictions, and Health*, 4. Scopus. <https://doi.org/10.1016/j.etchd.2024.100162>
- Longhofer, J., Floersch, J., & Hoy, J. (2012). *Qualitative Methods for Practice Research* (p. 224). Oxford University Press; Scopus. <https://doi.org/10.1093/acprof:oso/9780195398472.001.0001>
- Ma, J., Li, H., Liang, C., Li, S., Liu, Z., & Qu, C. (2025). A brief virtual reality-based mindfulness intervention can improve olfactory perception while reducing depression and anxiety symptoms in university students. *Humanities and Social Sciences Communications*, 12(1). Scopus. <https://doi.org/10.1057/s41599-025-04584-7>
- Malinowski, C., Paredes, E., Housten, A. J., & Chavez-Macgregor, M. (2022). Advice from One Patient to Another: Qualitative Analysis of Patients' Perspectives About Chemotherapy Initiation. *Patient Preference and Adherence*, 16, 3283–3289. Scopus. <https://doi.org/10.2147/PPA.S385997>
- Moore, R. C., & Hancock, J. T. (2022). A digital media literacy intervention for older adults improves resilience to fake news. *Scientific Reports*, 12(1). Scopus. <https://doi.org/10.1038/s41598-022-08437-0>
- Moravec, V., Hynek, N., Skare, M., Gavurova, B., & Polishchuk, V. (2025). Algorithmic personalization: A study of knowledge gaps and digital media literacy. *Humanities and Social Sciences Communications*, 12(1). Scopus. <https://doi.org/10.1057/s41599-025-04593-6>
- Mukhlis, L. (2025a). A Phenomenological Study of Personal Spiritual Experiences in Navigating Religious Pluralism within Interfaith Communities. *Irfana: Journal of Religious Studies*, 1(6), 212–220.
- Mukhlis, L. (2025b). Spiritual Grounds for Economic Growth: A Qualitative Exploration of Rural Indonesian Women's Transformative Journeys Through Mosque-Led Empowerment Programs. *Servina: Jurnal Pengabdian Kepada Masyarakat*, 1(8), 289–298.
- Mukhlis, L., & Abdullah, M. N. (2025). *Hukum Keluarga Islam di Indonesia* (1st ed.). Mukhlisina Revolution Center.
- Mukhlis, L., Arifin, T., Ridwan, A. H., & Zulbaidah. (2024). Integrating Artificial Intelligence and Maqāṣid al-Syarī'ah: Revolutionizing Indonesia's Sharia Online Trading System. *Computer Fraud and Security*, 2024(11), 301–309. <https://doi.org/10.52710/cfs.238>

- Mukhlis, L., Arifin, T., Ridwan, A. H., & Zulbaidah. (2025). Reorientation of Sharia Stock Regulations: Integrating Taṣarrufāt al-Rasūl and Maqāṣid al-Sharī‘ah for Justice and Sustainability. *Journal of Information Systems Engineering and Management*, 10(10s), 58–66. <https://doi.org/10.52783/jisem.v10i10s.1341>
- Mukhlis, L., Arifin, T., Ridwan, A. H., Zulbaidah, Rosadi, A., & Solehudin, E. (2025). Reformulation of Islamic Stock Law: The Application of Taṣarrufāt al-Rasūl and Maqāṣid al-Syarī‘ahto Develop a Dynamic and Sustainable Islamic Capital Market in Indonesia. *Journal of Posthumanism*, 5(3), 1–13. <https://doi.org/10.63332/joph.v5i3.913>
- Mukhlis, L., Janwari, Y., & Syafe‘i, R. (2023). INDONESIA STOCK EXCHANGE: THEORETICAL AND PHILOSOPHICAL ANALYSIS OF MUDHARABAH AND MUSYARAKAH CONTRACTS. *Yurisprudencia: Jurnal Hukum Ekonomi*, 9(2), 243–264. <https://doi.org/10.24952/yurisprudencia.v9i2.8466>
- Mukhlis, L., Maryam, S., & Sormin, S. A. (2023). Model Pembelajaran Living History Berbasis PjBL Untuk Meningkatkan Keterampilan Histografi Mahasiswa. *Jurnal Educatio FKIP UNMA*, 9(4), 1800–1809. <https://doi.org/10.31949/educatio.v9i4.5595>
- Mukhlis, L., & Saidah, Y. (2025). Dynamics of Nature-Based learning in Developing Children’s Motoric Skills: Teacher and Parent Perspectives. *HUMANISMA: Journal of Gender Studies*, 9(1), 64–79. <http://dx.doi.org/10.30983/humanisme.v4i2.9366>
- Mukhlis, L., Suradi, Janwari, Y., & Syafe‘i, R. (2023). Sosialisasi Saham Syariah sebagai Instrumen Pengembangan Ekonomi Masyarakat di Badan Kontak Majelis Taklim (BKMT) Kabupaten Mandailing Natal. *Jurnal Pengabdian Multidisiplin*, 3(2), 2–9. <https://doi.org/10.51214/japamul.v3i2.604>
- Munger, K. (2020). All the News That’s Fit to Click: The Economics of Clickbait Media. *Political Communication*, 37(3), 376–397. Scopus. <https://doi.org/10.1080/10584609.2019.1687626>
- Murphy, E., & Dingwall, R. (2017). *Qualitative methods and health policy research* (p. 230). Taylor and Francis; Scopus. <https://doi.org/10.4324/9781315127873>
- Nadav-Carmel, H., & Lev-On, A. (2024). A Cognitive Map of Sexual Violence Victims’ Decision-Making: Understanding the Preference for Social Media over Formal Legal Avenues—Insights from Media Consultants. *Social Sciences*, 13(9). Scopus. <https://doi.org/10.3390/socsci13090480>
- Nguyen, Y. T. H., & Nguyen, H. V. (2021). An alternative view of the millennial green product purchase: The roles of online product review and self-image congruence. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 231–249. Scopus. <https://doi.org/10.1108/APJML-10-2019-0612>
- Pamungkas, H., Darsono, D., Supriyadi, S. U., Padmaningrum, D., & Jumanto, J. (2024). A SUSTAINABILITY PROJECT: COLLABORATION OF A CAMPUS TV STATION AND

- A GREAT MOSQUE. *Revista de Gestao Social e Ambiental*, 18(1). Scopus. <https://doi.org/10.24857/rgsa.v18n1-160>
- Potdevin, D., Clavel, C., & Sabouret, N. (2021). A virtual tourist counselor expressing intimacy behaviors: A new perspective to create emotion in visitors and offer them a better user experience? *International Journal of Human Computer Studies*, 150. Scopus. <https://doi.org/10.1016/j.ijhcs.2021.102612>
- Tanantong, T., & Ramjan, S. (2021). An association rule mining approach to discover demand and supply patterns based on Thai social media data. *International Journal of Knowledge and Systems Science*, 12(2), 1–16. Scopus. <https://doi.org/10.4018/IJKSS.2021040101>
- Zewude, G. T., Natnael, T., Woreta, G. T., & Bezie, A. E. (2025). A Multi- Mediation Analysis on the Impact of Social Media and Internet Addiction on University and High School Students' Mental Health Through Social Capital and Mindfulness. *International Journal of Environmental Research and Public Health*, 22(1). Scopus. <https://doi.org/10.3390/ijerph22010057>