

11TH EUROPEAN
COMMUNICATION
CONFERENCE

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BRNO, CZECH REPUBLIC

E C C
SHIFTING
GROUNDS
2026

PATHS,
CONNECTIONS,
AND FUTURES

GRANFLUENCERS IN THE SPANISH-SPEAKING WORLD:

Algorithmic agency, expressive labour and age politics
across TikTok, Instagram and Youtube

Sender Godoy & Paloma Contreras-Pulido

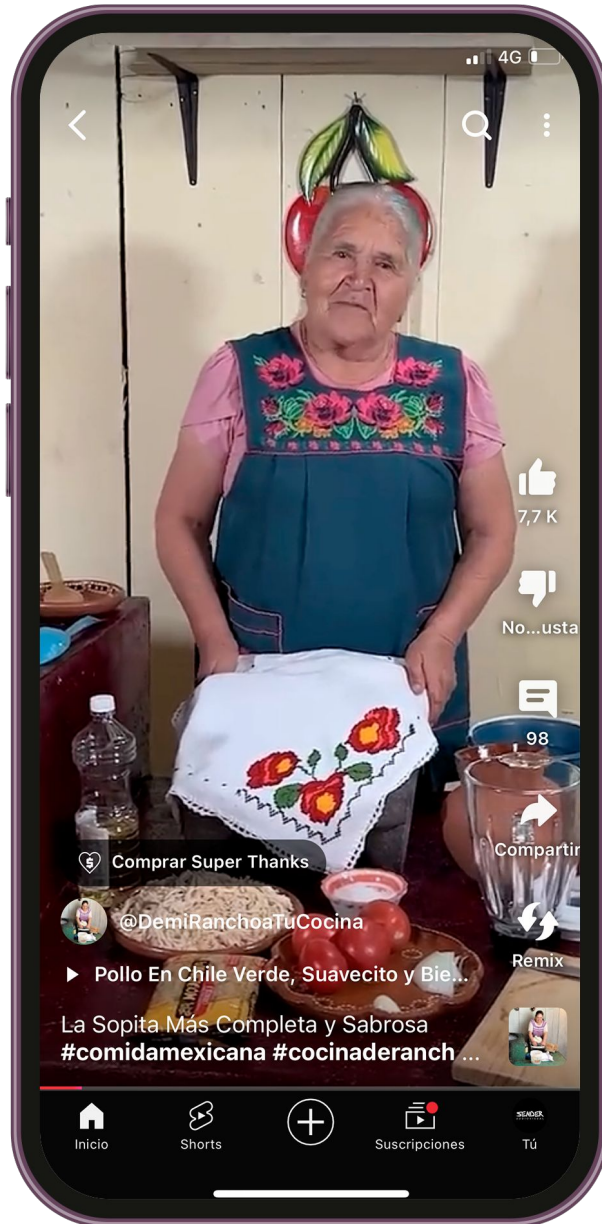
INTRODUCTION

By 2050, the total number of people over 65 in less developed countries is expected to almost triple, while in other developing countries it will more than double.

United Nations (2024)

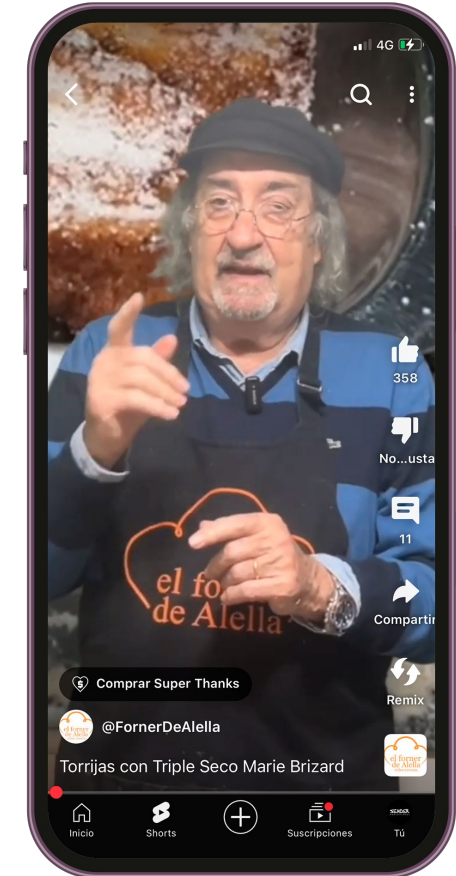
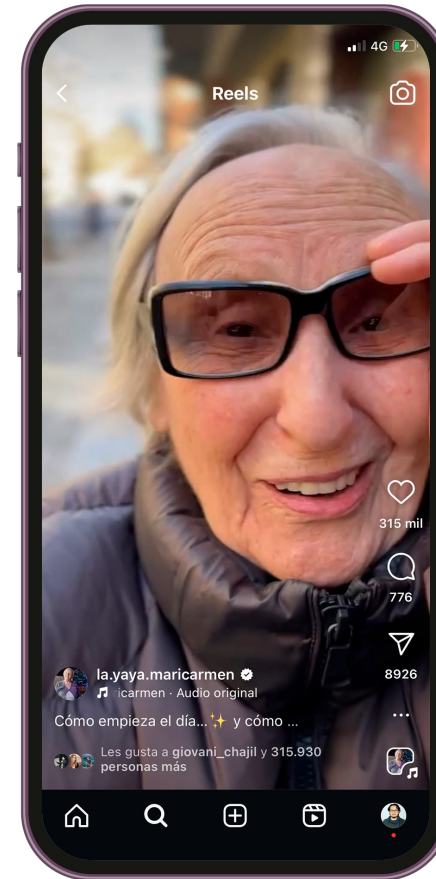
For some older adults, the internet and social media are powerful tools for self-expression and connecting with others.

Antunes et al. (2022)



OBJECTIVE

Discover the recurring themes of granfluencers and analyze how they participate in today's digital ecosystem.



METHOD



RESULTS

7 CATEGORIES

Self-representation (AUT)

Ng e Indran, 2022
Ng e Indran, 2023a
Metzger, 2023
Schroeder et al., 2023
Varjakoski, 2023

Ageism (EDD)

Amaral and Daniel 2018
Antunes et al., 2022
Givskov e Deuze, 2018.
McHugh, 2003
Ng e Indran, 2022

Gender Stereotypes (EDG)

Amaral e Daniel, 2018
Amaral et al., 2021
Ng e Indran, 2022
Ng e Indran, 2023b
Varjakoski, 2023

Senior Marketing (MKS)

Antunes, et al., 2022
Nadia et al., 2022
Varjakoski, 2023

Entertainment (ENT)

Ferreira et al., 2017
Martin et al., 2023

Daily Activities (ACC)

Ferreira et al., 2017
Jarrar, 2023
Ng e Indran, 2023b
Vroman et al., 2015

Health and Emotions (SYE)

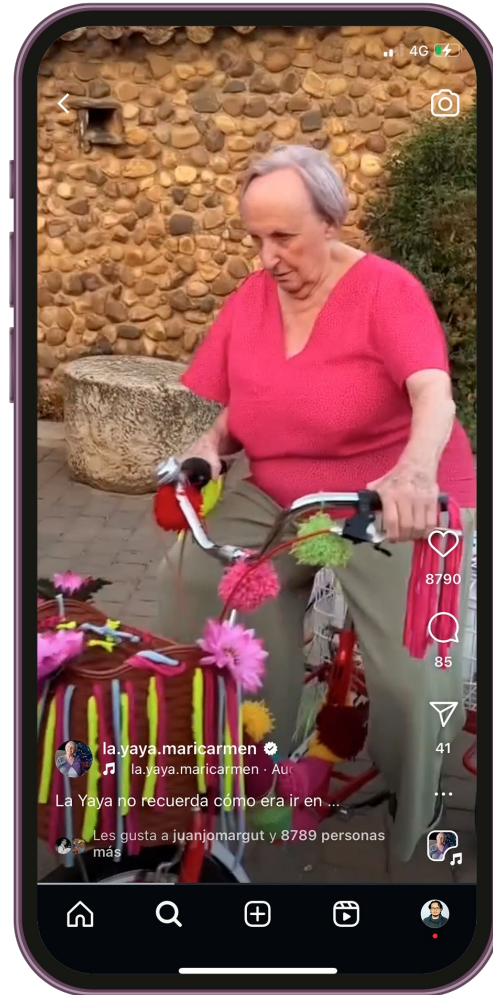
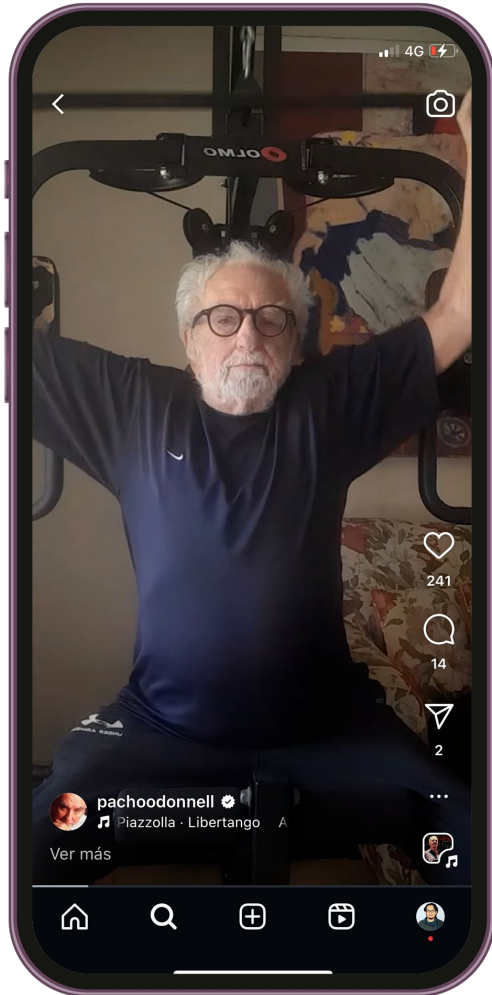
Ferreira et al., 2017
Jarrar, 2023
Metzger, 2023
Schroeder et al., 2023
Vroman et al., 2015

RESULTS

Platform	Username	Age	Sex	Country	Followers	Categories
	 @conbuenhumor	83	F	 ESPAÑA	9,5 M	AUT, EDD, MKS, ENT, ACC, SYE.
	 @mulero_ok	80	M	 ESPAÑA	239,3 K	AUT, EDD, ENT, SYE.
	 @la.yaya.maricarmen	84	F	 ESPAÑA	228 K	AUT, EDD, MKS, EDG, ENT, ACC, SYE.
	 @pachoodonnell	82	M	 ARGENTINA	74,4 K	AUT, EDD MKS, ACC, SYE.
	 @DemiRanchoaTuCocina	74	F	 MEXICO	4,39 M	AUT, EDG, ENT, ACC, SYE.
	 @FornerDeAlella	no age	F and M	 ESPAÑA	489 K	AUT, MKS, ENT, ACC, SYE.

Self-representation (**AUT**), Ageism (**EDD**), Gender Stereotypes (**EDG**), Senior Marketing (**MKS**), Entertainment (**ENT**), Daily Activities (**ACC**), Health and Emotions (**SYE**)

CONCLUSIONS



- The **deconstruction of stereotypes** about old age, as proposed by Amaral and Daniel (2018), is crucial.
- Among the six profiles analyzed, @la.yaya.maricarmen stands out for **challenging the image of inactivity and dependency**, and for addressing topics like love and libido.
- Four of the six profiles have done advertising, highlighting some older adults as 'granfluencers' (Antunes et al., 2022).
- The study highlights older adults' activism in demystifying stereotypes and their contribution to **thematic diversity and online dialogue**.

THANK YOU!



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