

REGLAB RADAR

From the Feed to the Plenary

the debate on the regulation of digital influencers in the National Congress



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We are a **private research center specializing in the media and technology sector**, supporting companies, associations, and policymakers in making strategic decisions based on data and evidence.

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The Radar Series by Reglab presents **visual reports that blend qualitative and quantitative data**, offering a contextualized view of specific phenomena.

Radar aims to synthesize complex information into an accessible format, aiding the understanding of emerging trends and agendas through visual and graphic design resources.



engage.hub

Intelligence Center on Influence & Society



Engage.hub is **Reglab's applied research center** that investigates the social, economic, and regulatory impacts of **influencer marketing and digital creation**. Our goal is to improve the market and public policies through more **data and evidence**.



Acknowledgements



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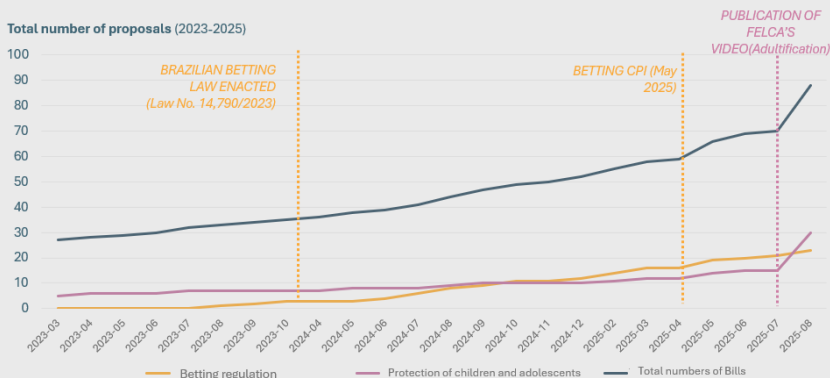
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From the Feed to the Plenary: the debate on influencer regulation in the National Congress

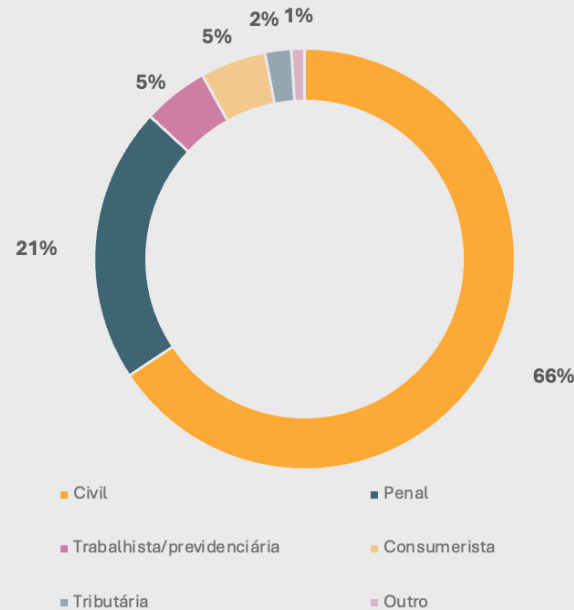
Congress regulates influencers more by what they publish than by what they represent

We analyzed **88 bills on digital influencers** (2015–2025) and found a fragmented and reactive legislative field, **marked by vague definitions and a focus on content control**. Most proposals ignore the socioeconomic dimension of the activity. The definitions of “influencer” are broad and imprecise, **and few bills establish clear requirements or guarantee concrete rights for the category**.



Civil law rules prevail, but criminal liability stands out unexpectedly.

Obligations related to content and advertising stand out among the subtopics of the bills, with a significant number of proposals establishing criminal liability for actors in the influencer marketing sector.



The influencer is recognized in theory but portrayed in practice as a social risk.

The analysis of the bills’ statements of reasons reveals an ambiguous construction: at times, the influencer is recognized as a legitimate professional, **but more often described as a social risk**. The texts emphasize negative actions such as fraud, exploitation, and addiction, while erasing archetypes of legitimacy and social function.

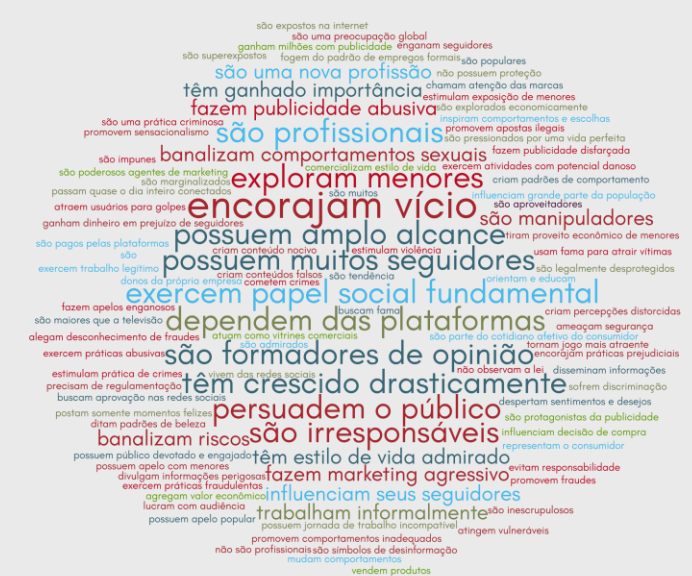


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introduction

Brazil is the country with the largest number of digital influencers in the world. There are 3.8 million content creators, nearly 16% of all influencers on the planet. To grasp the scale of this phenomenon: **there are more professionals working in influence in Brazil than doctors, lawyers, or engineers** with active professional registrations. This is not just a curious fact but **a portrait of a profound transformation in society.**

This influence is not limited to social media. Between 2015 and 2025, the National Congress received **88 bills** seeking to regulate the activity — none of which have been approved. The Felca case in 2025 accelerated the debate but did not create the issue; the discussion had been building up for years, reflecting the **difficulty of legally framing a phenomenon that constantly changes.** Even the Digital Child and Adolescent Statute (ECA Digital), presented as a direct response to the incident, does not explicitly mention influencers.

What these bills reveal goes beyond isolated responses to controversies. They show how Parliament — and part of society — perceives digital influencers: at times as legitimate professionals and drivers of the digital economy; **at others as a social and cultural threat that must be contained.** This tension between legitimation and distrust runs through both the texts of the proposals and the legislators' statements of justification.

This study focuses on that dynamic. We systematically analyzed the content and discourse of the 88 bills, **mapped patterns, classified approaches, and identified the meanings legislators attribute to digital influencers.** The goal is to strengthen the debate by providing evidence that helps companies, platforms, content creators, and policymakers better understand the environment in which they operate.

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Who are Brazil's digital influencers?

Contrary to the popular image of people in their twenties, most are in their thirties. Cisgender women largely dominate the sector, and ethnic diversity is also reflected in the numbers. In terms of engagement, nano-influencers (1K–10K followers) generate more than twice the interaction of larger profiles, and Brazil has the highest global rate of purchases based on influencer recommendations.

36%

between 30-39 years old, and 21% between 16-24 years old

74.7%

are cisgender women *

49%

are white, 31% brown and 16% black

3.2%

Engagement rate of nano-influencers

73%

buy based on influencer recommendations

It is a market of 20 billion reais, which has grown about 43% in the last year.

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researched universe

88

BILLS

87 from the Chamber and
1 from the Senate*

10

YEARS

analysis period
2015 to August **2025**

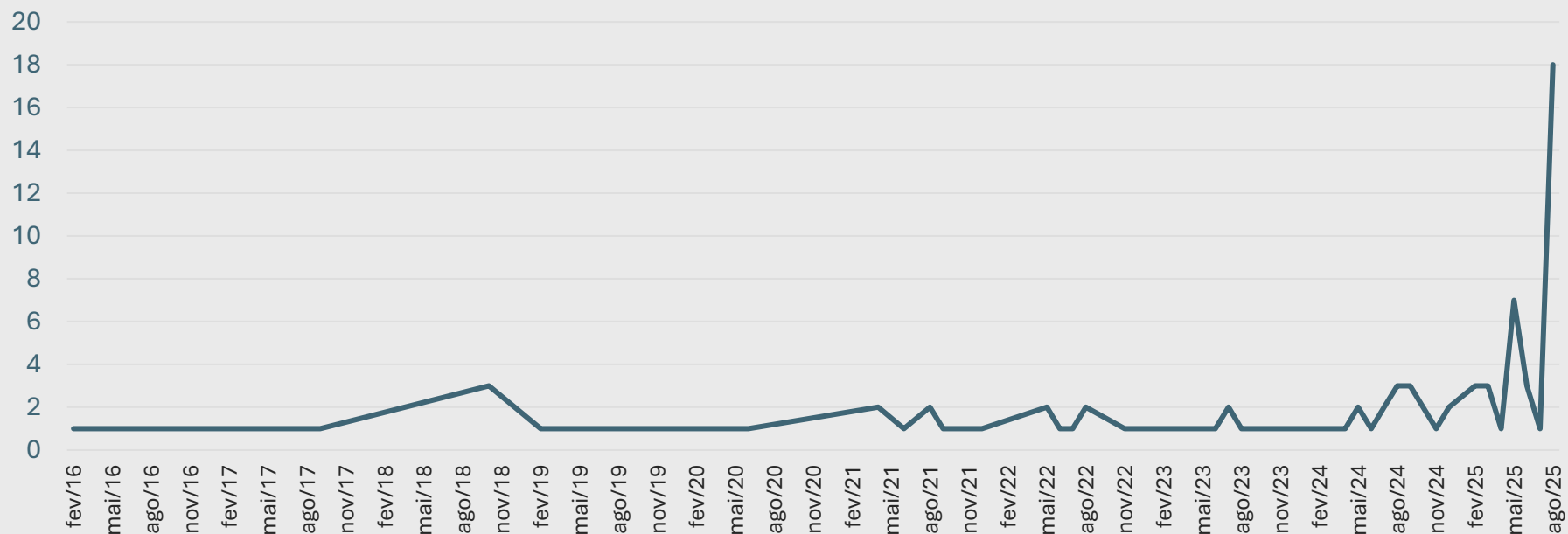
* The near-total concentration of bills in the Chamber (where, in general, about 80% of proposals originate) is noteworthy. Two hypotheses deserve investigation: (i) whether media and consumer-related topics tend to concentrate more in the Chamber, as it is more responsive to local pressures; and (ii) whether the Senate engages only when debates reach a higher level of maturity.

despite the constant trend, parliamentary activity is quite reactive

between 2015 and 2023, **legislative initiatives were punctual**, with an average of 1 to 2 projects per year, but **consistent**, without prolonged hiatuses that would indicate parliamentary disinterest in the topic. From 2024 onwards, the pattern changes: production increases rapidly, **with 2025 registering more propositions than 2015 and 2022 combined.**

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Proposals per month (2016-2025)

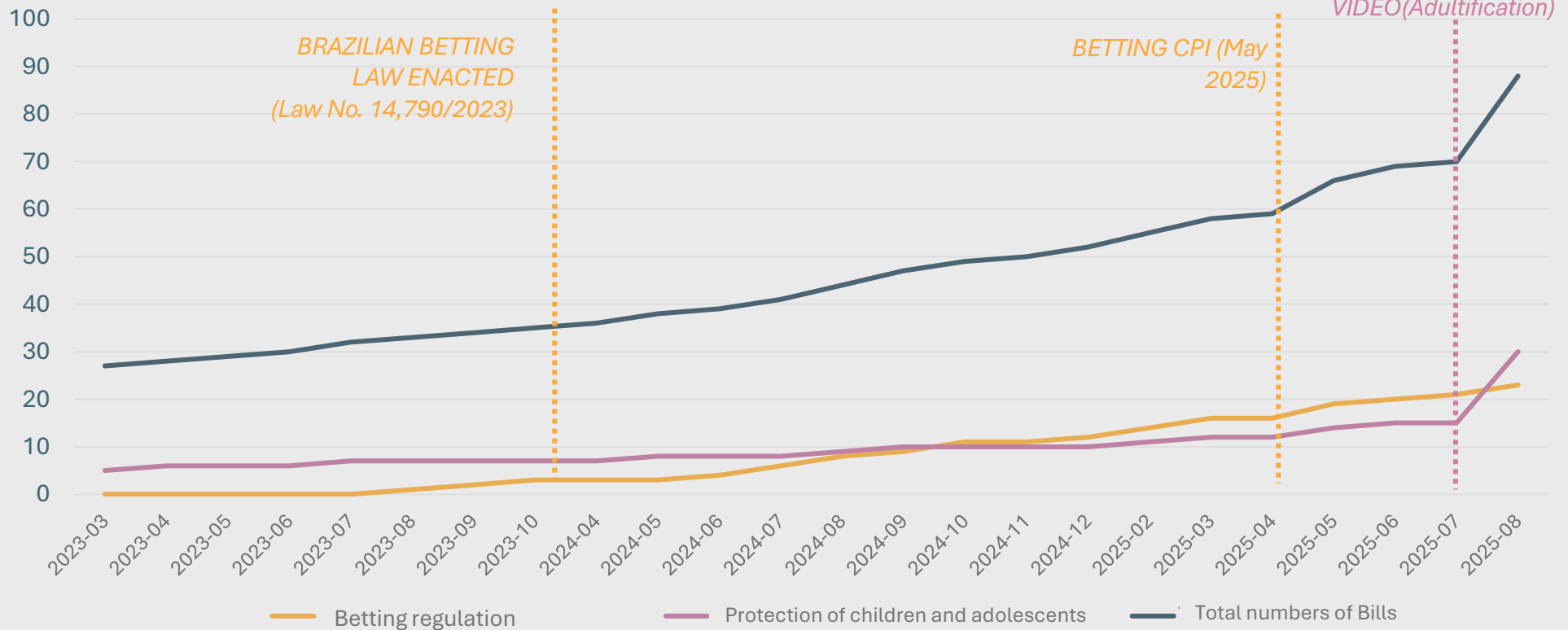


Virginia's testimony at the Bets CPI and the Felca case had a direct impact on the volume of bills

This shows how Congress reacts not only to topics of interest and media repercussion, **but also to digital influencers themselves.**

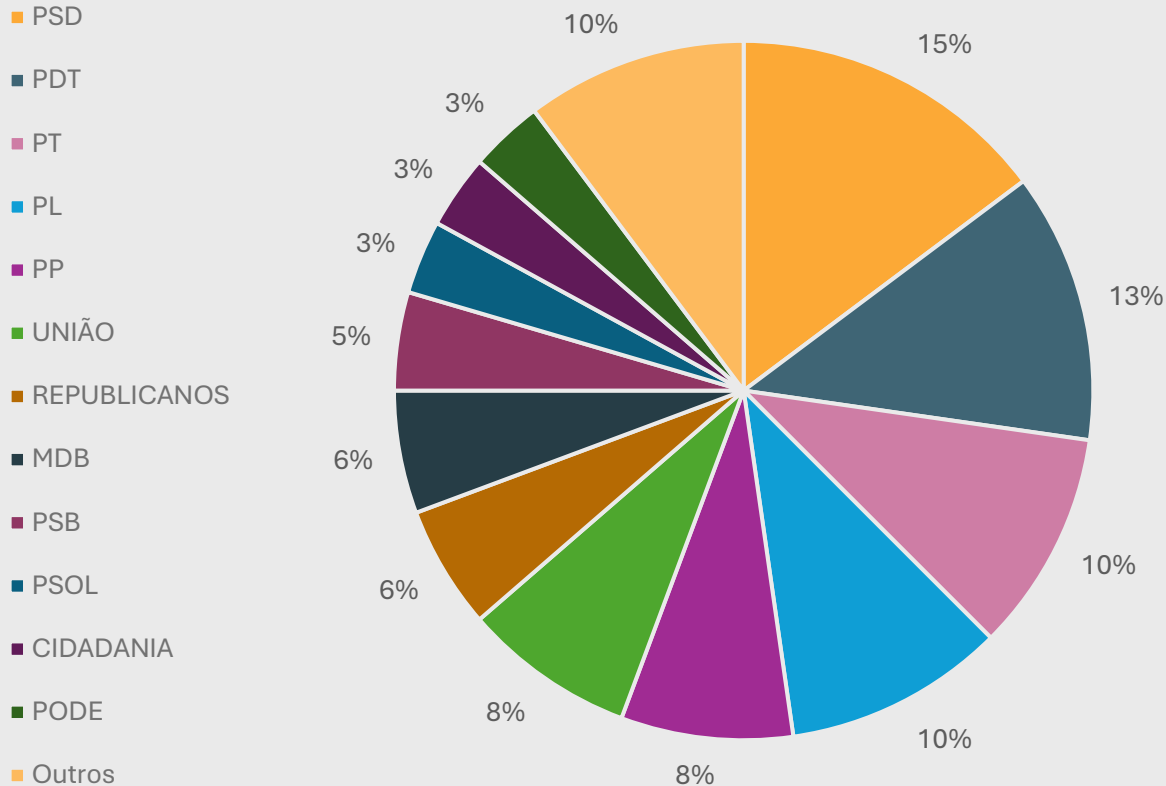
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Total number of proposals (2023-2025)



bills cross different political spectrums and mobilize almost all parties

Proposals by party (2015-2025)



The bills are presented by parliamentarians from different political parties, demonstrating that the **matter transcends specific ideological positions**. The party distribution does not show any relevant deviation in relation to the composition of Congress itself.

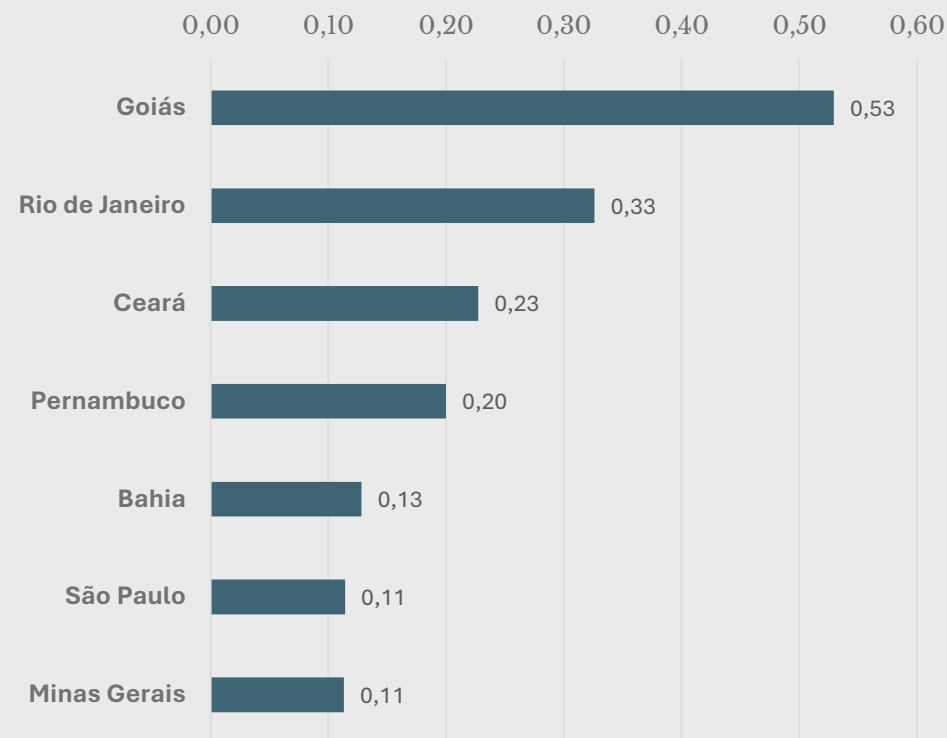
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RJ stands out as the state that most proposes rules to regulate digital influencers

Rio de Janeiro leads the ranking of bills on digital influencers: **there were 16 proposals between 2015 and 2025**, followed by Goiás (9), São Paulo (8), Minas Gerais (6) and Ceará, Pernambuco and Bahia (5 each). But the highlight goes beyond the absolute volume. But, when we consider the relationship between the number of proposals and the state bench, Goiás stands out: **there are approximately two deputies for each PL presented** – a proportion much higher than that of other states, including Rio.

The national record holder is Marcos Tavares (PDT) from Rio de Janeiro, with 4 proposals, followed by Hugo Leal (PSD), Pedro Paulo (PSD) and Talíria Petrone (PSOL), all from Rio and with 2 each. Furthermore, **62% of Rio de Janeiro's proposals deal with content regulation**, more than double the national average.

Bills by Member of Congress (State)

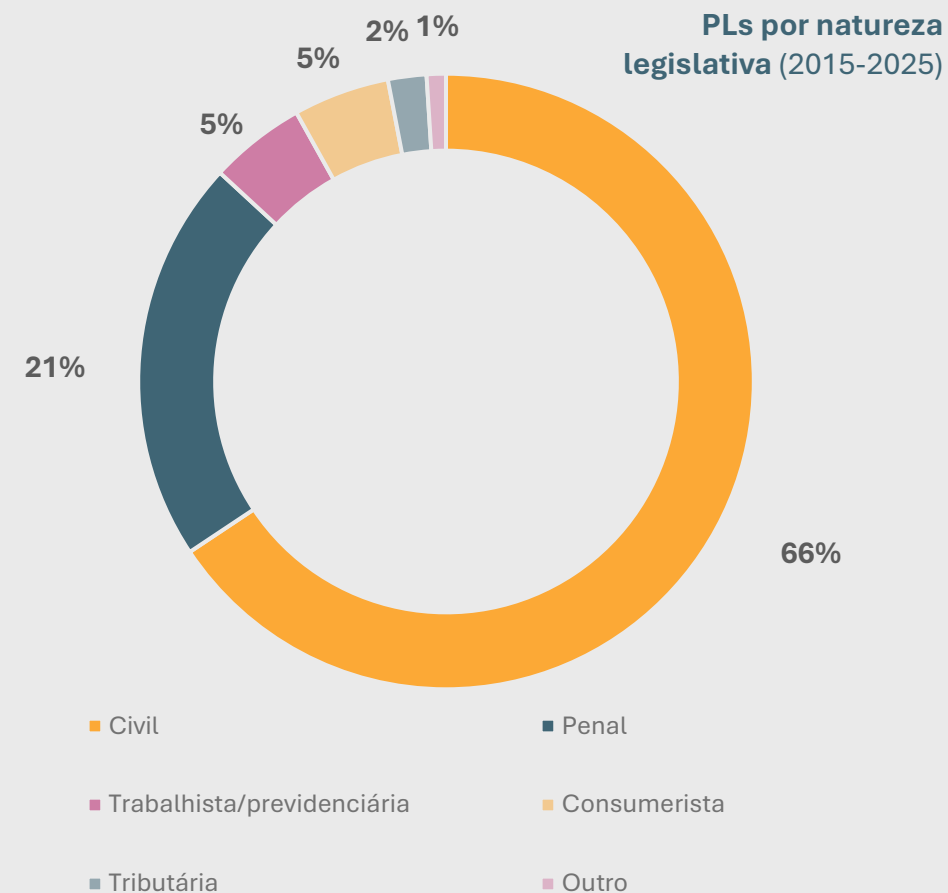


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more than 1/5 of bills seek to create criminal rules for influencers, in the wake of the Felca Case

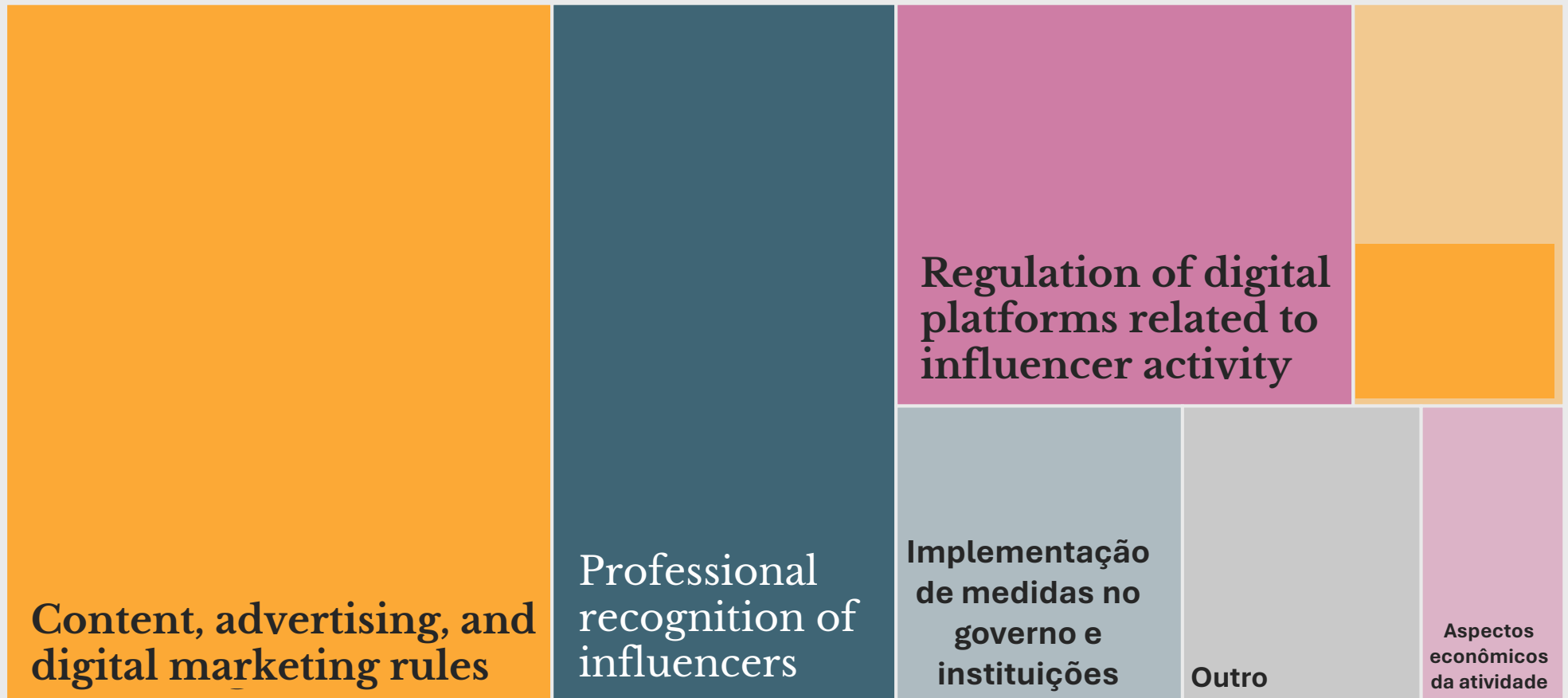
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Although the majority of bills deal with civil law issues, **the number of proposals in the criminal sphere is impressive**: of the 21 bills presented, 12 were presented in 2025 and 9 of them deal with the protection of children and adolescents, indicating a direct relationship with the YouTuber Felca's video in parliamentarians' concern with criminalizing conduct committed against minors.



the themes of the projects are diverse...

Bills for theme (2015-2025)

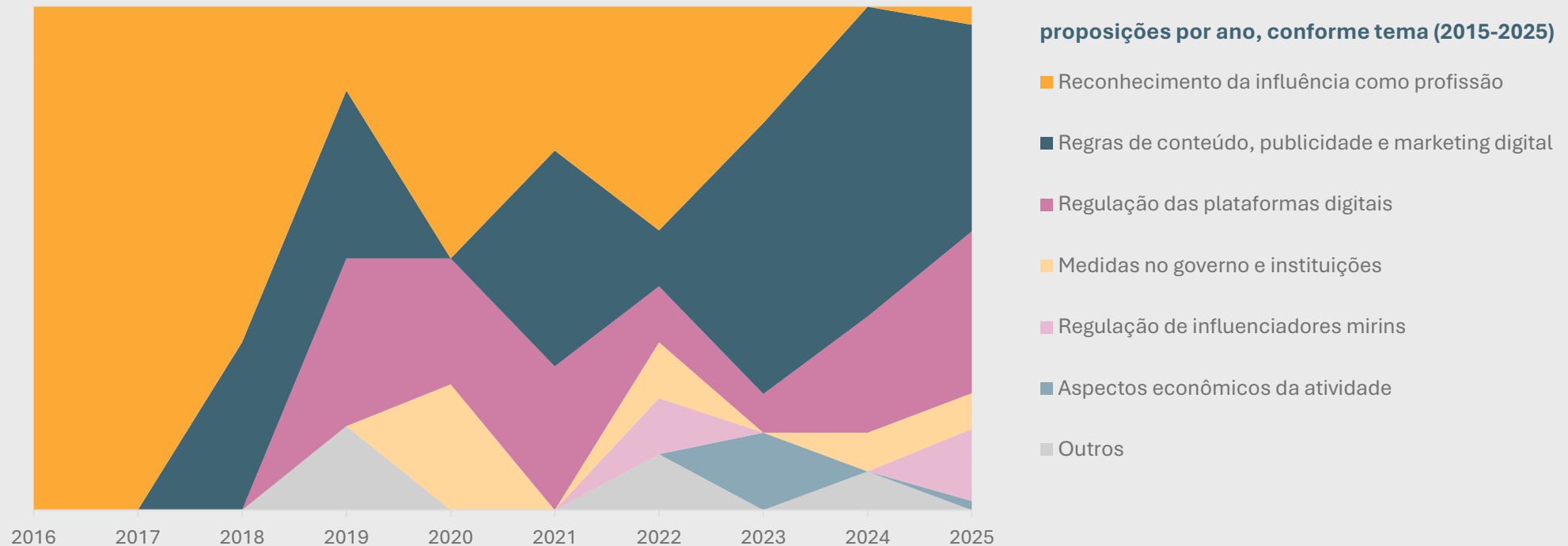


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...but interest in these topics has varied over the last 10 years

The tone of legislative activity has transformed over time. The proposals initially sought to recognize digital influence as a profession and structure its legal bases. In recent years, however, **the debate has shifted to content regulation and platform control**. This turn signals a change of perspective: from a potential engine of economic and social development to an object of distrust and state control.

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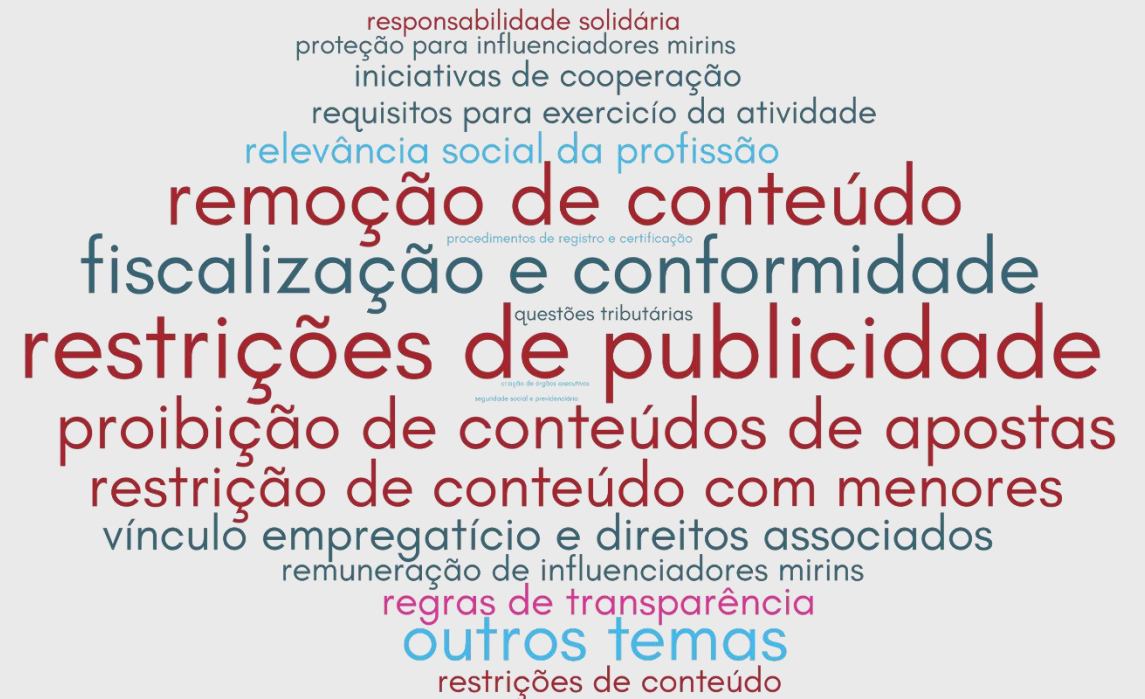


restrictions on activity and content stand out among the subthemes of the bills

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Among the projects analyzed, 17 (19.3%) mention the **creation of inspection and compliance mechanisms**: although they deal with influencers, they directly regulate digital platforms.

Furthermore, **projects related to betting stand out**: Of the 12 proposals that mention the responsibility to remove specific content, 5 of them are about betting.



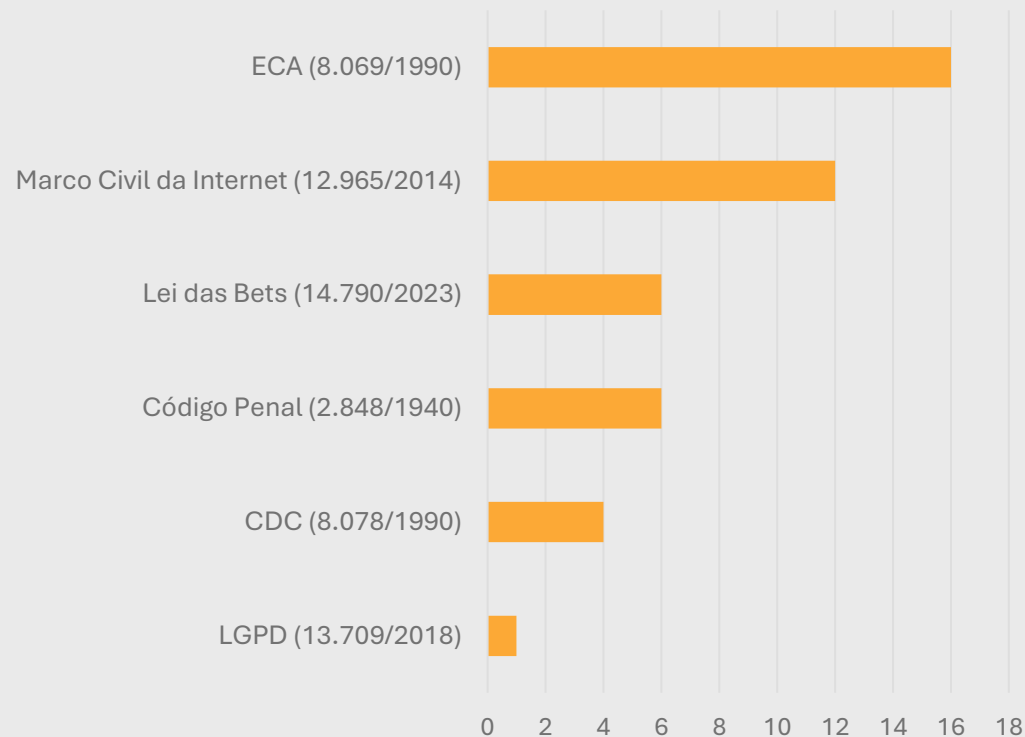
half of the bills propose new legislation, and the Felca case generated interest in changing the ECA

Among all the texts analyzed, **most of the proposals for legislative changes were presented in 2025 and focused on child and youth protection.**

As for the Marco Civil da Internet, 6 of the 12 changes (50%) followed in the same direction; and, finally, the only change proposed to the LGPD during the period analyzed also focused on child and youth protection in the digital environment.

The **Bets Law**, in turn, **had 4 of its 6 amendment proposals concentrated in 2025**, reflecting a legislative reaction to the repercussion of the events of the Bets CPI.

Legislações modificadas pelos PLs



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bills seek to define what an influencer is – and there is no consensus

Of the bills analyzed, **40% propose definitions for digital influencers**. However, the most frequently cited characteristics - use of digital platforms, information sharing, and content creation and publication - **can apply to any social media user**.

This generic approach creates a problem: **most bills fail to distinguish professional influencers from ordinary users**.

possuir volume de visualizações
 possuir audiência relevante
 possuir personalidade física ou jurídica
 promover marcas, serviços ou causas
 referenciar conteúdos já disponíveis na internet
 influenciar comportamento, opiniões e decisões de terceiros
 monetizar ou possuir finalidade econômica
 compartilhar informações e opiniões
 usar plataforma digital
 engajar o público
 usar vídeos para veiculação de informações
 criar e publicar de conteúdo
 usar imagens e textos para veicular informações
 publicar com habitualidade
 vender bens e serviços de qualquer natureza
 publicar material jornalístico

other bills seek to establish specific requirements - generally in a broad and fragmented manner

15% of the bills analyzed establish requirements for practicing the profession of digital influencer.

However, only three requirements are mentioned in two proposals each: **a college degree in the field of activity, nationality or regularized documentation, and the protection of children's rights.**

The dispersion of criteria suggests that Congress is still unable to clearly define what is required to be a digital influencer.

“

Art. 3 The exercise of the professions referred to in items I and II of the previous article is **reserved for Brazilian nationals holding a recognized undergraduate degree** in Journalism or in Social Communication with a specialization in Journalism.

PL 929/2020

”

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the bills focus more on creating obligations than on guaranteeing rights

Although there are 22 references to recognizing influence as a profession, rights for influencers appear less frequently in the texts, and **only 16 (18%) include specific rights for digital influencers. The most commonly cited are:**

- **Fundamental rights (5 mentions)**

"Art. 1º Esta Lei regula a atuação de crianças e adolescentes como influenciadores digitais em plataformas digitais, com o objetivo de proteger seus direitos fundamentais, garantir sua integridade física (...)" - PL 2310/2025

- **limitation on working hours (3 mentions)**

"Art. 11. A duração normal do trabalho dos Youtubers Profissionais não excederá 6 (seis) horas diárias e 30 (trinta) horas semanais (...)" - PL 10938/2018

- **prohibition of harmful works (3 mentions)**

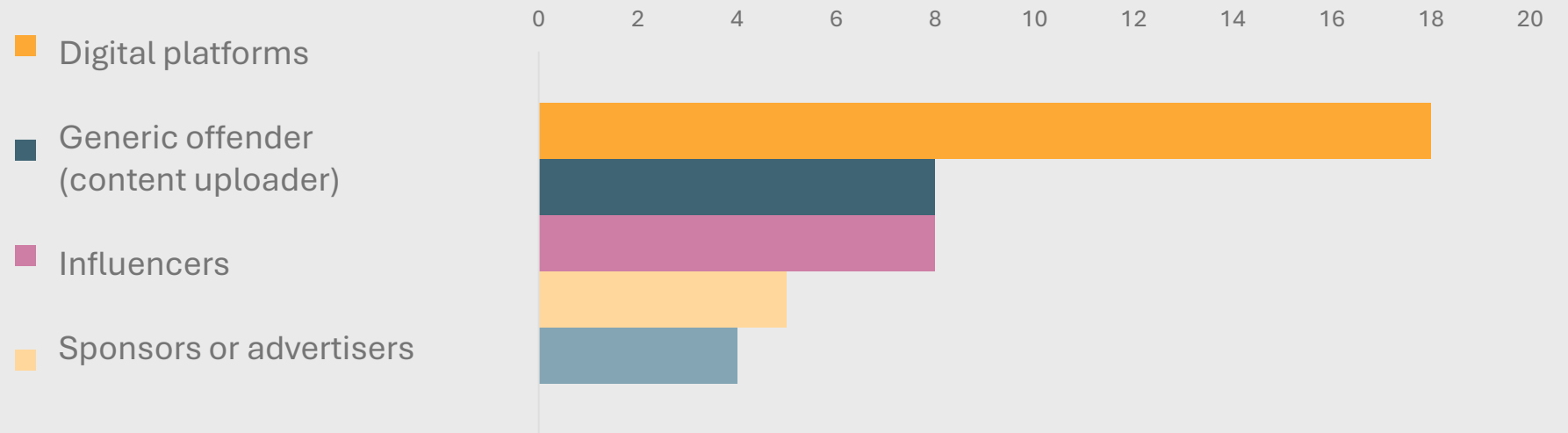
"É vedada a exposição de crianças e adolescentes em conteúdos digitais, com ou sem fins de monetização, quando tal exposição (...)" - PL 3876/2025

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bills on influencers are also used to assign liability to digital platforms

Although the bills address the issue of influencers, **liability often falls on digital platforms**. The influencer is the second most frequently mentioned party held responsible.

Civil Liability by Responsible Actor (2015-2025)



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examples of liability

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“

Art. 8 Digital platforms that monetize content produced by child influencers shall be jointly liable for the direct transfer of income to the account mentioned in Article 7, under penalty of fines and suspension of activities in Brazil.

Bill 1362/2021 (Digital platforms)

”

“

Art. 4 Noncompliance with the provisions of this law shall subject offenders to the following penalties, without prejudice to other applicable sanctions:
I – Administrative fine of up to R\$ 100,000 (one hundred thousand reais) for companies;
II – Administrative fine of up to R\$ 50,000 (fifty thousand reais) for individuals, including digital influencers (...).

Bill 2682/2024 (Generic Infrator)

”

“

Art. 5 The digital content creator is liable for damages caused to third parties, both in the civil and criminal spheres, arising from their publications.

Bill 1547/2023 (Influencer)

”

“

Art. 5 Sponsors and other advertisers who fail to comply with the rule on deposits into a specific account, as provided in Article 4 of this law, shall be fined an amount equivalent to up to 1,000 (one thousand) basic food baskets, calculated based on the value published by the Consumer Protection and Defense Program (Procon) in the capital of the state where the minor resides.

Bill 2259/2022 (Sponsors or advertisers)

”

28.4% of the bills establish criminal liability - including possible prison sentences.

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25 of the bills analyzed provide for criminal liability. Among these,

21 provide for a prison sentence...

the behaviors that can lead influencers to imprisonment include...

participation of children in audiovisual recordings without judicial authorization
(criminalized in 1 text)

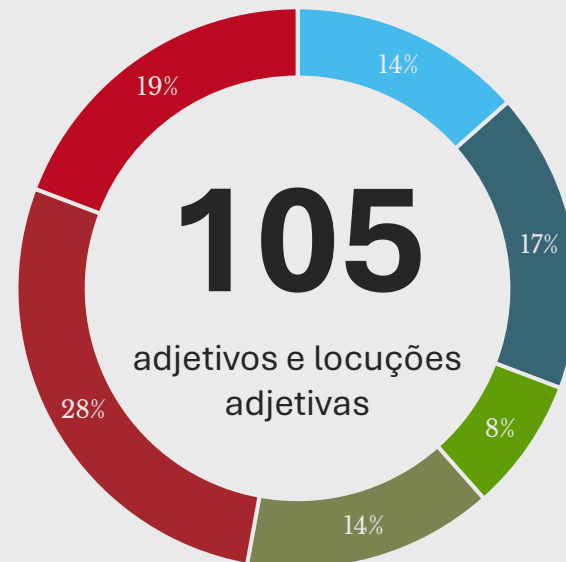
dissemination and exploitation of games and betting by digital influencers
(criminalized in 5 texts)

Among these, 1 bill prohibits the promotion of private activities of a doctor, aesthetic procedure and smoking, in addition to content about betting.

and what do parliamentarians think about influencers?

To answer this question, we used **discourse analysis**, a method that studies language within its social context. We examined **the statements of reasons from the 87 bills**, identifying how their authors characterize and qualify influencers. The goal is to reveal the **constructions of meaning and the social effects of discourse on the regulation of digital influencers**.

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Semantic fields

- Reconhecimento e Profissionalização
- Popularidade, Alcance e Influência
- Mercantilização e Economia da Influência
- Vulnerabilidade e Precariedade
- Risco Social, Moral e Cultural
- Criminalização e Fraude

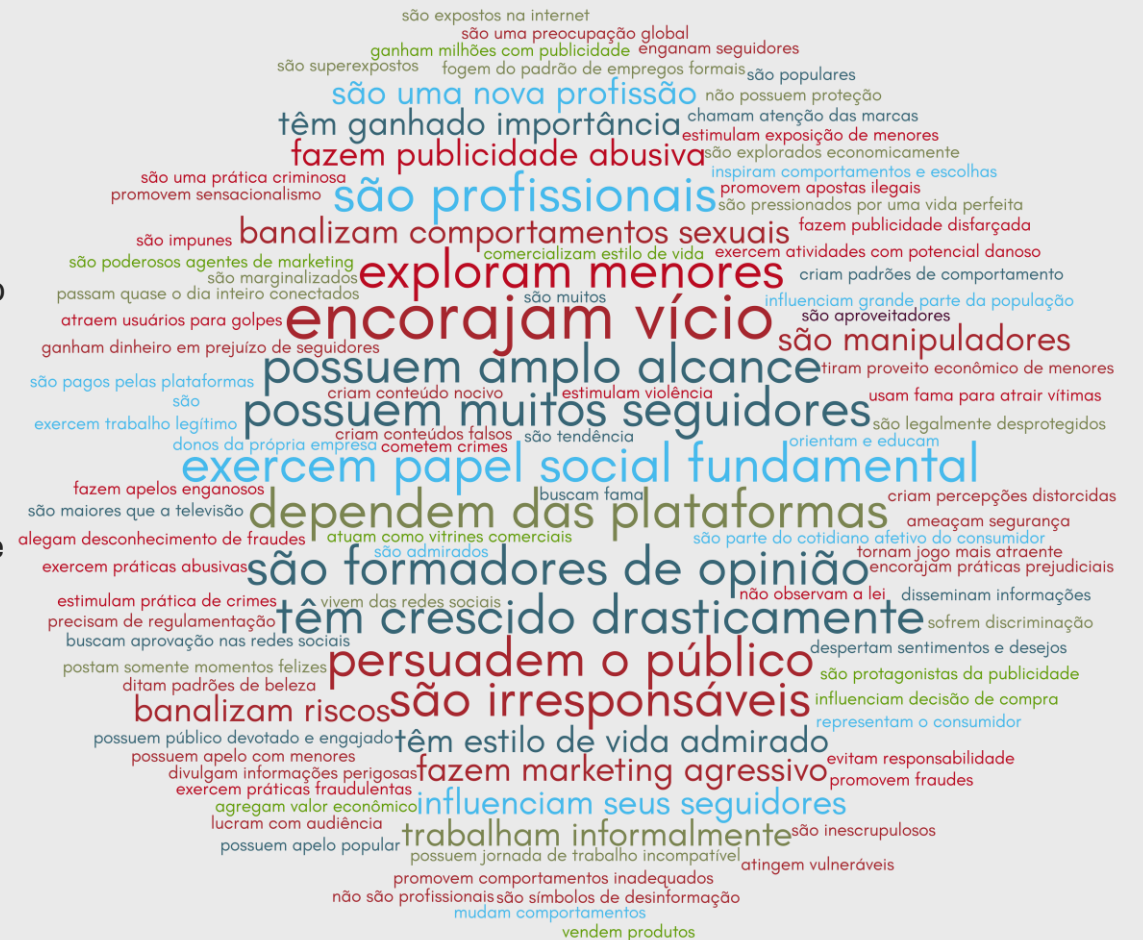
Congress constructs the influencer between legitimation and social threat.

The data show that discourses of **professionalization and relevance** coexist with narratives of **vulnerability and risk**.

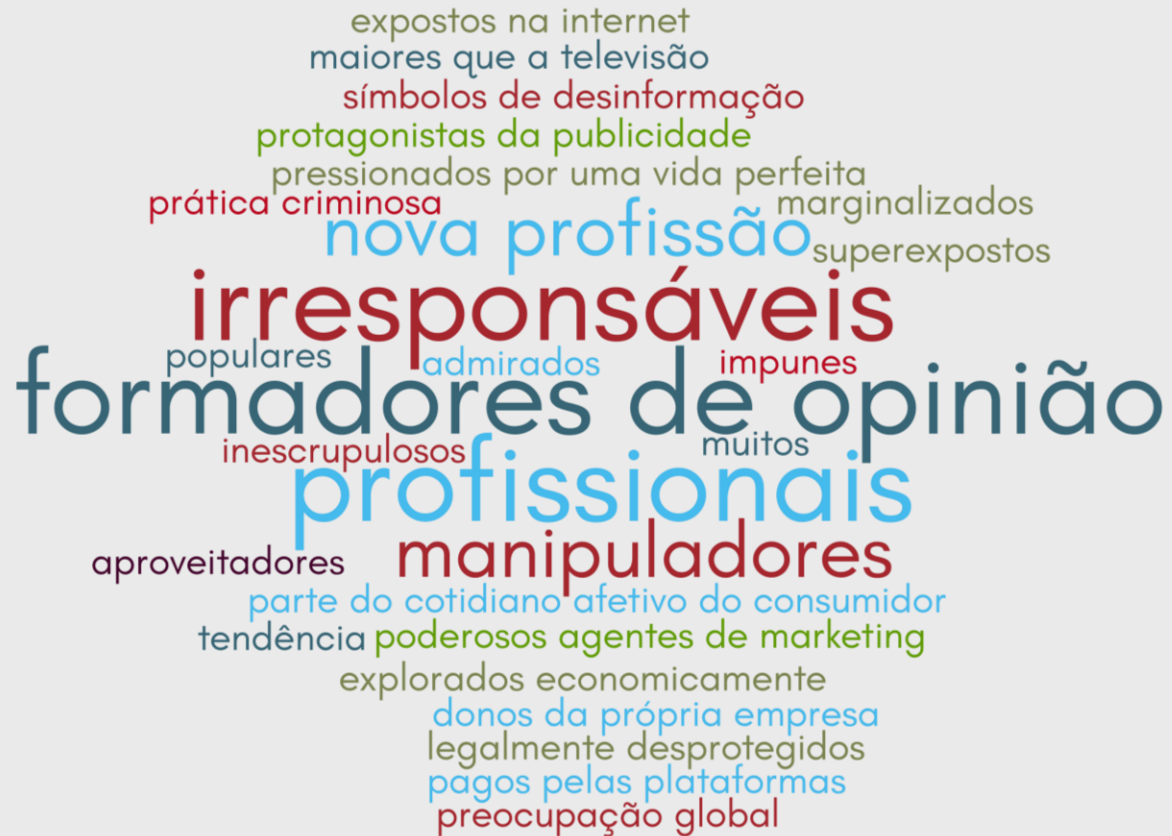
However, this duality should be interpreted with caution: although the bills create space to legitimize influencers, the greater emphasis falls on their **potential harmfulness** and the **need for regulation**.

Discursively, the construction is more **punitive and restrictive** than celebratory, framing the influencer as an actor to be controlled.

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what influencers are...



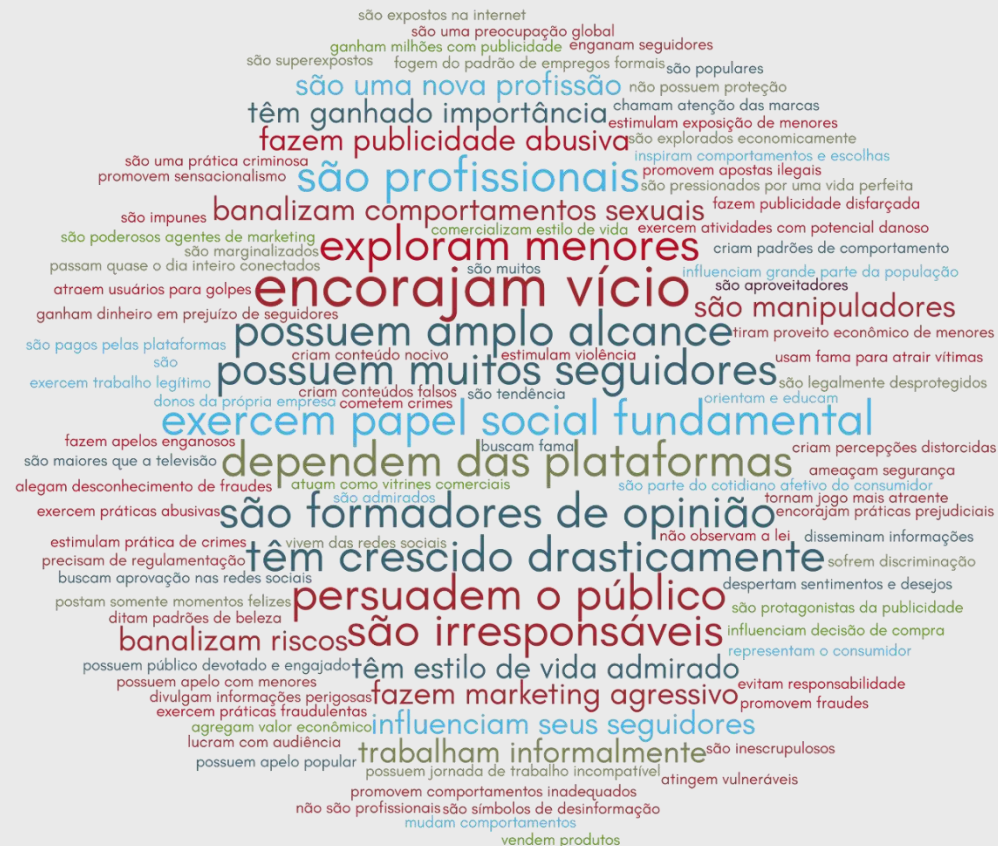
The diversity of “being” codes indicates that the influencer’s identity is discursively contested: they may be portrayed as a **legitimate professional, opinion maker**, or relevant social actor, but also as **irresponsible, manipulative, or exploitative**.

Parliament projects multiple meanings onto who the influencer is, oscillating between institutional recognition and moral disqualification.

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...is different from what influencers do (in Congress's view)

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In the codes indicating active action, negative meanings prevail, describing them as **producers of risk** through behaviors that “promote fraud,” “engage in abusive advertising,” “exploit minors,” or “encourage addiction.” **Even though their identity is multiple, their practices are constructed as harmful.**

influencers are formally recognized but practically delegitimized.

Discourse analysis allows this asymmetry between identity and actions to be interpreted as a mechanism of **practical delegitimization**: the influencer may be recognized in the abstract, but their actions are repeatedly framed as a **social danger** to be regulated.

Aspect	Identity	Actions
Discursive Diversity	Multiple: different discursive fields	More homogeneous: most describe negative actions
Positive Feelings	Professional recognition, social relevance, economic role	Economic focus: sell products, attract brands, change behaviors
Negative Feelings	irresponsible and manipulative	Exploitation, crime, fraud, social risks

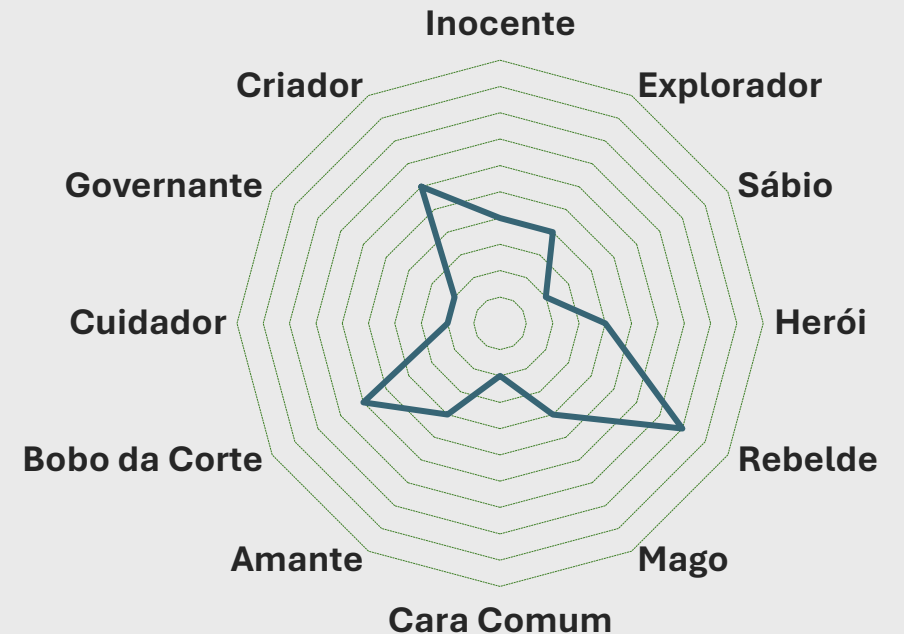
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absent archetypes reveal what Congress rarely recognizes

By combining discourse analysis with Mark and Pearson's (2003) marketing archetypes, we can identify **which archetypes are systematically erased.**

In the statements of reasons of the bills, the influencer is rarely constructed as a **Sage, Ruler, or Caregiver** — that is, rarely recognized as a legitimate source of knowledge, a figure of social leadership, or someone capable of protecting or caring.

By delimiting the field of possibilities for what an influencer *can be*, Congress's view **deprives them of the archetypes that would confer legitimacy and power.**



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analysis and comments

This section analyzes the research data through the lens of the authors.

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Reactive logic as a legislative

The data reveal a pattern: the high concentration of bills in 2025, directly responding to specific media events — such as the CPI das Bets and the Felca case — shows that, **in matters related to digital influencers, legislators act based on crisis triggers rather than regulatory planning.** Although this is a recurring pattern in communication and consumer-related topics in Brazil, it is crucial to question **how this reactive approach undermines the quality of regulation**, which becomes evident in the very discussion of who qualifies as a digital influencer in the bills' view.

Mismatch between socioeconomic weight and legal treatment

The digital marketing sector moves billions of reais and holds a central position in Brazilian advertising. However, **only two tax-related bills were introduced in the past decade.** This imbalance may have a gender dimension: in a field where 75% are women, the economic invisibility in Congress reflects historical patterns of devaluing activities with significant female participation.

This lack of recognition extends to other areas: **there is virtually no debate on the role of influencers in education and health**, while content-control proposals multiply. The paradox is clear — **legislators prefer to regulate content** (control what they say) **rather than structure the economic activity** (recognize and organize what they do).

The discursive construction of the “risk profession”

Discourse analysis of the bills reveals a telling contradiction: even when influencers are recognized as legitimate actors, the actions attributed to them are predominantly negative — fraud, exploitation, and inducement to addiction. **This reflects an ambiguous status of legitimacy: recognized in theory, disqualified in practice.** This framing as a “risky profession” connects to the rise of moral-agenda politics in Congress, which increasingly occupies the center of legislative activity.

The difficulty in understanding recent digital culture phenomena ends up being replaced by a logic of control, in which influencers — central figures of that culture — become privileged targets of suspicion.

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conclusion

- / The analysis of the 88 bills introduced between 2015 and 2025 reveals a regulatory field still under construction, marked by **vague definitions, a lack of objective criteria, and an emphasis on restrictive responses.**
- / Legislative action has been reactive to high-profile events, prioritizing moral and behavioral agendas while focusing efforts on regulating content and paying limited **attention to the economic and social dimensions of the activity.**
- / This asymmetry is largely explained by the still-limited participation of actors from the digital marketing sector in legislative arenas, and by the fact that solid market **data rarely reach lawmakers.**
- / **For influencers, the distance is even more complex: it is a sensitive topic in a highly polarized environment,** where taking a public stance can compromise their image and professional contracts.

This distance between content creators and institutional arenas has direct consequences: in the absence of greater sectoral engagement, the activity may end up being regulated with less dialogue and collective input.

directions for future studies

Based on the results and discussions of this work, as well as its methodological limitations, the following directions are proposed for future studies that may continue to refine this research:

This study focused on the content and discourse analysis of legislative proposals only. However, the positions expressed by influencers, digital platforms, and industry associations during the legislative process were not examined. **Studies that aim to assess correlations between the arguments in the bills and the public statements of these actors could reveal relevant patterns of influence**, resistance, and agenda alignment. Such analysis could shed light on how certain proposals gain greater support, are modified in response to sectoral pressures, or receive interpretations aligned with specific interests.

This work did not compare influencer regulation proposals with how Congress regulates other professions or sectors. **Future research could identify whether this regulatory tone is specific to influencers** or reflects a recurring feature of Brazilian legislative behavior.

The research was limited to the 2015–2025 period and to the federal level. **Future studies may expand the temporal scope and include state and municipal** proposals, allowing for a broader understanding of the regulatory dynamics across different levels of government and identifying possible patterns of public policy diffusion on the topic.

This study did not examine the practical effectiveness of the few regulations on digital influencers already approved in Brazil. **Future research could assess the real impact of these regulations** by analyzing their enforcement, application by competent authorities, and effects on the behavior of influencers and digital platforms. digitais.

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Methodology

general information

Reglab's research adheres to strict methodological standards to ensure objectivity and transparency. All data and findings are available for independent verification, reinforcing the credibility of our studies.

Data collection and analysis took place from August 21 to September 23, 2025, with double validation to reduce bias and the use of software to organize results.

- 1. Data Collection**
- 2. Data Analysis**
- 3. Bias Reduction Procedures**
- 4. Additional information**
- 5. Ethical Guidelines**

Research Title

From Feed to the Plenary: The Debate on Influencer Regulation in the National Congress

Research Question

How has the Brazilian Congress formulated proposals and sought to legislate on digital influencers between 2015 and 2025?

Methodological Summary

This study analyzes legislative proposals in the Brazilian Congress involving digital influencers. The methodology is qualitative, deductive, and descriptive, mapping how bills address the topic of influencers.

Data collection relied on documentary research, specifically: (i) the full text of the bill and (ii) its statement of reasons, whenever available.

Content analysis applied descriptive coding, based on predefined classifications, while discourse analysis applied linguistic coding.

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1. Data Collection

Data collection was carried out through documentary research on the websites of the **Federal Senate** and the **Chamber of Deputies**. The collection included all proposals presented between **2015 and 2025** that met both of the following conditions:

1. It resulted from searches on the Federal Senate or Chamber of Deputies websites using the following terms:
 - (i) **digital influencers**; (ii) **digital influencer**; (iii) **influenciadores digitais**; (iv) **influenciador digital**; (v) **youtubers**; (vi) **blogueiros**; (vii) **vlogueiros**; (viii) **criador de conteúdos**; (ix) **criadores de conteúdo**.
2. The proposal belonged to one of the following categories:
 - (i) **projeto de lei**; (ii) **projeto de lei complementar**; (iii) **substitutivo**; e (iv) **substitutivo adotado pela Comissão**.

Collection period:

August 21 to September 3, 2025.

Documents excluded from the sample – Methodological Note

During this stage, 143 bills were collected. Of these, 55 initially met the inclusion criteria described on the left. However, upon reviewing the documents, it became evident that these bills only tangentially mentioned influencers, either as an accessory reference or as an example in the statement of reasons, without actually addressing a topic directly related to influencers.

Although these documents were formally part of the dataset collected, they were excluded from the final sample, which consisted of 88 bills. For example:

"This Bill seeks to clarify Brazilian legislation to ensure that persons with Autism Spectrum Disorder (ASD) are guaranteed access to designated parking spaces in public and private establishments. Recently, a digital influencer used her social media to express indignation regarding the reservation of parking spaces for people with autism, mocking this preferential right. Unfortunately, many people are unaware of their priority access rights (...)." — Statement of Reasons for Bill No. 1727/2022

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2. Data Analysis

The data evaluation was conducted in two stages: the first using **content analysis**, and the second using **discourse analysis**.

2.1 Acontent Analysis

The content analysis, following a descriptive approach, focused exclusively on the **provisions contained in the articles** of the bills, without examining the statements of reasons or possible intentions of the legislators. This approach allowed for a more objective systematization, suitable for the purpose of the study.

To organize the data and identify the main areas of discussion, aspects of the bills related to the **author, political party, state of origin, date of presentation, creation of new legislation, and identification of laws amended by the bill** were categorized using basic deductive descriptive codes. The remaining codes, presented below, were defined inductively, based on a preliminary analysis of the material. For transparency, they are detailed as follows:

- / **Topics covered**
- / **Subtopics**
- / **Liability**
- / **Responsible actor**
- / **Sanction imposed**
- / **Definition of professional**
- / **Professional requirements**
- / **Rights and duties of the professional**

2.1 Data Analysis

2.1.1 Topics covered

Assignment of up to two main topics per bill, focusing on the predominant ones. In cases where other topics were addressed only briefly or incidentally, they were disregarded. For better understanding, each topic is described below:

- **Recognition of influence as a profession:** includes proposals that seek to formalize the activity of digital influencers as a legally recognized profession, establishing specific rights and duties for those engaged in it.
- **Regulation of child influencer activity:** refers to bills that set rules for the participation of children and adolescents as digital influencers, focusing on the protection of rights, guarantees, and limits of activity.
- **Economic aspects of influencer activity:** concerns the regulation of financial issues related to influencer work, including taxation, collection of taxes, profit allocation, and recognition of economic relationships.
- **Rules on content, advertising, and digital marketing:** covers regulations on transparency and responsibility in the dissemination of sponsored content, advertising on social networks, and digital marketing practices, aiming to protect consumers or specific audience segments in digital media.
- **Regulation of digital platforms associated with influencer activity:** gathers proposals addressing the obligations and responsibilities of digital platforms in their relationships with influencers, such as remuneration rules, content moderation, and transparency mechanisms.
- **Implementation of measures in government and institutions:** includes initiatives that provide for the creation of agencies or programs designed to regulate or monitor influencer activity within governmental or institutional structures.
- **Other:** residual category applied to bills that do not fit directly into the previous topics, encompassing proposals that mention influencers only incidentally or with specific and exceptional approaches.

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2.1 Data Analysis

2.1.2 Subtopics

Up to two subtopics were assigned to each bill, adding nuance to the analysis. The subtopics created are listed below, grouped according to the main topic from which they were derived:

RECOGNITION OF INFLUENCE AS A PROFESSION

- Formalization as an employment relationship and associated rights;
- Definition of requirements for professional practice;
- Social relevance of the profession;
- Rules for influencer remuneration;
- Social security and welfare for influencers.

REGULATION OF CHILD INFLUENCER

- Rules for participation and remuneration of child influencers;
- Protective measures against specific activities by child influencers;

REGULATION OF ASSOCIATED DIGITAL PLATFORMS

- Mandatory algorithmic transparency;
- Responsibility to create monitoring and compliance mechanisms;
- Responsibility to remove specific content.

RULES ON CONTENT, ADVERTISING, AND DIGITAL MARKETING

- Prohibition of content related to gambling;
- Restrictions on advertising to user segments;
- Restrictions on advertising of specific products;
- Restrictions on content directed at minors;
- Restrictions on content featuring minors;
- Restrictions on other specific types of content;
- Transparency rules for sponsored posts;
- Shared liability with brands and advertisers.

ECONOMIC ASPECTS OF THE ACTIVITY

- Formalization as a business activity;
- Tax issues related to influencer entrepreneurship.

IMPLEMENTATION OF MEASURES IN GOVERNMENT AND INSTITUTIONS

- Creation of councils, commissions, or regulatory agencies;
- Cooperation agreements between the State, platforms, and influencers;
- Procedures for influencer registration and certification.

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2.1 Data Analysis

2.1.3 Assigned liability

Liability was coded independently under the categories of **civil, criminal, and administrative responsibility**, and could be:

- **Yes**, when the bill included that type of liability in any part of the proposal
- **No**, when the bill did not include that type of liability

2.1.4 Responsible actor

For each type of liability, the actors to whom responsibility was assigned were coded. The codes are listed below. Any term referring to the content creator (blogger, YouTuber, influencer, etc.) was standardized as “influencer.” Likewise, terms describing any providers of internet applications, social networks, or similar digital technologies were unified as “digital platforms.”

- **Generic offender not detailed in the bill**
- **Influencer;**
- **Digital platforms;**
- **Sponsors or advertisers;**
- **Sports betting and gambling companies;**
- **Employer**
- **Parents or legal guardians;**
- **Public agent;**
- **Data controllers and processors;**
- **Financial or payment institutions;**
- **Artist**

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2.1 Data Analysis

2.1.5 Sanction Imposed

The sanctions applied to the responsible actor (civil, criminal, or administrative) were also coded. To allow a deeper analysis, the categories included not only the sanctions themselves but also their aggravating factors, when directly related to the research topic. The following codes were established

- **suspensão ou bloqueio de atividades;**
- **Suspension or blocking of activities;**
- **Revocation of operating license;**
- **Imprisonment;**
- **Fine;**
- **Educational guidance;**
- **Warning;**
- **Seizure of goods, assets, or funds;**
- **Suspension of social media profiles or content;**
- **Ban on advertising;**
- **Payment or compensation to the injured party;**
- **Prohibition of certain payment methods;**
- **Prohibition from professional activity;**
- **Indication of responsibility only;**
- **Absence of responsibility**

AGGRAVATING FACTORS:

- **Aggravated by child or adolescent context;**
- **Aggravated by influencer activity;**
- **Aggravated by viral dissemination;**
- **Aggravated by the use of digital media**

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2.1 Data Analysis

2.1.6 Definition of professional

In each bill, the criteria used to define what constitutes an “influencer” were mapped and categorized under the following codes

- Use of digital platforms;
- Sharing of information and opinions;
- Use of video channels for information dissemination;
- Use of images and texts for information dissemination;
- Publication of journalistic material;
- Regularity or habitual activity;
- Creation and publication of content;
- Influence on others’ behavior, opinions, and decisions;
- Reference to content already available online;
- Sale of goods and services of any kind;
- Minimum age for child influencers;
- Monetization or economic purpose;
- Physical or legal personality;
- Promotion of brands, services, or causes;
- Relevant audience;
- Number of views;
- Public engagement

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2.1 Data Analysis

2.1.7 Profession Requirements

Bills that established criteria for practicing influencer activity were coded with one or more of the following terms

- **Active account on a digital platform;**
- **Brazilian nationality or valid documentation;**
- **Minimum age;**
- **High school completion;**
- **Higher education in the field of activity;**
- **Degree in journalism or communication;**
- **Publication on own or third-party website;**
- **Guarantee of children's rights;**
- **Proof of tax compliance**

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2.1 Data Analysis

2.1.8 Rights and duties of the professional

Likewise, codes were assigned to the rights and duties defined by the bills for influencer activity:

RIGHTS OF THE PROFESSIONAL

- Professional practice
- Professional registration as a journalist
- Creative and interpretive freedom
- Non-performance of harmful work
- Multiple employment (more than one contract signed simultaneously)
- Working hour limits
- Overtime pay
- Hazard pay
- MEI (Individual Micro-Entrepreneur) registration
- Transparent remuneration rules
- Asset protection (for child influencers)
- Due process in content removal
- Copyright protection
- Source confidentiality
- Fundamental rights
- Best interests of the child and adolescent (for child influencers)
- Non-exploitation of children's and adolescents' images (for child influencers)
- Ban on advertising without parental supervision (for child influencers)
- Right to be forgotten (digital erasure)

DUTIES OF THE PROFESSIONAL

- Identifying Advertising Content
- Identification of sponsored content
- Respect for fundamental rights
- Respect for copyright and intellectual property
- Protection of minors
- Respect for minority groups
- Content accuracy
- Ethical and responsible professional conduct
- Hiring of a journalist when applicable
- Cooperation with authorities in crime prevention
- Public awareness on gambling risks
- No dissemination of gambling-related content
- Compliance with Brazilian legislation
- Avoid inciting any form of violence
- Include age classification in produced content
- No dissemination of health-related content

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2. Data Analysis

2.2 Discourse analysis

This study uses the perspective of **Critical Discourse Analysis** (CDA), a methodology that understands discourse as a social practice and examines the relationship between language and ideological constructions. The choice of this approach arises from the need to go beyond a mere count of legislative proposals and investigate how Parliament constructs and contests meanings around the figure of the digital influencer.

In the analytical process, we extracted **141 linguistic codes** from the statements of reasons in the bills. These codes were developed by identifying adjectives and adjectival phrases that qualify influencers, reflecting both attributes of identity (“they are...”) and practice (“they do...”).

To enable a systematic interpretation, we grouped the codes into **semantic dimensions** (professionalization, popularity, commodification, vulnerability, social risk, and criminalization). This method makes it possible to map predominant discursive cores, their contradictions, and omissions, ensuring transparency in the transition from empirical data to critical interpretation.

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3. Bias Reduction Procedures

We recognize that all research, especially of a qualitative nature, is subject to inherent biases. We sought, as much as possible, to exercise continuous reflexivity throughout the study, questioning potential influences of our own perspectives or understandings of the data. In addition, we adopted several measures to mitigate subjectivity in the interpretation and analysis of the data:

/ **Dual Validation in Critical Stages**

For the data analysis stages, a cross-validation process was adopted. Two researchers independently reviewed the classifications and codings of arguments. In cases of disagreement, a third person was called to arbitrate and reach consensus.

/ **Record and Transparency in the Coding Process**

During the coding phase, detailed records of all file versions were maintained, preserving the history and allowing for a more systematic review.

/ **Adoption of Predefined Criteria**

The criteria for classification in item 2.1 were established beforehand, based on theoretical references. These criteria were shared among the researchers before the start of the classification process and were adjusted only when the deductive classifications proved notably insufficient.

4. Additional information

4.1 Other Methodological Limitations

Time Scope: The study is limited to documents publicly available up to August 31, 2025. New documents or updated versions published after that date were not considered.

4.2 Protection of Personal Data

This research did not directly involve the processing of personal data. The documents used consisted exclusively of bills made publicly available on the official websites of the Brazilian legislative branch.

4.3 Use of software

SOFTWARE	USE IN RESEARCH
Suíte MS Office	Editing text, spreadsheets, and charts
ChatGPT 4o	brainstorm, systematization of information, data structuring, editing of graphics, organization of pre-textual elements, ABNT review, adaptation to the Reglab Writing Manual.
Notion	text editing, data and file organization, graphics editing
Atlas.ti	Data analysis and manual text coding
Wordclouds	Elaboration of word clouds

5. Ethical Guidelines

This research was funded by YouTube Brazil Ltd. To ensure the integrity of this work, **the authors developed, conducted, and analyzed the study independently**, without any contribution or interference from the company, which also did not influence or interfere with the interpretation of the results. The authors maintain full professional independence and responsibility for the content and conclusions of this work.



Respect for Privacy and Confidentiality: The data used are publicly available and were obtained from accessible sources without violating the privacy or confidentiality of any individual or institution.



Responsible Use of Public Data: Although the data analyzed are public, they were used responsibly and ethically, with the sole purpose of supporting independent research.



Methodological Transparency: The research methodology was detailed to ensure transparency and replicability, contributing to scientific integrity and allowing results to be independently validated.

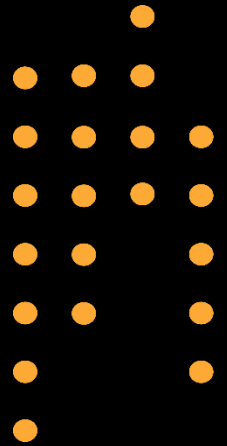


Non-discrimination and Respect for Diversity: The research was conducted in a manner that respects diversity and avoids any form of discrimination.

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