

Identifying Emerging Social Dynamics in Vietnam through Social Media Big Data Analysis

تحديد الديناميكيات الاجتماعية الناشئة في فيتنام من خلال تحليل البيانات الضخمة لوسائل التواصل الاجتماعي

Tran Minh Duc*

¹ Thu Dau Mot University, Vietnam.

* Corresponding Author: Tran Duc (ductm@tdmu.edu.vn)



This file is licensed under a

[Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/)

Accepted

قبول البحث

2025/9/10

Revised

مراجعة البحث

2025/8/17

Received

استلام البحث

2025/7/14

DOI: <https://doi.org/10.31559/CSSS2025.3.2.4>

Abstract:

Objectives: This research seeks to examine and analyze the data from Vietnam's most popular social media sites, that is, Facebook, TikTok, Zalo, and YouTube, in order to determine new evolving changes concerning the impact of digitalization. It addresses the following four issues: the green living movement, the development of digital education, gender equality advocacy, and KOL influence on purchasing decisions, with the aim of informing policy as well as social strategic communication.

Methods: A hybrid data capture approach was employed, including the use of official APIs, web scraping, and specialized tools for social data analysis.

Results: The research discovered that the green living movement has attracted more than 2 million posts with 72% of shoppers willing to spend more on eco-friendly products. Online learning gained traction as well, for the hashtag #hoc_online was viewed over 20 million times and 60% of online learners reported having new skills or employment. The #MeToo movement also had a significant impact on businesses, as it led to important changes in corporate governance and labor regulations as well. KOLs have also directly impacted 65% of the young population's consumables spending though there are concerns about the young people's reckless spending due to trendy impulsive purchases driven by social trends.

Conclusions: The research underlines the importance of predictive analytics and artificial intelligence in monitoring changes in society and developing strategic communications and policy frameworks in Vietnam's fast-growing digital economy.

Keywords: Artificial intelligence; Big data; Gender equality; Social media; Social trends.

الملخص:

الأهداف: تهدف هذه الدراسة إلى فحص وتحليل البيانات المستخرجة من أكثر منصات التواصل الاجتماعي شهرة في فيتنام، وهي: فيسبوك، تيك توك، زالو، ويوتيوب، بهدف التعرف على التغيرات الاجتماعية الناشئة المتعلقة بتأثير التحول الرقمي. ويتناول البحث أربع قضايا رئيسية: حركة العيش الأخضر، تطور التعليم الرقمي، الدعوة إلى المساواة بين الجنسين، وتأثير الشخصيات المؤثرة (KOLs) على قرارات الشراء، وذلك بهدف دعم السياسات العامة وتعزيز استراتيجيات الاتصال الاجتماعي.

المنهجية: تم اعتماد نهج هجين في جمع البيانات، شمل استخدام واجهات البرمجة التطبيقية الرسمية (APIs)، وتقنيات كشط الويب (Web Scraping)، وأدوات متخصصة لتحليل بيانات وسائل التواصل الاجتماعي.

النتائج: كشفت الدراسة أن حركة العيش الأخضر استقطبت أكثر من مليوني منشور، مع استعداد 72% من المستهلكين لإنفاق المزيد على المنتجات الصديقة للبيئة. كما شهد التعلم عبر الإنترنت انتشارًا واسعًا، حيث تجاوز عدد مشاهدات الوسم 20 (#hoc_online) مليون مشاهدة، وأفاد 60% من المتعلمين عبر الإنترنت باكتساب مهارات جديدة أو فرص عمل. وأثرت حركة #MeToo بشكل كبير على بيئة الأعمال، مما أدى إلى تغييرات هامة في حوكمة الشركات وتنظيمات العمل. كما بيّنت النتائج أن الشخصيات المؤثرة (KOLs) أثرت بشكل مباشر على 65% من إنفاق الشباب على السلع الاستهلاكية، مع وجود مخاوف بشأن الإنفاق المتهور لدى الشباب نتيجة المشتريات العفوية المتأثرة باتجاهات الموضة الاجتماعية.

الخلاصة: تؤكد الدراسة على أهمية التحليلات التنبؤية والذكاء الاصطناعي في رصد التغيرات المجتمعية وتطوير استراتيجيات الاتصال وصياغة الأطر السياسية في ظل الاقتصاد الرقمي سريع النمو في فيتنام.

الكلمات المفتاحية: الذكاء الاصطناعي؛ البيانات الضخمة؛ المساواة بين الجنسين؛ وسائل التواصل الاجتماعي؛ الاتجاهات الاجتماعية.

Citation

Duc, T. M. (2025). Identifying Emerging Social Dynamics in Vietnam through Social Media Big Data Analysis. *Contemporary Studies in Social Sciences*, 3(2), 121-132. <https://doi.org/10.31559/CSSS2025.3.2.4>

1 Introduction

These days, social media is a primary component of everyday life because it facilitates communication and greatly influences the value system of society and public discourse (VietnamBiz, 2019; Do, 2023.). The growth of digital technologies has changed how people communicate with each other, access information, and engage in discussions at a group level. There has been a paradigm shift in the generation, dissemination, and adoption of sociological concepts within societies. As per Vietnam's internet users' data provided by We Are Social and Meltwater in 2023/2024 report which indicates Vietnam presently has approximately 78.44 million internet users constituting to about 79.1% of the population. Out of this number, roughly 72.7 million are active on social media—approximately 73.3% of the country's population ratio. Among prominent platforms: Facebook maintains its lead with 65.2 million users (65.8%), followed by YouTube at 60.1 million (60.5%), Zalo at 50.2 million (50.6%) and TikTok at about 40.3 million (40.7%). The impact that social media wields today is startling to note as it transcends age groups that were previously thought to be limited to only the younger generations."

The rise of these platforms has created a fast-moving and participatory digital ecosystem where information can travel much greater distances than before. This immediacy not only assists users in staying up-to-date with current information but is also important in the formation of public opinion as well as social change. In Vietnam, the #MeToo movement, environmental campaigns, and technology-enhanced learning initiatives have all received significant attention in the Vietnamese media alongside millions of online conversations and interactions (Nguyen & Tran, 2022). This example highlights users are quite active—not just content consumers, but active participants and contributors to ongoing societal discourse which in some instances have shaped social policy and behaviors.

Despite the advantages, there are clear difficulties related to the misuse of misinformation, online privacy infringements, aggressive data exploitation algorithms, negative mental health outcomes, and other matters posing as serious threats both to researchers and policy makers. While many have noted the concerns that arise due to COVID-19 using social media platforms for information sharing was a great contributor to misinformation and public confusion which greatly hindered healthcare initiatives (Tin Tuc Newspaper, 2021; Vietnam Ministry of Public Security 2020).

Social media datasets offer a rich and insightful opportunity for understanding social practices and behavioral changes as highlighted in international research. Kaplan and Haenlein (2010) investigated the user engagement aspects of social media, while Kietzmann et al. (2011) focused on its essential marketing and communicative functions. Moreover, projects like those by the Pew Research Center in 2022 have employed AI technologies to analyze massive social media archives, providing profound understanding of societal movements along with political developments. All these studies underscore that social media cannot be viewed merely as facilitators of communication; rather, they represent critical tools for gauging public opinion and predicting socio-political and economic trends.

Though these kinds of studies are conducted on a global scale, the analysis of social media data in Vietnam still lags far behind. Earlier research has focused on singular trends or particular platforms, often overlooking broader interconnections and lacking comprehensive framework (Pham, 2021). This has caused a gap in fully comprehending the evolution of social trends within the nation's socio-digital landscape. Unlike in most Western countries where social interaction revolves around Facebook, TikTok and Zalo serve as primary consumer catalysts and drivers of community initiatives (Kenh14, 2022).

More recently, initiatives like Buzzmetrics and lectures at international conferences such as CSoNet 2023 have started to focus on the use of artificial intelligent technology and big data in social media research in Vietnam. These activities indicate that although there are some efforts being made within Vietnam towards adopting global standards for the use of digital data analysis, there are still many gaps trying to understand how social media impacts socio-political and cultural life in Vietnam (SITDE, 2023). Also, the information management policies of Vietnam create additional challenges concerning the boundaries of how information is captured, processed, and analyzed which demands the formulation of appropriate analytical models compliant with national security regulations on data confidentiality.

Moreover, social media is important the growth of Vietnam's digital economy. Companies are using social media data more than ever to track client activity and refine their marketing as well as interactions with customers. Based on the 2023 report from Nielsen Vietnam, around 65% Vietnamese consumers have shifted trust more towards KOLs when compared to traditional advertising. This shift clearly demonstrates how

important social media has become in marketing, especially with regards to buying decisions and shopping habits.

Given these factors, this research intends to fully explore the social trends emerging in Vietnam focusing on digital pedagogy, environmental consciousness, advocacy for gender equality, and KOLs' impact on consumer habits. This study aims to address the gap in knowledge concerning the impact of social media on societal views and actions by utilizing AI modeling, big data analytics, and sentiment mining. Moreover, it endeavored to provide tangible information resources that enable policymakers, marketing firms, and non-profits to respond effectively to developing phenomena. Ultimately, this work aids in the advancement of predictive analytic frameworks for proactive policymaking regarding rapidly changing social dynamics as well as strategic planning in multiple industries.

2 Theoretical Framework

Social media offers the constructions and captures of different paradigmatic shifts in social sense-making and has continued to evolve as a relevant stream for documenting, interpreting and impacting social relations (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). In this regard, sores of intersectional data can be extracted from social networking sites as well as singular posts showcase interactions or engagements which surpass the efforts put into through the lens of exploratory methods from behavioral science branches Including but not limited to sociology of communication alongside economic stratification models. This portion illustrates frameworks that underpin the current work concentrating on three aspects: social media theory, social influence theory and big data analytics importance in social sciences research.

2.1 Social Media Theory

The essence of social media theory recognizes that technologies can be viewed as platforms for the flow of information and the formation of public sentiments. Kaplan and Haenlein (2010) assert that such environments are progressive, robust, and interactive systems where communication is not only conducted but also generated by users in the form of creation, recreation, sharing, receiving comments, and responding. It is easier now to build online communities which are able to disseminate information speedily among a great number ensembles.

Perhaps one of the most prominent models within this theory is "The Seven Functional Blocks" model created by Kietzmann et al. (2011). This model captures seven major facets – identity, conversations, sharing, presence, relationships and reputation accompanied with groups that cumulatively affect user interaction with the platform and interaction beyond it geometrically offer solutions behind socio-digital mobilism phenomena. Considering the Vietnamese context, social media theories are applicable when analyzing the phenomena of Facebook, TikTok, and Zalo. Digital communities in Vietnam have high levels of participation, with members in Facebook groups discussing numerous social and cultural topics. At the same time, TikTok is firmly established as a place that regularly spawns ephemeral but powerful trends, while Zalo continues to be popular for both informal communication and organizational communication. In particular, the data on online activity and community construction in Vietnam fit quite well with Kietzmann et al.'s model, which confirms its usefulness in this specific virtual setting.

2.2 Social Influence Theory

Social influence theory looks us at how people's beliefs, attitudes and actions are influenced by their social groups and interactions (Asch, 1951; Cialdini & Goldstein, 2004). This is very much the case in the digital world with the rising impact of key opinion leaders (KOL) and online communities. Many studies have demonstrated that individuals tend to trust information disseminated by members of their social circles, including friends or relatives, or even to some degree reputable people more than official channels (Nielsen Vietnam, 2023). One of the Primary Models within this theorotical framework is "Two-Step Flow Theory" proposed originally by Katz and Lazarsfeld (1955). This model describes the intercessory role of key influencers in reaching wider audiences with mass media content. This phenomenon is quite observable in Vietnam's social media environment with KOLs on TikTok, Facebook or YouTube. Celebrities and other lifestyle bloggers or self-proclaimed experts often act as cultural intermediaries shaping public opinion as well as steering consumer choices.

As an example, Vietnamese KOLs have joined campaigns tackling social issues like environmentally sustainable practices, gender equality, and digital literacy. A remarkable case is the promotion of green

consumption through TikTok influencers which went viral with millions of views and transformed consumption patterns. This case clearly demonstrates the applicability of the “Two-Step Flow Theory” where digital opinion leaders disseminate crucial information far beyond the reach of traditional media.

2.3 Social Research and Big Data Analytics

The development of digital technology has fueled the incorporation of big data into social science research, offering new ways to examine human activities. Particularly important are social media platforms that provide real world data streams on people’s opinions and interactions as well as emerging cultural trends (Pew Research Center, 2022). With the aid of artificial intelligence (AI), big data can be analyzed, enabling researchers to detect patterns in massive datasets which improves social forecasting and reveals complex societal trends (Florkin, n.d.). One of the primary analytical methods in this domain is sentiment analysis that uses AI-powered models like VADER and BERT to evaluate the opinion of people on a given issue (Google, n.d.; GB Times, 2024). At the same time, social network analysis (SNA) helps determine the structure of online communities and identify key players or active participants within them so as to understand better how information and influence circulate within society (We Are Social, 2023).

In Vietnam, the use of big data analytics has become increasingly popular in such areas as digital marketing, business planning, and even public policy formulation. Companies and institutions employ social media analytics to evaluate the effectiveness of their campaigns, assess the reception of policies by the public, and identify future market trends (Dan Tri, 2024, June 30). Major companies like VinGroup and online platforms Shopee and Lazada utilize AI-powered analytics for customer relationship management and for targeted advertisement refinement (State Management Journal, 2020). At the same time, social media monitoring is being conducted with big data technologies for more agile policy adaptation and evidence-based decision-making within governmental bodies (VN Economy, 2023; VN Economy, 2024).

With these theories in mind, this study aims to analyze social media data to reveal and make sense of new social trends in Vietnam. Applying social media theory, social influence theory, and big data analytics techniques, this study aims to comprehensively document how digital technologies impact the behavioral and cultural dynamics of people in Vietnam. These concepts not only guide the research structure but they also act as imaginative frameworks within which the findings will be contextualized.

3 Methodology

3.1 Data Collection

Social media’s rapid increase in usage has compelled researchers to reconsider collection methods, which justified the utilization of Vietnam’s most popular platforms—Facebook, TikTok, Zalo, and YouTube. Focusing on these services provided valuable insight owing to their extensive user populations and their role in preserving diverse facets of national social life. For instance, Facebook is the main venue for political and socio-economic debates; TikTok is dominated by short video trends; YouTube integrates audiovisual materials with public discussions; and Zalo, with its strong local orientation, reflects culturally specific behaviors and community-based narratives, including nuanced Vietnamese folkways.

Data collection began in January 2023 and was scheduled to conclude in December 2024 to ensure that the dataset would reflect current and evolving dynamics. A hybrid data capture approach was employed, including the use of official APIs, web scraping, and specialized tools for social data analysis. To adhere to ethical research practices, only publicly available material was included, ensuring that proper boundaries were maintained regarding confidentiality. Priority was given to public posts containing trending hashtags and to Facebook groups with more than ten thousand members. These criteria ensured both representativeness and ethical defensibility.

To improve the generalizability of the findings, demographic and temporal dimensions were incorporated into the sampling process. Where available, user-generated data were categorized according to self-reported demographic attributes, including age groups (under 18, 18–30, 31–45, and over 45) and gender, with the majority of interactions emerging from the 18–30 segment, consistent with Vietnam’s overall social media demographics (We Are Social & Meltwater, 2024). Geographic indicators embedded in user profiles and group descriptions further allowed coverage of all three main regions—Northern, Central, and Southern Vietnam—thereby capturing cultural and regional diversity.

Temporal distribution was also considered, with data spanning 24 months (January 2023–December 2024) and segmented into quarterly intervals. This design made it possible to detect seasonal patterns and

event-driven variations, such as surges in online learning discourse during pandemic-related school closures or heightened debates on gender equality following the #MeToo campaigns.

Over the two-year period, the dataset exceeded one million records, comprising approximately 500,000 Facebook posts, 300,000 TikTok videos, 150,000 YouTube comments, and 50,000 Zalo posts. This multimodal dataset provided extensive text-based and audiovisual material for analyzing how social trends are articulated, negotiated, and transformed within Vietnam's digital landscape.

Table 1: Collection and Analysis Methods of Data

Method	Description	Platforms Applied
API	Official data retrieval from the platform	Facebook, YouTube
Web scraping	Collecting data from public posts	TikTok, Zalo
Google Trends	Analyzing search and hashtag trends	Google
Sentiment Analysis (VADER, BERT)	Assessing user emotions	Facebook, TikTok, YouTube
Social Network Analysis (Gephi)	Identifying KOLs' influence	TikTok, Facebook
Thematic Analysis (LDA)	Identifying main topics in textual data	YouTube, Facebook

3.2 Data Processing

To analyze social media trends in Vietnam, this study incorporated both quantitative and qualitative approaches using an integrated mixed-methods approach. The first phase of analysis comprised trend monitoring, which analyzes shifts in the frequency of key terms, hashtags, and topics of discussion over a given period. This was accomplished using Google Trends as well as Facebook and TikTok's APIs which exposed streams of data that could detect public interest shifts over time. In examining public perception sentiment toward the major socio-political occurrences, some forms of artificial intelligence (AI), particularly VADER and BERT models were employed for complete automation. These algorithms enabled the classification of user-generated content into positive or negative or neutral categories of sentiments. With this method, the study was able to analyze public emotional reactions to significant online events and social movements, thus providing insights into mass sentiment dynamics over time through various dimensions from longitudinal perspectives including emotion and canvas collective versus individual framework.

In addition to that, social network analysis (SNA) was used to evaluate the contributions made by KOLs (key opinion leader) networks as primary influencers or hubs within information diffusion Networks. Gephi was used for network visualizations so that clusters with high interaction reach could be described along with structural relations among prominent social media users accounts. This method offered insights into how information flows within Vietnam's digital ecosystem.

To qualify the analysis, the researcher performed an open coding user conversation to capture social issues users' concern with and priorities in public communication. In addition to this, thematic analysis was improved by applying Latent Dirichlet Allocation (LDA) Algorithm. This method enabled rigorous organization of text data while mitigating possible researcher prejudice in highlighting central themes. Embracing these diverse methodological approaches enriched the study's characterization of contemporary social media influence on social trends in Vietnam. Alongside answering the research questions, this approach significantly increased rigor to the findings by creating new explanations for complex interactions characterizing behaviors resulting from digital social technologies.

3.3 Ethical Considerations

The research design is guided by ethical boundaries and rules concerning confidentiality because it used data only from public sources. All social media content that was analyzed such as posts, comments, hashtags, and conversations were drawn from accessible social media channels through APIs and trusted social data analytics platforms. There was no collection of private information nor any identifying details at all in the course of the study. All gathered datasets were anonymized which means all identifiable information was stripped away first before any analysis to ensure that no identifying details are linked to the people in question in accordance with ethical practices of research for privacy and personal rights safeguards, which eliminates harm caused to individuals intentionally or otherwise. This measure ensures users will not face any harm or exposure as a result of having their digital activities captured in the research analysis.

This document starts describing how the handling and collection of data follows the international criteria for data protection such as GDPR, Vietnam's Cyber Security Laws. From this we can see that all information collected through various means was only used for educational purposes both nationally and internationally.

Along with this, trustful and reliable principles were sustained throughout the study such as during revision processes where concepts including precision, clarity, honesty, and reporting studies properly were preserved. General permissions for platforms with restricted access were obtained along with documenting details on the methods utilized for the research to enhance credibility as well as ensure that others would be able to perform similar investigations. Data security protocols further grant access only to authorized researchers which employ encryption technologies alongside strong access restrictions to interdict unauthorized intrusion.

The team also focused on the possible social implications of disseminating its findings. As a responsible action, significant attention was placed on the risk of the public misunderstanding or misuse intentional or unintentional use of data and information in ways that would stoke misinformation or public manipulation. To mitigate this risk, the study emphasized contextual explanations for results as well as offered detailed analysis to ensure that insights from social media were responsibly communicated.

3.4 Legal and Ethical Constraints in Data Collection

In addition to general ethical principles, the collection of social media data in Vietnam is governed by a set of legal frameworks that emphasize data protection and privacy. The Cybersecurity Law (2018) establishes strict requirements for storing and processing user data within Vietnam and mandates that online service providers safeguard national security interests. More recently, Decree 13/2023 on Personal Data Protection has introduced comprehensive rules requiring informed consent, limitations on secondary use of data, and strict penalties for violations. These regulations indicate that even though social media content may be technically “public,” researchers must exercise caution in treating such data, as the legal environment considers user-generated content to be within the sphere of personal data protection.

Compliance with these regulations means that researchers are limited to collecting data that is publicly available and non-sensitive in nature. For instance, comments, hashtags, and posts that are openly accessible can be analyzed, but personal identifiers such as names, emails, or contact information must be removed or anonymized. In addition, researchers must ensure that their data storage practices meet security standards, including the use of encryption and restricted access. Unlike in some Western contexts where broad fair-use exemptions for research may apply, Vietnam’s regulatory environment emphasizes the primacy of state security and user privacy, thereby creating a narrower permissible scope for data use.

From an ethical standpoint, adherence to principles such as respect for privacy, non-maleficence, and informed consent is equally crucial. Scholars (Markham & Buchanan, 2012) have argued that even public online content can carry an implicit expectation of contextual integrity, meaning that repurposing posts or comments for research may risk misrepresentation or harm if users did not anticipate such use. In the Vietnamese context, these concerns are heightened by growing public sensitivity toward privacy breaches, particularly given past controversies regarding the misuse of personal information on digital platforms (Nguyen, 2023).

International frameworks, such as the General Data Protection Regulation (GDPR) of the European Union, also provide relevant standards for comparative reference. Although GDPR is not directly enforceable in Vietnam, its influence on global research ethics highlights best practices such as data minimization, purpose limitation, and accountability. Incorporating such principles helps ensure that Vietnamese social media research not only complies with national law but also aligns with globally recognized ethical benchmarks.

Taken together, these legal and ethical constraints underscore the necessity for a cautious and transparent approach to social media data collection in Vietnam. Researchers must strike a balance between leveraging digital data for valuable insights and safeguarding individual rights. This requires explicit methodological disclosures, robust anonymization procedures, and the integration of both Vietnamese legal requirements and international ethical standards. By embedding these safeguards into the research design, the study not only ensures compliance but also enhances its credibility and acceptance in both domestic and international academic communities.

4 Findings

4.1 Prominent Social Trends Observed on Vietnamese Social Media

Based on data gathered from Facebook, TikTok, YouTube, and Zalo between January 2023 and December 2024, four critical social trends have significantly shaped Vietnam's online landscape: the green living movement, the surge of digital education, expanding advocacy for gender equality, and the evolving influence of Key Opinion Leaders (KOLs) on consumer habits. These developments extend beyond changes in public attitudes; they also reshape market activities, cultural practices, and emerging policy directions.

Table 2: Prominent Social Trends on Vietnamese Social Media (2023–2024)

Trend	Discussion/Posts	Main Platforms	Source
Green Living Movement	2 million posts	TikTok, Facebook	Doan et al. (2023)
Digital Education	20 million hashtag views (#học_online)	TikTok, YouTube	Rentracks Vietnam (2024)
Gender Equality (#MeToo)	15,000 posts	Facebook, Instagram	Sanmedia (2023)
Influence of KOLs	65% of consumers influenced	TikTok, YouTube	Nielsen Vietnam (2023)

Green Living Movement: The green living movement has been especially visible on TikTok and Facebook. As noted by Doan et al. (2023), conversations relating to environmental sustainability exceeded two million discussions, largely fueled by hashtags such as #sốngxanh, #táichế, and #giảmnhieulượngngnhựa. Nielsen Vietnam (2023) found that 72% of customers are willing to pay more for eco-friendly products, indicating substantial potential for green consumption. Online advocacy has translated into offline action: membership of the “Zero Waste Vietnam” Facebook group surged from 50,000 to 120,000 within two years (We Are Social, 2023), while companies such as Vinamilk and Unilever Vietnam have introduced refill stations and sustainable packaging campaigns. National initiatives like “Earth Day Vietnam” have also gained traction, with millions of interactions reinforcing consumer shifts toward sustainable choices.

Digital Education: Online education represents one of the most transformative changes in Vietnam's social fabric, a trend strongly amplified during the COVID-19 pandemic. The hashtag #học_online has generated over 20 million views on TikTok (Rentracks Vietnam, 2024), demonstrating the popularity of online learning formats. Platforms such as Zoom, Google Classroom, and Kyna have enabled broader access to instruction, including in remote or underserved regions (Vnetwork, 2023; ICT Vietnam, 2024). YouTube has also emerged as a key educational repository. Industry data from IELTS Fighter (2022) and Dai-ichi Life Vietnam (2023) report a 45% year-on-year increase in the consumption of educational videos. In addition, major corporations such as FPT and VNPT have transitioned from face-to-face training to digital, self-paced modules, highlighting that digital education is not limited to schools but is expanding into corporate training.

Gender Equality Advocacy: The struggle for gender equality has become increasingly visible on Vietnam's digital platforms. The #MeToo movement generated more than 15,000 posts on Facebook and Instagram in 2023 (Sanmedia, 2023), elevating public discourse on gender-based harassment and workplace equity. Importantly, this online advocacy has influenced institutional changes. For example, Vingroup launched leadership training programs for women in 2023, while Vietcombank revised its internal code of conduct to strengthen anti-harassment measures (Investing in Women, 2022; Skillking FPT, 2024). Likewise, FPT introduced its “Women in Leadership” initiative aimed at supporting female professionals in technology. In parallel, government agencies such as the Ministry of Labor, Invalids and Social Affairs (MOLISA) have begun reviewing maternity leave and anti-discrimination policies. These concrete examples illustrate how digital advocacy has evolved beyond symbolic gestures to catalyze both organizational reforms and legal debates in Vietnam.

Influence of KOLs: The expanding role of KOLs demonstrates the commercial and cultural power of social media. Nielsen Vietnam (2023) reports that 65% of younger consumers trust influencers more than traditional advertising. A notable case is the beauty influencer Changmakeup, whose product review campaign on YouTube garnered over two million views and resulted in the associated product selling out in under 24 hours (ELLE Vietnam, 2023). The impact of KOLs, however, extends far beyond cosmetics into food, fashion, and technology sectors. Corporations allocate increasing portions of marketing budgets to influencer campaigns, raising concerns over transparency, ethical marketing practices, and consumer protection. This

trend suggests that regulatory frameworks may be needed to define standards for paid promotions, ensuring accountability in the rapidly expanding influencer economy.

In sum, the evidence indicates that Vietnam's social media is not merely a space for dialogue but a catalyst for tangible change in consumption, education, gender norms, and marketing. These findings highlight the necessity for continued research to monitor emerging patterns and to critically assess their implications for policymaking, market regulation, and cultural transformation in an increasingly fast-advancing digital society.

4.2 Emerging Trends and Their Economic and Social Considerations

The use of digital platforms for public communication has profoundly altered interaction patterns in Vietnam, reshaping not only individual habits but also corporate culture, human resource strategies, and even national legislative frameworks. These shifts reveal how online activity translates into offline economic and social transformations.

Table 3: Economic and Social Impacts of Emerging Social Media Trends in Vietnam (2023–2024)

Trend	Economic and Social Impact
Sustainable Consumption	68% of businesses have changed packaging policies (Doan et al., 2023)
Digital Education & Employment	60% of online course participants found jobs (Ductin Group, 2024)
Gender Equality	Labor policies changed; new parental leave law for men (UN Women, 2023)
KOLs & Personal Consumption	40% of young consumers face financial difficulties due to trend-driven spending (Nielsen Vietnam, 2023)

Sustainable Consumption: The integration of sustainability into corporate practices represents one of the most significant shifts in Vietnam's business environment. Doan et al. (2023) reported that approximately 68% of small and medium-sized enterprises (SMEs) have adopted environmentally responsible approaches, such as reducing single-use plastics and applying circular economy principles. For instance, Unilever Vietnam has launched refill stations for household products in Hanoi and Ho Chi Minh City, while Vinamilk introduced "Green Farm" branding emphasizing eco-friendly sourcing. These initiatives are driven not only by government regulation but also by market demand: consumers are increasingly willing to pay more for sustainable products, giving companies a competitive incentive to innovate.

Digital Education and Employment: The expansion of online education is tightly linked to labor market dynamics. A nationwide survey by Ductin Group (2024) found that 60% of respondents who participated in online learning platforms reported securing new jobs or upgrading professional skills. Corporations such as FPT and VNPT have institutionalized online training modules for employees, reducing costs while maintaining workflow continuity (Dan Tri, 2023). This development highlights how digital education is no longer a stopgap response to the COVID-19 pandemic but a long-term strategy for building an adaptable and competitive workforce in Vietnam's digital economy.

Gender Equality: Digital activism around gender equality has translated into tangible corporate and legislative reforms. The #MeToo movement, amplified across Facebook and Instagram, has prompted companies such as Vingroup and Vietcombank to introduce new leadership training programs for women, extend maternity leave provisions, and strengthen anti-harassment codes of conduct (UN Women, 2023; Skillking FPT, 2024). These corporate actions are complemented by policy shifts: in 2024, the National Assembly amended the Labor Code to include mandatory paternity leave, reflecting a broader cultural reorientation toward shared caregiving and work-life balance. These changes demonstrate that online advocacy can serve as a catalyst for long-term institutional reform in Vietnam.

KOLs and Consumerism: The growing prominence of KOLs has produced mixed outcomes for Vietnam's economy. On one hand, influencers on YouTube and TikTok generate enormous visibility for brands, accelerating product adoption across food, fashion, and technology sectors. On the other hand, Nielsen Vietnam (2023) reports that 40% of young consumers face financial strain due to impulsive purchases driven by influencer marketing. The influencer economy is projected to reach a market value of nearly USD 500 million by 2024 (Vnetwork, 2023), underscoring its economic importance but also raising ethical challenges related to transparency and accountability. Case studies of campaigns by figures like Changmakeup illustrate both the commercial potential and the risks of overconsumption among impressionable youth.

Taken together, these results highlight that social media trends extend well beyond online expression. They have driven sustainable business innovations, expanded educational opportunities, redefined gender norms, and altered consumer practices. At the same time, these dynamics carry risks such as household

financial precarity, identity commodification, and exposure to misinformation. Addressing these issues requires coordinated action from legislators, educators, and industry leaders to ensure that digital transformation proceeds in a socially responsible and equitable manner.

Finally, the challenges of misinformation—particularly visible during the COVID-19 pandemic and financial market fluctuations—reveal how vulnerable public trust is in digital spaces. Stronger evidence-based governance, including platform regulation, digital literacy programs, and civic education, will be critical for safeguarding Vietnam's socio-economic development in an increasingly interconnected digital society.

5 Discussion

This study set out to evaluate the influence of social media platforms on four crucial social phenomena that have evolved in Vietnam: the rise of green living movements, the growth of digital education, advocacy for gender equality, and the increasing impact of Key Opinion Leaders (KOLs) on consumer decision-making. By analyzing user-generated content across Facebook, TikTok, YouTube, and Zalo, the research provides deeper insight into how digital technologies shape the public sphere, social participation, and collective behaviors in contemporary Vietnam. The findings confirm that social media has emerged as a dominant arena for discussing environmental issues, where participation extends beyond individual consumer choices to include corporate activism. Campaigns around green consumption have not only heightened public awareness but also compelled businesses to adopt eco-friendly production and circular economy models. This indicates a shift from purely market-driven trends toward broader societal transformation initiated by digital advocacy. Similarly, the rapid adoption of digital education demonstrates how social media platforms and online learning tools have reshaped access to knowledge. The analysis revealed a sharp increase in online participation, echoing patterns observed during the COVID-19 pandemic, when online learning became a necessity rather than a choice. However, persistent disparities remain between rural and urban regions in terms of access to infrastructure and digital literacy. These findings align with earlier observations (2019–2022), where online education initially surged due to emergency responses but has since stabilized as a normalized part of Vietnam's educational ecosystem. This comparison underscores that while online learning has become embedded, addressing the digital divide remains an ongoing challenge. Gender equality advocacy also gained significant traction through social media, particularly via the #MeToo movement. Online discourse not only raised public awareness but also influenced policy adjustments, including stronger workplace protections for women and discussions on expanding parental leave. Compared with the period of 2019–2020, when online gender advocacy was fragmented and lacked clear policy influence, the 2023–2024 data suggest a more sustained and institutionalized shift. This highlights how online activism can evolve from symbolic campaigns into tangible regulatory outcomes. The influence of KOLs further illustrates the pervasive role of social media in shaping consumer behaviors. With younger demographics increasingly trusting influencers over traditional advertising, KOLs have transformed marketing strategies, brand communication, and consumer decision-making. While this trend has been noted since at least 2020, the present study reveals its intensification, raising ethical concerns over transparency, consumer protection, and the long-term implications of trend-driven consumption. These results suggest that the unchecked growth of influencer marketing may require regulatory interventions to safeguard consumer interests.

Despite these contributions, the study faced several limitations. Restricted API access constrained the comprehensiveness of the dataset, while the proliferation of misinformation posed difficulties for data validation. Moreover, the absence of longitudinal datasets limited the ability to fully assess the historical evolution of trends. Although comparisons were made with earlier observations, a more systematic longitudinal dataset would enhance robustness. Future studies should prioritize real-time monitoring, demographic disaggregation, and cross-country comparative analyses to contextualize Vietnam's digital changes within broader regional dynamics. **Study Suggestions.** Building on these findings, future research should incorporate longitudinal comparisons between 2019–2022 and subsequent years. Such comparisons would allow scholars to trace how temporary phenomena, such as online education during COVID-19, have transitioned into more permanent features of social life. Similarly, following the trajectory of campaigns like #MeToo over several years would clarify whether policy changes reflect lasting cultural transformations or temporary responses to public pressure. Expanding the temporal scope would thus increase generalizability, strengthen predictive analytics, and deepen understanding of Vietnam's evolving digital society.

From a theoretical perspective, this research advances the scholarship of digital media in emerging markets by highlighting the interplay between technology, social movements, and consumer culture. From a

practical perspective, the findings provide actionable insights for policymakers, businesses, and advocacy groups, demonstrating that social media is no longer merely a channel of communication but a critical driver of socio-economic and cultural transformation in Vietnam's rapidly developing digital landscape.

6 Conclusion

This study has examined how social media platforms are reshaping Vietnam's cultural, economic, and political landscape. Four major trends emerged from the analysis: the rise of sustainable consumption practices, the expansion of digital education, the growing advocacy for gender equality, and the increasingly influential role of Key Opinion Leaders (KOLs) in shaping consumer choices. Evidence from Facebook, TikTok, YouTube, and Zalo shows that these shifts extend beyond digital conversations, producing measurable effects on corporate policies, consumer behavior, and even national legislation. For example, green living campaigns have driven packaging reforms among leading companies, digital learning has opened new career pathways, gender activism has influenced both workplace practices and the 2024 Labor Code revision, and KOL-driven marketing has altered entire industries while raising urgent questions of transparency and regulation. Methodologically, the application of data mining and sentiment analysis tools has allowed for a systematic exploration of more than one million digital records, providing valuable insights to policymakers, businesses, and civil society organizations. Yet the study is not without limitations. The dataset was constrained to 2023–2024, making longitudinal comparisons incomplete. API restrictions, misinformation risks, and the absence of in-depth interviews or case studies also limit the interpretive scope. Future research should incorporate historical data (2019–2022), cross-national comparisons, and qualitative evidence from companies and government agencies to contextualize how digital activism translates into structural reform. The findings reinforce that social media is both a driver of progress and a source of new vulnerabilities. Its capacity to mobilize communities, democratize education, and advance equality coexists with risks of misinformation, over-consumption, and privacy violations. To maximize benefits while minimizing harms, Vietnam will require stronger evidence-based governance, ethical frameworks for data use, regulatory standards for influencer marketing, and enhanced programs for digital literacy. In conclusion, social media has evolved from being a tool of communication to becoming an indispensable force in Vietnam's fast-developing digital society. It is simultaneously a catalyst for cultural change, an engine for economic development, and a contested arena of governance. Recognizing both its promise and its perils will be critical for researchers, policymakers, and citizens seeking to shape a more equitable and sustainable digital future.

References:

- 24hMoney. (2021, August 24). *TikTok tests its first research API version*. <https://24hmoney.vn/news/tiktok-thu-nghiem-phien-ban-dau-tien-cua-api-nghien-cuu-c53a1720816.html>
- Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgments. *Groups, Leadership, and Men*, 222-236.
- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55(1), 591-621. [CrossRef]
- Dai-ichi Life Vietnam. (2023). *The impact of social media on mental health*. <https://kh.dai-ichi-life.com.vn/song-vui-khoe/bi-quyet/thoi-quen-song-khoe/suc-khoe-tinh-than/anh-huong-cua-mang-xa-hoi-den-suc-khoe-tinh-than>
- Dan Tri. (2022). *KOLs and their downsides*. <https://dantri.com.vn/xa-hoi/kols-va-nhung-mat-trai-20220425093832356.htm>
- Dan Tri. (2023, August 16). *English teacher shortage: 2,600 Meo Vac students study online from Hanoi*. <https://dantri.com.vn>
- Dan Tri. (2024, June 30). *Zalo reaches 76.5 million users, surpassing Facebook and TikTok in Vietnam*. <https://dantri.com.vn>
- Do, T. (2023). Social media data analytics in Vietnam: Opportunities and challenges. *Journal of Social Sciences Research*, 12(3), 123–135.
- Doan, T. T., et al. (2023). *Factors influencing young Vietnamese consumers' green consumption intentions*. <https://tapchitaichinh.vn/cac-yeu-to-anh-huong-den-y-dinh-tieu-dung-xanh-cua-gioi-tre-viet-nam.html>
- Ductin Group. (2024, December). *What is social media? The most popular social media platforms in Vietnam*. <https://ductingroup.com/mang-xa-hoi-la-gi-top-nen-tang-mang-xa-hoi-pho-bien-nhat-tai-viet-nam>
- ELLE Vietnam. (2023). *Changmakeup and her lipstick empire*. <https://www.elle.vn/xu-huong-lam-dep/changmakeup-va-de-che-son-moi-cua-nang>

- GB Times. (2024). *Is YouTube API free?* <https://gbtimes.com/is-youtube-api-free>
- Google. (n.d.). *Google Trends: Explore what the world is searching.* <https://trends.google.com>
- Google Developers. (2024). *Overview of YouTube Data API.* <https://developers.google.com/youtube/v3/getting-started?hl=vi>
- Government. (2023). *Decree No. 13/2023/ND-CP on Personal Data Protection.* Issued: April 17, 2023; Effective: July 1, 2023. <https://vanban.chinhphu.vn/?pageid=27160&docid=207759>
- ICT Vietnam. (2024). *Proposed solutions for managing KOLs on Vietnam's digital space.* <https://ictvietnam.vn/de-xuat-cac-giai-phap-quan-ly-su-dung-kol-tren-khong-gian-mang-tai-viet-nam-67881.html>
- IELTS Fighter. (2022). *YouTube Channel.* https://www.youtube.com/channel/UC5YIs2pY_8EIQWMEpN5TaQ
- Investing in Women. (2022). *Taming traditional gender norms and patriarchy on social media in Vietnam.* <https://investinginwomen.asia/knowledge/taming-traditional-gender-norms-and-patriarchy-on-social-media-in-vietnam>
- Institute of Information Technology & Digital Economy (SITDE). (2023, December). *12th International Conference on Data Computing and Social Networks (CSoNet 2023).* <https://sitde.neu.edu.vn/vi/thong-bao-vien-cntt-kts/thong-tin-bao-chi-hoi-thao-khoa-hoc-quoc-te-lan-thu-12-tinh-toan-du-lieu-va-mang-xa-hoi-csonet-2023-5946>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. [CrossRef]
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence: The part played by people in the flow of mass communications.* Free Press.
- Kenh14. (2022, September 25). *TikTok and its negative impact on users.* <https://kenh14.vn>
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251. [CrossRef]
- Markham, A. & Buchanan, E. (2012). *Ethical decision-making and Internet research: Recommendations from the AoIR ethics working committee (version 2.0).* <https://aoir.org/reports/ethics2.pdf>
- Ministry of Education and Training. (2022). *Comprehensive report on the development of online education during the COVID-19 pandemic.* Ministry of Education and Training of Vietnam. <https://moet.gov.vn/tintuc/Pages/tin-tong-hop.aspx?ItemID=8373>
- Ministry of Public Security of Vietnam. (2020). *Fake news virus on cyberspace: Fake news spreads amid the COVID-19 pandemic.* <https://cand.com.vn>
- National Assembly. (2018). *Law No. 24/2018/QH14 on Cyber Security, enacted on June 12, 2018, effective from January 1, 2019.* https://thuvienphapluat.vn/van-ban/Cong-nghe-thong-tin/Luat-an-ninh-mang-2018-351416.aspx?utm_source
- National Assembly of the Socialist Republic of Vietnam. (2024). *Law on social insurance.* Hanoi: National Political Publishing House.
- Nguyen, A., & Tran, L. (2022). Emerging social trends on Facebook and TikTok in Vietnam. *Journal of Social Media Studies*, 15(4), 245-259.
- Nguyen, L. M., Long, L. V., Nam, T. T., & Chen, T. H. (2024). Personal data in the digital age: An overview study in Vietnam. *Journal of Law and Sustainable Development*, 12(3), e2623. [CrossRef]
- Nielsen Vietnam. (2023). *Consumption trends influenced by KOLs in Vietnam.* <https://nielseniq.com/global/en/insights/analysis/2023/decoding-the-fmcg-and-consumer-trends-in-vietnam/>
- Ookla. (2024). *Vietnam Internet Speed Report 2024.* SkillKing FPT. <https://skillking.fpt.edu.vn/tin-tuc/tinh-hinh-digital-viet-nam-2024>
- Pham, T. H. (2021). The rise of minimalism and digital nomads in Vietnam's social media landscape. *Asian Journal of Lifestyle Studies*, 8(2), 101-115.
- Pew Research Center. (2022). *The role of social media in modern society.* <https://www.pewresearch.org>
- Florkin, J. (n.d.). *IBM Watson: Artificial intelligence and technology applications.* <https://julienflorkin.com/vi/c%C3%B4ng-nghe%E1%BB%87/tr%C3%AD-tu%E1%BB%87-nh%C3%A2n-t%E1%BA%A1o/ibm-watson/>
- Rentracks Vietnam. (2024). *Social media statistics and advertising trends in 2024.* <https://reentracks.com.vn>
- Sanmedia. (2023). *Insights from Vietnam Digital Report 2023.* <https://www.sanmedia.vn>
- Skillking FPT. (2024). *Vietnam Digital Landscape 2024.* <https://skillking.fpt.edu.vn>
- State Management Journal. (2020). *Public administration innovation based on big data: Opportunities and challenges.* <https://www.quanlynhanuoc.vn>

- Tin Tuc Newspaper. (2021). *Strengthening the fight against fake news and misinformation about COVID-19 on social media*. <https://baotintuc.vn>
- TikTok. (2023). *Transparency report: Trends and insights by region*. <https://www.tiktok.com/transparency>
- UN Women. (2023). *Impact of social media campaigns on gender equality in Southeast Asia*. <https://www.unwomen.org>
- Vietnam E-learning Association. (2023). *Developing Vietnam's online education market*. <https://oes.vn/thi-truong-edtech-viet-nam-xu-huong-quy-mo-co-hoi-tang-truong-cua-nganh>
- VietnamBiz. (2019, October 17). *What is social data? Benefits and limitations of social data*. <https://vietnambiz.vn/du-lieu-mang-xa-hoi-social-data-la-gi-loi-ich-va-han-che-cua-du-lieu-mang-xa-hoi-20191017120946614.htm>
- Vnetwork. (2023). *Vietnam Internet 2023: Latest data and development trends*. <https://www.vnetwork.vn/news/internet-viet-nam-2023-so-lieu-moi-nhat-va-xu-huong-phat-trien/>
- VN Economy. (2023). *Ho Chi Minh City applies AI and big data analytics for forecasting and management*. <https://vneconomy.vn>
- VN Economy. (2023). *Technology companies plan to charge API access fees to increase data value*. <https://vneconomy.vn/techconnect/cac-cong-ty-cong-nghe-co-ke-hoach-tinh-phi-truy-cap-api-nham-tang-gia-tri-cua-du-lieu.htm>
- VN Economy. (2024). *Building and developing the National Data Center*. <https://vneconomy.vn>
- VN Economy. (2024). *KOLs and KOCs significantly influence Vietnamese consumers' online shopping journey*. <https://vneconomy.vn/techconnect/kol-va-koc-anh-huong-lon-den-hanh-trinh-mua-sam-online-cua-nguoi-tieu-dung-viet.htm>
- VTV News. (2024, December 27). *Buzzmetrics: From Vietnamese social media data research to the global market*. VTV.vn. <https://vtv.vn/kinh-te/buzzmetrics-tu-nghien-cuu-du-lieu-mang-xa-hoi-viet-nam-den-thi-truong-toan-cau-20241227145323393.htm>
- We Are Social. (2023). *Digital 2023: Vietnam's internet and social media statistics*. Hootsuite and We Are Social. <https://www.wearesocial.com>
- We Are Social & Meltwater. (2024). *Digital 2024: Vietnam*. Brands Vietnam. <https://www.brandsvietnam.com/library/doc/66570af95074a-we-are-social-vietnam-digital-2024>