



In one study, almost 9 in 10 young people questioning their gender seemed to be subject to social influence.

86.7% of the young people in Lisa Littman's 2018 study [1] belonged to a friend group where one or more friends came out as trans at the same time, and/or had an increase in their use of social media.

Social contagion – the involuntary “catching” of behaviors and attitudes across connected individuals [2] – is a well-accepted phenomenon in psychological literature [3]. It is well-documented that adolescents – and females in particular – are prone to social contagion effects, from cutting [4] to eating disorders [5]. Social network analyses suggest that peer contagion underlies the influence of friendship on obesity, unhealthy body images, and expectations [6].

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