

Name: _____ Date: _____

Dissecting the Influencer Economy: A Collegiate Social Media Analysis

Parasocial relationships, algorithmic bias, and the monetization of authenticity. Critical analysis for advanced media studies students.

1. Which sociological concept best explains the perceived intimacy and one-sided emotional bond a follower develops with a creator like MrBeast or Emma Chamberlain?

- A. Social Capital Theory
- B. Parasocial Interaction
- C. The Panopticon Effect
- D. Cognitive Dissonance

2. The 'De-influencing' trend primarily functions as a total rejection of consumerism rather than a strategic pivot toward personal brand trust.

- A. True
- B. False

3. In the context of platform governance, the _____ refers to the hidden labor performed by individuals who filter and remove policy-violating content to maintain an influencer's community.

- A. Shadow Ban Economy
- B. Algorithmic Mirror
- C. Ghost Logistics
- D. Commercial Content Moderation

4. When an influencer pivots from lifestyle content to promoting decentralized finance (DeFi), they risk losing which form of credibility described by the Ohanian model?

- A. Expertise
- B. Physical Attractiveness
- C. Platform Velocity
- D. Network Centrality

5. The 'Echo Chamber' effect on platforms like Bluesky or Mastodon is exacerbated by algorithmic sorting more than user-led curation.

- A. True
- B. False

6. The concept of _____ labor describes how creators must constantly perform their 'authentic' selves and manage their emotional state to maintain follower engagement.

- A. Emotional
- B. Aesthetic
- C. Invisible

Name: _____ Date: _____

D. Precarious

7. Platform 'affordances' refer to the functional properties of a site. Which of these is an affordance of LinkedIn that limits influencer culture compared to TikTok?

- A. Lower refresh rates
- B. Professional identity verification
- C. Public API access
- D. Short-form video priority

8. The 'micro-influencer' (1,000–100,000 followers) generally commands a higher engagement rate than 'mega-influencers' with millions of followers.

- A. True
- B. False

9. The shift toward _____ content, characterized by unedited videos and messy backgrounds, is a direct reaction to the 'Instagram Aesthetic' of the mid-2010s.

- A. High-fidelity
- B. Hyper-real
- C. Lo-fi or Casual
- D. Viral

10. Which term describes the phenomenon where influencers face backlash for participating in social justice movements only when it is 'on-trend'?

- A. Digital Redlining
- B. Performative Activism
- C. Algorithmic Cruelty
- D. Context Collapse