

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Answer Key: Glitch in the Glamour: 8th Grade Influencer Economy Quiz

Analyze digital footprints and monetization strategies through 10 questions identifying how niche creators convert personal style into global trends.

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**1. What term describes the specific group of people an influencer creates content for, such as 'retro gamers' or 'sustainable fashion fans'?**

**Answer:** B) Niche audience

A niche audience is a specialized segment of the market that influencers target to build a more dedicated and engaged following.

**2. True or False: A 'micro-influencer' typically has a smaller following but often sees higher engagement rates than major celebrities.**

**Answer:** A) True

Micro-influencers focus on specific communities, leading to more personal interactions and trust with their followers compared to mass-market celebrities.

**3. When a travel vlogger receives a free hotel stay in exchange for a video review, this is a form of \_\_\_\_\_ content.**

**Answer:** C) Sponsored

Sponsored content involves a partnership where a creator is compensated (with money or goods) to feature a brand.

**4. In the world of social media metrics, what does 'Engagement Rate' primarily measure?**

**Answer:** C) The amount of interaction (likes, comments, shares) relative to followers

Engagement rate shows how active an audience is, which is often more valuable to brands than just a large follower count.

**5. The \_\_\_\_\_ is a computer program used by social media apps to decide which posts show up first in a user's feed.**

**Answer:** A) Algorithm

Algorithms use data to predict what users want to see, significantly impacting which influencers become popular.

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**6. True or False: If an influencer edits their photos to look like they are in a different country, they are practicing 'transparency.'**

**Answer:** B) False

Transparency involves being honest with your audience; misleading them about your location or appearance is the opposite.

**7. Which of these is an example of 'de-influencing'?**

**Answer:** A) A creator telling followers why a popular, expensive product is NOT worth buying

De-influencing is a trend where creators provide honest critiques to discourage overconsumption or wasting money on hyped products.

**8. When an influencer creates a line of merchandise, such as hoodies or water bottles, they are \_\_\_\_\_ their personal brand.**

**Answer:** B) Monetizing

Monetizing is the process of turning an asset (in this case, social media fame) into a source of income.

**9. True or False: Promoting a 'charity challenge' to raise money for clean water is an example of using influencer status for social impact.**

**Answer:** A) True

Social impact occurs when influencers use their large reach to bring attention or funding to important global issues.

**10. Why do brands often prefer influencers over traditional TV commercials for reaching teenagers?**

**Answer:** B) Influencers are perceived as more relatable and trustworthy 'peers'

The 'parasocial relationship' between followers and influencers makes their recommendations feel like advice from a friend rather than a sales pitch.