

Name: _____ Date: _____

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.

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

- A. Viral bait
- B. Niche audience
- C. Broadcasting signal
- D. Digital footprint

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

- A. True
- B. False

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

- A. Purely organic
- B. Anonymous
- C. Sponsored
- D. Crowdfunded

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

- A. The total number of followers an account has
- B. How many seconds it takes to upload a video
- C. The amount of interaction (likes, comments, shares) relative to followers
- D. The cost of a smartphone used for filming

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

- A. Algorithm
- B. Transistor
- C. Broadcaster
- D. Firewall

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

- A. True
- B. False

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

- A. A creator telling followers why a popular, expensive product is NOT worth buying
- B. A celebrity signing a million-dollar deal with a soda brand
- C. Deleting a social media account permanently
- D. Buying fake followers to look more popular

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

- A. Deleting
- B. Monetizing
- C. Archiving
- D. Ghosting

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

- A. True
- B. False

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

- A. Teenagers watch more cable TV than any other age group
- B. Influencers are perceived as more relatable and trustworthy 'peers'
- C. It is illegal to show commercials on TV after 8:00 PM
- D. Influencers never charge money for their work