

Name: _____ Date: _____

Answer Key: Influence and Ethics for 10th Grade Sophomores

Analyze the tension between algorithmic reach and human accountability in the shifting landscape of digital authority and niche community building.

1. A micro-influencer with 10,000 followers often has a higher engagement rate than a celebrity with 10 million. In the context of marketing sociology, what phenomenon does this best illustrate?

Answer: B) Para-social intimacy and niche authority

Smaller audiences often feel a deeper, more personal connection (para-social intimacy) to creators, leading to higher trust and more frequent interaction compared to mass-market celebrities.

2. When an influencer promotes a product without disclosing a financial relationship, they are violating the transparency guidelines established by the _____.

Answer: B) Federal Trade Commission (FTC)

The FTC is responsible for consumer protection and requires influencers to clearly disclose paid partnerships to prevent deceptive advertising.

3. Shadowbanning refers to a platform's practice of completely deleting a user's account without prior notice due to a violation of terms of service.

Answer: B) False

Shadowbanning is the secret reduction of a user's visibility or reach within an algorithm, whereas account deletion is a visible and final action.

4. Which of the following best describes the 'Filter Bubble' effect on social media platforms?

Answer: C) An algorithmic isolation where users only see content that reinforces their existing beliefs

Algorithms prioritize engagement, often feeding users content that aligns with their biases, which can limit exposure to diverse perspectives.

5. The rise of 'de-influencing'—creators telling followers what NOT to buy—is primarily a response to _____.

Answer: B) Over-consumption and a desire for perceived authenticity

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De-influencing seeks to build trust by rejecting the constant 'sales pitch' culture and addressing environmental and financial concerns of followers.

6. The 'Creator Economy' refers solely to the revenue generated by the platforms themselves, like Meta or ByteDance, rather than the individuals making the content.

Answer: B) False

The Creator Economy focuses on the independent businesses, tools, and monetization methods used by creators to earn money directly from their work.

7. When a social movement like 'Slow Fashion' gains traction via an influencer's platform, it is an example of using digital capital for:

Answer: A) Social advocacy and behavioral shifts

Influencers often leverage their 'digital capital' (reach and trust) to promote ethical consumption or social justice movements.

8. Virtual influencers, such as Lil Miquela, raise complex ethical questions regarding the concept of _____ in digital marketing.

Answer: B) Authenticity

Because virtual influencers are CGI, they challenge the traditional requirement that an influencer must be a 'real' person with authentic lived experiences.

9. Algorithmic bias can lead to certain creators being suppressed based on their race, gender, or disability, even if the software code wasn't explicitly written to discriminate.

Answer: A) True

Machine learning algorithms can learn to mirror existing societal biases present in the data they use to determine what content is 'engaging'.

10. Which term describes the labor of managing one's online persona to appear constantly relatable, happy, and available to followers?

Answer: C) Emotional Labor

Emotional labor in the influencer context refers to the invisible work of maintaining a specific mood and persona to keep an audience engaged and comfortable.