

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

## 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?**

- A. The Bystander Effect
- B. Para-social intimacy and niche authority
- C. Platform-agnostic content distribution
- D. The Digital Divide

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

- A. Federal Communications Commission (FCC)
- B. Federal Trade Commission (FTC)
- C. Securities and Exchange Commission (SEC)
- D. Department of Commerce

**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.**

- A. True
- B. False

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

- A. A physical screen protector that reduces blue light
- B. An editing style that makes all influencer photos look similar
- C. An algorithmic isolation where users only see content that reinforces their existing beliefs
- D. A security feature that blocks spam comments automatically

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

- A. Lower internet speeds in rural areas
- B. Over-consumption and a desire for perceived authenticity
- C. New copyright laws regarding music in videos
- D. Decreasing smartphone usage among Gen Z

**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.**

- A. True
- B. False

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

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

- A. Social advocacy and behavioral shifts
- B. Purely aesthetic self-promotion
- C. Increasing corporate profit margins
- D. Reducing the total number of social media users

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

- A. Bandwidth
- B. Authenticity
- C. Battery life
- D. Hardware

**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.**

- A. True
- B. False

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

- A. Data Mining
- B. Digital Feudalism
- C. Emotional Labor
- D. Search Engine Optimization