

Name: _____ Date: _____

Answer Key: Outsmart the Algorithm: A 4th Grade Digital Influencer Quiz

Evaluate digital transparency and content strategy to help students distinguish between genuine community building and masked marketing tactics.

1. A travel influencer posts a photo of a 'secret beach' but includes a small tag saying '#PaidPartnership.' What does this indicate about their motivation?

Answer: B) A tourism company paid them to promote that specific location.

Transparency labels like #PaidPartnership or #Ad identify that the content is a form of digital marketing rather than just a personal recommendation.

2. True or False: If an influencer has one million followers, every piece of advice they give about health and medicine is scientifically accurate.

Answer: B) False

Follower count measures popularity, not expertise; students must critically evaluate the source's credentials regardless of their digital reach.

3. When a gaming creator interacts with fans in the comments to build a sense of belonging, they are focusing on ____.

Answer: B) community engagement

Community engagement involves active communication between creators and their audience to foster loyalty and shared interests.

4. An environmental influencer uses a 'Call to Action' (CTA) at the end of their video. Which of these is the most likely CTA for their specific niche?

Answer: B) Click the link to sign a petition for cleaner oceans.

Influencers use their platform to drive specific actions; an environmentalist would likely focus on conservation or activism.

5. A person who creates short videos to teach people how to cook traditional Ethiopian dishes is an example of a/an ____ influencer.

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Answer: A) educational/cultural

Influencers often serve as cultural ambassadors, sharing specific traditions, languages, and skills with a global audience.

6. Which of the following is a potential 'echo chamber' effect of social media algorithms?

Answer: C) You only see content that agrees with what you already believe.

Algorithms often show users content similar to what they've liked before, which can limit their perspective to a single point of view.

7. True or False: Using a 'filter' on a video to change your facial features can impact how followers perceive reality and beauty standards.

Answer: A) True

Digital filters can create unrealistic expectations of appearance, leading to a distorted sense of what is natural or attainable.

8. If an influencer promotes a toy without mentioning that the toy company gave it to them for free, they are lacking ____.

Answer: C) transparency

Transparency is the ethical practice of being honest with an audience about business relationships and gifted items.

9. How does 'viral' content change the way news travels compared to 50 years ago?

Answer: C) Information can spread globally in seconds through user shares.

Viral dynamics allow for rapid, decentralized sharing, meaning information (and misinformation) spreads much faster than traditional print or broadcast media.

10. True or False: Influencers who use AI-generated avatars instead of their real faces are unable to build a loyal following.

Answer: B) False

Virtual influencers (VTubers or AI-avatars) have become highly successful, proving that digital personas can engage audiences similarly to real people.