

Name: _____ Date: _____

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?

- A. They are visiting the beach for a private family vacation.
- B. A tourism company paid them to promote that specific location.
- C. They want to keep the beach a secret from other tourists.
- D. They are warning followers that the beach is too expensive to visit.

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

- A. True
- B. False

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

- A. algorithmic bias
- B. community engagement
- C. sponsored placement
- D. data encryption

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?

- A. Check out my new line of luxury leather handbags.
- B. Click the link to sign a petition for cleaner oceans.
- C. Make sure to buy this brand of sugary soda today.
- D. Stop following people who disagree with your opinions.

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

- A. educational/cultural
- B. anonymous/hidden
- C. fitness/athletic
- D. political/government

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

- A. You are exposed to thousands of different opinions every hour.
- B. The computer turns off automatically after two hours of use.

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- C. You only see content that agrees with what you already believe.
- D. Your friends stop talking to you in person.

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

- A. True
- B. False

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

- A. bandwidth
- B. digital footprint
- C. transparency
- D. viral potential

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

- A. News now travels slower because there are more people online.
- B. News is only controlled by three major television networks.
- C. Information can spread globally in seconds through user shares.
- D. People no longer care about things happening in other countries.

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

- A. True
- B. False