

Name: _____ Date: _____

Social Media Influence Quiz for High School Freshman

Challenge assumptions through critical analysis of parasocial relationships and algorithmic ethics rather than just surface-level scrolling habits.

1. An influencer specializing in 'cottagecore' aesthetics promotes a minimalist lifestyle while simultaneously linking a dozen new fast-fashion products in their bio. This scenario best illustrates which sociological conflict?

- A. Algorithmic bias in content distribution
- B. The tension between authentic branding and commercial monetization
- C. The digital divide between rural and urban creators
- D. Cross-cultural exchange of traditional values

2. A tech-review influencer receives an undisclosed equity stake in a startup before giving its product a 'glowing' review. In the United States, which regulatory body is primarily responsible for investigating this lack of transparency?

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

3. When a follower develops a one-sided psychological bond with a creator, believing they have a close friendship despite never meeting, it is known as a _____ relationship.

- A. Symmetrical
- B. Parasocial
- C. Reciprocal
- D. Digital-Native

4. True or False: The 'echo chamber' effect on social media is primarily caused by users intentionally blocking everyone they disagree with, rather than by automated platform algorithms.

- A. True
- B. False

5. Consider the rise of 'de-influencing'—creators telling followers what NOT to buy. What is the most likely strategic motive behind this trend in a competitive digital market?

- A. To decrease the overall amount of time users spend on the app
- B. To protest the existence of the global supply chain
- C. To build trust and long-term authority by appearing objective and non-commercial
- D. To satisfy platform requirements for minimalist content

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6. True or False: 'Virtue signaling' refers to the practice of influencers supporting a social cause primarily to enhance their own public image rather than to effect tangible change.

- A. True
- B. False

7. The concept where an influencer's niche popularity translates into significant financial or political power is known as _____ capital.

- A. Social
- B. Cryptographic
- C. Fixed
- D. Intellectual

8. In the context of influencer ethics, 'performative activism' is characterized by which of the following?

- A. Donating a portion of all proceeds to grassroots organizations
- B. Using one's platform to interview experts on systemic issues
- C. Surface-level participation in a trend (like a hashtag) without deep engagement
- D. Volunteering off-camera to avoid seeking attention

9. The _____ economy is a term used to describe a marketplace where human focus is the most valuable commodity, fought for by creators and platforms alike.

- A. Gig
- B. Attention
- C. Barter
- D. Circular

10. True or False: Using AI to generate a 'virtual influencer' (a computer-generated person) exempts a brand from having to disclose that the content is a paid advertisement.

- A. True
- B. False