

Name: _____ Date: _____

Dissect the Parasocial Paradox: 11th Grade Media Literacy Quiz

Evaluate the complex ethical landscape of digital curation and algorithmic bias through critical analysis of contemporary influencer culture.

1. A lifestyle influencer consistently posts high-production imagery showcasing a minimalist home, yet privately accepts commissions to promote fast-fashion hauls. According to the concept of 'performative authenticity,' which sociological tension is most prevalent?

- A. The commodification of the self vs. the labor of transparency
- B. The digital divide vs. platform democratization
- C. Algorithmic curation vs. organic community growth
- D. Audience fragmentation vs. cultural hegemony

2. The 'Filter Bubble' phenomenon, intensified by AI-driven influencer content, primarily serves to challenge users' existing cognitive biases by introducing radical counter-perspectives.

- A. True
- B. False

3. When an influencer leverages their niche community to launch a successful grassroots political campaign, they are exercising _____, a term coined by Joseph Nye to describe influence through attraction rather than coercion.

- A. Hard Power
- B. Astroturfing
- C. Soft Power
- D. Echo Chambers

4. Examine the 'De-influencing' trend of 2023. This movement is best analyzed as a response to which prevailing digital economic condition?

- A. The rise of decentralized finance (DeFi)
- B. Saturation of the 'attention economy' and consumer skepticism
- C. The decline of short-form video engagement
- D. Regulatory bans on affiliate marketing links

5. Under the FTC's 'Endorsement Guides' (applied to digital media), an influencer is legally required to disclose a material connection to a brand even if the influencer truly believes in the product's quality.

- A. True
- B. False

6. A specialized influencer targeting 11th-grade students about 'study-web' productivity habits relies on _____ relationships, where followers develop a one-sided sense of intimacy and friendship with the creator.

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- A. Reciprocal
- B. Parasocial
- C. Symbiotic
- D. Transactional

7. Which scenario best illustrates the 'Shadowbanning' controversy regarding algorithmic bias and social justice content?

- A. A creator's account is permanently deleted for violating copyright laws.
- B. An influencer's content is demoted in search results without notification due to 'sensitive' hashtags.
- C. A platform charges creators a fee to reach their already-existing followers.
- D. A brand refuses to partner with an influencer because of their low follower count.

8. In the context of 'Digital Colonialism,' Western influencers visiting developing nations to document 'authentic' experiences always contribute positively to the local economy without cultural appropriation.

- A. True
- B. False

9. The use of 'Virtual Influencers'—CGI characters with backstories and personalities—challenges the concept of ____ in digital marketing, as their entire existence is curated by a corporate team.

- A. Authenticity
- B. Scalability
- C. Saturation
- D. Ubiquity

10. Consider the 'TikTok-ification' of news. How does the pivot to influencers as primary news sources for Gen Z affect 'Media Sourcing' ethics?

- A. It ensures all information is fact-checked by traditional editorial boards.
- B. It prioritizes emotional resonance and engagement over objective verification.
- C. It eliminates the possibility of misinformation through decentralized ledgers.
- D. It mandates that all influencers possess a degree in investigative journalism.