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Answer Key: Dissect the Digital Empire: A 7th Grade Influencer Forensics Quiz

How do creators build authority without traditional credentials? Analyze 10 complex scenarios regarding digital ethics, algorithmic bias, and community building.

1. An environmental activist uses 'de-influencing' to tell followers NOT to buy certain trendy products. This strategy primarily leverages which sociological concept to build trust?

Answer: D) Counter-signaling

Counter-signaling occurs when an influencer builds authority by going against the typical behaviors of their peer group (like selling products), which increases their perceived authenticity.

2. True or False: Algorithmic bias in social media can create 'filter bubbles' that limit an influencer's ability to reach diverse audiences, regardless of their content quality.

Answer: A) True

Algorithms often prioritize content similar to what users have already seen, reinforcing existing perspectives and making it difficult for creators to break into new cultural circles.

3. A lifestyle creator uses ___ to make their followers feel like they have a personal, two-way friendship, even though the creator cannot possibly know all their fans individually.

Answer: A) Parasocial relationships

Parasocial relationships are one-sided psychological bonds where a fan feels a deep personal connection to a media figure who does not know them.

4. A 'Virtual Influencer' (an AI-generated character) partners with a luxury fashion brand. What is the most significant ethical challenge specific to this type of creator?

Answer: B) The lack of human lived experience and genuine emotion

Unlike humans, AI influencers do not have 'lived experience,' raising questions about the authenticity of their endorsements regarding how products feel, taste, or function.

5. When an influencer transition from 'niche' content to 'mass appeal' content, they often face a loss of ____, which is the perception that they are true to their original values.

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Answer: C) Authenticity

Authenticity is the primary currency for influencers; fans often feel betrayed when a creator changes their style to gain a wider, more commercial audience.

6. True or False: Using 'rage-baiting' (intentionally posting something controversial to get angry comments) is a strategy used to exploit the platform's engagement-based algorithms.

Answer: A) True

Platforms often see all interaction—even negative comments—as 'engagement,' which signals the algorithm to show the post to even more people.

7. A gaming influencer organizes a charity livestream. This is an example of 'Participatory Culture.' Which of these best defines that term?

Answer: B) The audience actively shaping and creating the content experience

Participatory culture means the line between producer and consumer is blurred; the audience's donations and chat interactions drive the event's outcome.

8. The 'Digital Divide' refers to the gap between people who have reliable internet and those who do not. How does this affect global influencer culture? ____

Answer: B) It prevents certain cultures from sharing their narratives

If a community lacks infrastructure, their stories, trends, and problems remain invisible on global social platforms, leading to a bias in what is considered 'popular' culture.

9. Which of the following describes 'Shadow Banning' in the context of influencer ethics and platform moderation?

Answer: C) Reducing a post's visibility without notifying the creator

Shadow banning is controversial because it lacks transparency; it suppresses content based on hidden criteria, often affecting creators from marginalized groups.

10. True or False: If an influencer moves from one platform to another, the 'Portability' of their audience is guaranteed because fans follow personalities, not apps.

Answer: B) False

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Audience portability is difficult; many users prefer the specific features of one app (like the TikTok feed) over another (like YouTube) and may not follow the creator to a new platform.