

Name: _____ Date: _____

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?

- A. Confirmation bias
- B. Social proofing
- C. Paradox of choice
- D. Counter-signaling

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.

- A. True
- B. False

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.

- A. Parasocial relationships
- B. Digital ghosting
- C. Synchronous chat
- D. Algorithmic twinning

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?

- A. The inability to wear physical clothes
- B. The lack of human lived experience and genuine emotion
- C. High costs of digital rendering
- D. The speed at which they can post content

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.

- A. Monetization
- B. Reach
- C. Authenticity
- D. Bandwidth

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.

- A. True

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B. False

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

- A. Watching a video without commenting
- B. The audience actively shaping and creating the content experience
- C. Paying for a subscription service
- D. Following a celebrity on multiple platforms

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? ____

- A. It makes everyone's voice equal
- B. It prevents certain cultures from sharing their narratives
- C. It increases the cost of smartphones
- D. It forces influencers to use less data

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

- A. Deleting an influencer's account permanently
- B. Giving an influencer a verified badge
- C. Reducing a post's visibility without notifying the creator
- D. Hiring an influencer to promote a movie

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.

- A. True
- B. False