

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Answer Key: Algorithm Architects: An 8th Grade Influencer Lab Quiz

Evaluate the ethics behind deepfake endorsements, parasitic relationships, and shadowbanning tactics used by modern digital creators.

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**1. A lifestyle creator uses 'parasocial interaction' to build their brand. Which scenario best exemplifies the potential ethical danger of this psychological connection?**

**Answer:** A) Followers feeling a one-sided sense of intimacy that leads to financial exploitation

Parasocial relationships occur when an audience develops a one-sided sense of friendship with a creator. This can be exploited when creators use that trust to sell products or solicit donations unethically.

**2. The term 'Shadowbanning' refers to a platform's algorithm reducing a creator's visibility without notifying them, often used as a moderation tool for borderline content.**

**Answer:** A) True

Shadowbanning is a controversial practice where platforms limit the reach of a user's content without a formal ban, making it harder for followers to see their posts.

**3. When a creator uses AI to generate 'Deepfake' endorsements of products they never actually used, they are primarily violating the principle of \_\_\_\_.**

**Answer:** C) Authenticity

Authenticity is the cornerstone of influencer marketing; using AI to fake a personal experience or endorsement misleads the audience and breaks their trust.

**4. In the context of 'De-influencing' trends, what is the primary objective of the creator?**

**Answer:** B) To discourage overconsumption by critiquing overhyped or ineffective products

De-influencing is a movement where creators tell their followers what NOT to buy, positioning themselves as honest critics against the pressure of constant consumption.

**5. Vertical integration in the 'creator economy' occurs when an influencer launches their own independent product line instead of just promoting other brands.**

**Answer:** A) True

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Many top-tier influencers now own the supply chain of their products (like snacks or apparel), moving from being a 'promoter' to a 'business owner'.

**6. Which of these is a significant risk of 'Rage Baiting'—the practice of creating intentionally frustrating or controversial content to drive engagement?**

**Answer:** C) It sacrifices long-term credibility for short-term viral metrics

While rage baiting generates high engagement through anger (comments/shares), it often damages the creator's reputation as a reliable or positive source of information.

**7. The concept of 'Echo Chambers' on social media is most directly caused by \_\_\_\_\_ that prioritize content similarity over diversity.**

**Answer:** B) Recommendation Algorithms

Algorithms are designed to show users what they like, which often results in 'echo chambers' where they only see perspectives that reinforce their existing beliefs.

**8. How do 'Micro-influencers' (1,000 to 100,000 followers) differ from 'Mega-influencers' in their relationship with their audience?**

**Answer:** A) They usually have higher engagement rates and a more niche, loyal community

Micro-influencers often benefit from 'niche authority,' where their smaller audience trusts their specific expertise more than a celebrity's general endorsement.

**9. Federal Trade Commission (FTC) guidelines require influencers to clearly disclose paid partnerships, but this does not apply to free products received as 'gifts.'**

**Answer:** B) False

False. FTC guidelines generally require disclosure for any material connection, including free gifts, if the creator is featuring or reviewing the product.

**10. The 'Digital Divide' refers to the gap between those who have access to modern information technology and those who do not, which impacts who can become a successful \_\_\_\_\_.**

**Answer:** B) Content Creator

The digital divide creates inequality in the creator economy; those with better internet, hardware, and tech literacy have a significant advantage in reaching global audiences.