

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

## 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?**

- A. Followers feeling a one-sided sense of intimacy that leads to financial exploitation
- B. The creator collaborating with other influencers to increase their reach
- C. Using high-quality cameras to ensure the content looks professional
- D. Providing educational tutorials that help followers learn new skills

**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.**

- A. True
- B. False

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

- A. Algorithmic Efficiency
- B. Monetization Velocity
- C. Authenticity
- D. Digital Literacy

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

- A. To encourage followers to buy as many products as possible during a sale
- B. To discourage overconsumption by critiquing overhyped or ineffective products
- C. To delete their social media accounts and leave the platform permanently
- D. To increase the follower count of emerging micro-influencers

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

- A. True
- B. False

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

- A. It decreases the number of comments on a post
- B. It makes the algorithm ignore the creator's profile
- C. It sacrifices long-term credibility for short-term viral metrics
- D. It encourages users to spend less time on social media platforms

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

- A. Manual Moderators
- B. Recommendation Algorithms
- C. User Passwords
- D. Battery Life

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

- A. They usually have higher engagement rates and a more niche, loyal community
- B. They are always paid more by corporations for single posts
- C. They do not have access to the same hashtags as larger creators
- D. They focus exclusively on offline marketing rather than digital platforms

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

- A. True
- B. False

**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 \_\_\_\_\_.**

- A. Hardware Engineer
- B. Content Creator
- C. Offline Librarian
- D. Traditional Journalist