

Name: _____ Date: _____

Answer Key: Your Portfolio and the Parasocial: 12th Grade Digital Economy Quiz

Monetization models, algorithmic bias, and community management. Students will evaluate the foundational mechanisms of the modern creator economy through recall and identification.

1. Which term describes the psychological relationship where a follower develops a one-sided sense of intimacy and friendship with a digital creator?

Answer: B) Parasocial Interaction

Parasocial interaction refers to the one-sided relationships where users feel they 'know' an influencer personally despite never having met them.

2. True or False: The 'Gig Economy' and the 'Creator Economy' are entirely separate sectors that never overlap in terms of labor and tax classifications.

Answer: B) False

Digital creators are often classified as independent contractors or self-employed individuals, sharing the same tax and labor framework as traditional gig economy workers.

3. When an influencer promotes a product without disclosing a paid partnership, they are violating the transparency guidelines set by the _____.

Answer: C) FTC (Federal Trade Commission)

The FTC is the primary regulatory body responsible for protecting consumers from deceptive advertising practices on social media.

4. Which of the following describes the 'Shadowbanning' phenomenon often discussed by niche community influencers?

Answer: D) The algorithmic suppression of content without notifying the user

Shadowbanning involves an algorithm limiting the visibility of a user's posts to non-followers without a formal warning or ban notice.

5. True or False: Engagement rate is typically calculated by dividing the total number of likes and comments by the total number of followers.

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Answer: A) True

Engagement rate is a key metric for influencers to prove their value to brands, measuring how active their audience is relative to their size.

6. A _____ influencer typically has between 1,000 and 100,000 followers and often boasts higher engagement rates due to a specialized niche.

Answer: B) Micro

Micro-influencers are highly valued by brands because their smaller, dedicated audiences often trust their recommendations more than celebrity endorsements.

7. The 'Filter Bubble' effect on social media platforms is primarily caused by which of the following?

Answer: B) Algorithms tailored to show users content similar to their past behavior

Filter bubbles occur when algorithms reinforce a user's existing beliefs by only showing them content they are likely to agree with.

8. True or False: 'Rage-baiting' is a content strategy where influencers post controversial opinions specifically to trigger engagement through negative comments.

Answer: A) True

Because platforms often prioritize high engagement regardless of sentiment, 'rage-bait' can be a financially successful, albeit controversial, strategy.

9. Creators who utilize platforms like Patreon or Substack are moving toward a _____ model of monetization rather than relying solely on advertising.

Answer: D) Subscription-based

Subscription models allow creators to bypass algorithmic unpredictability by receiving direct monthly payments from their core fans.

10. In the context of social media ethics, what does 'Aesthetic Labor' refer to?

Answer: A) The physical and digital effort required to maintain a specific on-screen appearance

Aesthetic labor involves the constant grooming, styling, and digital filtering influencers do to uphold the visual brand their audience expects.