

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

## 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.

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

- A. Confirmation Bias
- B. Parasocial Interaction
- C. Digital Altruism
- D. Echo Chambering

**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.**

- A. True
- B. False

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

- A. FCC (Federal Communications Commission)
- B. SEC (Securities and Exchange Commission)
- C. FTC (Federal Trade Commission)
- D. EPA (Environmental Protection Agency)

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

- A. A permanent deletion of an account due to terms of service violations
- B. Buying fake followers to increase perceived 'social proof'
- C. The intentional public shaming of a creator for past mistakes
- D. The algorithmic suppression of content without notifying the user

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

- A. True
- B. False

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

- A. Mega
- B. Micro
- C. Macro

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D. Meta

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

- A. Human moderators removing offensive content
- B. Algorithms tailored to show users content similar to their past behavior
- C. A lack of high-speed internet in rural areas
- D. The 24-hour news cycle on traditional television

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

- A. True
- B. False

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

- A. Direct-to-Consumer (DTC)
- B. Business-to-Business (B2B)
- C. Public Interest
- D. Subscription-based

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

- A. The physical and digital effort required to maintain a specific on-screen appearance
- B. The cost of upgrading hardware like cameras and lights
- C. Designing the user interface (UI) of a new app
- D. The process of editing videos for faster playback