

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

## The Rise of the Algorithmic Autocrat: A 12th Grade Digital Sociology Quiz

Parasocial relationships, surveillance capitalism, and choice architecture — analyze how 10 advanced scenarios challenge contemporary definitions of digital agency.

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**1. In the context of 'Surveillance Capitalism,' as defined by Shoshana Zuboff, how do influencers serve as vital nodes in the extraction of behavioral surplus?**

- A. By providing free entertainment that reduces the need for paid advertising.
- B. By eliciting authentic biometric and emotional data that renders private experience into proprietary behavioral data.
- C. By encouraging users to delete their accounts to protect their digital footprints.
- D. By acting as decentralized regulators that prevent platform monopolies.

**2. True or False: The 'Federal Trade Commission (FTC) Endorsement Guides' now mandate that influencers must disclose 'material connections' even if the compensation was a free gift rather than a cash payment.**

- A. True
- B. False

**3. When an influencer leverages their perceived niche expertise to sell an unrelated financial product, they are primarily exploiting the \_\_\_\_ effect, a cognitive bias where one positive trait spills over to unrelated areas.**

- A. Anchoring
- B. Confirmation
- C. Halo
- D. Dunning-Kruger

**4. Which sociological concept best explains why followers feel a deep sense of personal betrayal when an influencer is 'cancelled' or revealed to be acting inauthentically?**

- A. Panopticism
- B. Parasocial Interaction (PSI)
- C. Digital Feudalism
- D. The Network Effect

**5. True or False: 'De-influencing' is a trend focused solely on environmental sustainability and the total rejection of consumerist culture on short-form video platforms.**

- A. True
- B. False

**6. The concept of 'Choice Architecture' suggests that social media interfaces are designed with \_\_\_\_—user interface elements that manipulate users into making choices they didn't intend to make, such as following an influencer during account setup.**

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- A. Deepfakes
- B. Ghost Networks
- C. Dark Patterns
- D. Open Graphs

**7. What is the primary ethical concern regarding 'Kidfluencers' (minor-aged influencers) and the current lack of legislative frameworks like the Coogan Act in the digital sphere?**

- A. The inability to track the number of hours they spend on camera.
- B. The potential for long-term psychological impact due to 'sharenting' and the lack of financial trust accounts for their earnings.
- C. The reduction in tax revenue for local municipal governments.
- D. The difficulty in maintaining consistent high-definition video quality.

**8. True or False: The 'Algorithmic Imaginaries' theory posits that users and influencers adjust their actual behavior and self-expression based on how they \*perceive\* the algorithm functions, even if those perceptions are technically inaccurate.**

- A. True
- B. False

**9. In the 'Attention Economy,' influencers compete for the scarcest modern resource; this has led to '\_\_\_\_,' where creators use increasingly extreme or controversial thumbnails and captions to bypass user desensitization.**

- A. Context Collapse
- B. Audience Atomization
- C. Aesthetic Inflation
- D. The Long Tail

**10. How does 'Context Collapse' occur in the world of professional influencers?**

- A. When an influencer's server crashes during a live stream.
- B. When an influencer loses their sponsorship due to a decline in followers.
- C. When a post intended for one specific subculture is algorithmically pushed to a general audience, leading to misinterpretation.
- D. When two influencers from different platforms collaborate on a single video.