

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

## Answer Key: Influencer Ethics and Algorithmic Bias for 10th Grade

Evaluate digital literacy through 10 advanced questions on parasocial relationships, shadowbanning, and the economics of the creator industry.

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**1. Which sociological concept describes the one-sided psychological bond where a follower perceives a close personal friendship with a high-profile influencer?**

**Answer:** B) Parasocial Interaction

Parasocial interaction refers to the illusion of a face-to-face relationship with a media persona, a phenomenon frequently leveraged by influencers to build brand loyalty.

**2. Shadowbanning is a formal, transparent process where platforms notify users that their content has been restricted due to policy violations.**

**Answer:** B) False

Shadowbanning is typically covert; the user's content is deprioritized by the algorithm without direct notification, leading to debates over censorship and platform transparency.

**3. When an influencer promotes a product without disclosing a financial relationship, they are likely in violation of \_\_\_\_\_ guidelines regarding deceptive advertising.**

**Answer:** C) FTC (Federal Trade Commission)

The FTC mandates clear disclosure (e.g., #ad or #sponsored) to ensure consumers can distinguish between organic content and paid endorsements.

**4. The 'creator economy' has shifted the power dynamic in media by allowing influencers to bypass traditional 'gatekeepers.' In this context, who is a traditional gatekeeper?**

**Answer:** A) A talent agent at a major Hollywood studio

Traditional gatekeepers include editors, studio executives, and agents who historically controlled which voices reached a mass audience before the rise of social media.

**5. How does 'algorithmic bias' typically manifest in social media content curation?**

**Answer:** B) It promotes posts that trigger high emotional arousal, often favoring controversy.

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

Algorithms are often optimized for engagement; content that provokes strong emotions (like outrage) tends to be prioritized, which can inadvertently amplify misinformation or bias.

**6. The strategic use of \_\_\_\_\_ allows influencers to join global 'meta-conversations,' effectively categorizing content for algorithmic indexing.**

**Answer:** C) Hashtags

Hashtags serve as a bridge between individual posts and broader cultural movements, allowing the platform to categorize and distribute content to interested audiences.

**7. Micro-influencers (1,000–100,000 followers) often have higher engagement rates than 'mega-influencers' because their audiences perceive them as more authentic.**

**Answer:** A) True

Authenticity and niche focus often lead to a more dedicated and responsive community compared to the broad, less personal reach of celebrity influencers.

**8. Which term describes the practice of influencers 'curating' a version of their lives that emphasizes hyper-consumption and aesthetic perfection?**

**Answer:** B) Performative Authenticity

Performative authenticity is the act of meticulously staging content to appear 'real' or 'relatable' while maintaining a polished, commercialized image.

**9. Virtual influencers, such as Miquela Sousa, represent a shift where brands use \_\_\_\_\_ characters to maintain total control over brand messaging.**

**Answer:** A) CGI (Computer-Generated Imagery)

CGI influencers are digital constructs that can be programmed to behave in ways that human influencers might not, eliminating risks associated with human unpredictability.

**10. In the context of 'Cancel Culture,' what is the primary economic lever used by social media audiences against influencers?**

**Answer:** C) Pressuring brand sponsors to terminate partnerships

Because most influencers rely on brand deals for income, public pressure on those sponsors is the most direct way for an audience to exert financial consequences for an influencer's actions.