

Name: _____ Date: _____

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.

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

- A. Cognitive Dissonance
- B. Parasocial Interaction
- C. Digital Tribalism
- D. Echo Chamber Synthesis

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

- A. True
- B. False

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

- A. FCC (Federal Communications Commission)
- B. SEC (Securities and Exchange Commission)
- C. FTC (Federal Trade Commission)
- D. FDA (Food and Drug Administration)

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?

- A. A talent agent at a major Hollywood studio
- B. An algorithm on a social video platform
- C. A venture capitalist funding a tech startup
- D. A micro-influencer with a niche audience

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

- A. It ensures all users see the exact same content regardless of location.
- B. It promotes posts that trigger high emotional arousal, often favoring controversy.
- C. It randomly deletes accounts once they reach a certain number of followers.
- D. It manually checks every post for factual accuracy before it is visible.

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

- A. Hyperlinks
- B. Metadata

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- C. Hashtags
- D. Paywalls

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

- A. True
- B. False

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

- A. Digital Minimalism
- B. Performative Authenticity
- C. Open-Source Branding
- D. Collaborative Consumption

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

- A. CGI (Computer-Generated Imagery)
- B. Deepfake
- C. Analog
- D. Crowdsourced

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

- A. Direct legal action in civil court
- B. Lobbying platforms to delete the influencer's account
- C. Pressuring brand sponsors to terminate partnerships
- D. Buying out the influencer's merchandise to deplete stock