

Name: _____ Date: _____

Algorithm Ace: 12th Grade Social Media Influence Case Files

Students deconstruct the socio-political impact of digital personas through rigorous analysis of parasocial relationships, virtue signaling, and algorithmic bias.

1. A lifestyle influencer frequently promotes 'sustainable' fashion while simultaneously accepting sponsorship deals from fast-fashion giants with poor labor records. This scenario best illustrates which sociological concept in digital culture?

- A. The Panopticon effect
- B. Cognitive dissonance in personal branding
- C. Performative activism and virtue signaling
- D. The democratizing power of microblogging

2. True or False: The 'echo chamber' effect in social media algorithms is primarily designed to challenge users with diverse viewpoints to increase platform credibility.

- A. True
- B. False

3. When a follower develops a one-sided psychological bond with a content creator, feeling as though they share a real friendship, they are experiencing a _____ relationship.

- A. Reciprocal
- B. Parasocial
- C. Synchronous
- D. Interpersonal

4. Consider the rise of 'Finfluencers' (Financial Influencers). What is the primary ethical concern regarding their impact on Gen Z and Millennial investment behaviors?

- A. Lack of standardized fiduciary disclosure
- B. Excessive use of financial jargon
- C. The decrease in stock market volatility
- D. Over-reliance on traditional banking apps

5. The concept of _____ refers to the way influencers curate an aesthetic that suggests 'effortless' success, often obscuring the labor-intensive production and editing involved.

- A. Aspirational realism
- B. Digital minimalism
- C. Algorithmic transparency
- D. Synthesized spontaneity

6. True or False: Section 230 of the Communications Decency Act generally protects social media platforms from being held legally responsible for the specific content posted by influencers.

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- A. True
- B. False

7. How did the shift from 'chronological feeds' to 'algorithmic feeds' fundamentally change the strategy for social media influencers?

- A. It incentivized high-frequency, low-quality posting
- B. It prioritized content that triggers strong emotional engagement
- C. It eliminated the need for searchable hashtags
- D. It made influencer follower counts irrelevant

8. In the context of the attention economy, the term _____ describes the process of converting social media influence and follower reach into tangible financial capital.

- A. Content curation
- B. Monetization
- C. Disintermediation
- D. Syndication

9. True or False: 'De-influencing' is a trend where creators advise followers against buying overhyped products, often to increase their own perceived authenticity and trust with their audience.

- A. True
- B. False

10. Which of the following describes the 'Grandmother's House' effect (context collapse) on platforms like Facebook and its impact on influencer communication?

- A. The tendency for users to only post content their grandparents would like
- B. The collision of many different social circles into one single audience
- C. A shift toward private, encrypted messaging over public posts
- D. The use of legacy media tactics in digital advertising