

Name _____

The Influencer's Dilemma

Short Answer Questions Answers

1. Alex shared content such as burnt toast, mismatched socks, a messy room, a half-eaten sandwich, their cat napping on a laundry pile, struggles with assembling IKEA furniture, and trying to catch a fly with a spatula.
2. At first, Alex's followers reacted positively to the unglamorous content, and engagement increased. Their reaction changed as they continued to enjoy the authenticity.
3. Alex decided to strike a balance between sharing glamour and reality because their followers appreciated both authenticity and a bit of escapism.
4. Answers may vary, but students should provide their interpretation of the fan's motivation for initiating the contest.
5. The story conveys that authenticity and balance are important in influencer culture and that followers appreciate genuine moments along with curated content.

