

Name \_\_\_\_\_

## The Influencer's Dilemma

### Open Ended Questions Answers

1. Alex's decision to embrace authenticity and balance may lead to a more genuine and relatable connection with their followers. While some followers might appreciate this shift, others may prefer the glamorous content. In the long run, it may attract a new audience while retaining the old one, allowing for a broader and more engaged follower base.
2. Humor played a significant role in making Alex's posts engaging and popular. It allowed followers to connect on a more personal level and provided a break from the usual curated content, creating a more relatable and enjoyable experience.
3. Answers may vary, but students should express their opinion on the importance of authenticity in their own online presence and whether they believe in curating a specific image or being true to themselves.
4. The potential benefits of being a social media influencer include fame, opportunities for partnerships, and a platform to share one's interests. However, drawbacks may include the pressure to maintain a curated image, invasion of privacy, and the need to balance authenticity with audience expectations.

