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NOA Exam

Name

Batch no.

English Essay

Social Media Influencers. Inspiration or Digital Deception

Outline

1) Intro

i) Background

ii) Hook

iii) Thesis. The world of social media today has evolved into a hive of deceptive social media influencers for the sake of followers and money. They mislead people by showing an artificial lifestyle, through "flexing" and by magnifying hedonistic pursuits and falsely portraying what success looks like through various social media platforms, leaving a lasting impact.

2) Era of Superficial Online Personalities

i) Inception of social media platforms

ii) Launchpad of deceptively flawless influencers

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3) Underlying Reasons Behind the Digital Deception of Influencers.

31 Rapid Influx of Followers

- i) Culture of Online Validation
- ii) Thrust for likes, comments and shares

32 Tremendous Monetary Gains

- i) Agenda to maximize ad revenue
- ii) Money over virtue

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4) Methods of Digitally Misleading the Masses

4.1 Portrayal of a flawless Lifestyle

- i) Absence of apprehensions
- ii) Abundance of Euphoria

4.2 The art of "Flexing" Online

- i) The apex of digital deceit
- ii) Showing off cars and money

4.3 Hyper-glorification of Hedonistic Pursuits

- i) Disregard for non-material life goals
- ii) Delineation of money as the ultimate life goal

4.4 Portrayals of Success Divorced from Reality

- i) Expert use of editing
- ii) Hiding the ugly side of success

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4.5 Instagram, Tiktok and Youtube as Drivers of Digital Deception

- i) Algorithm in favour of influencers
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5) Net Impact of the Digital Deception

- i) Misguided Youth
- ii) Rise of Inferiority complexes

6) Conclusion

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The boundaries that once divided the real world from the digital world have blurred, making it harder than ever to discern what is real and what is not. Social media influencers have further deepened the issue by flooding the cyber world with their deceptions and carefully constructed lies. The inter-webs are more entangled than ever since the sudden rise of social media influencers. With the passage of time these people have tailored their online personas to meet certain demands and fulfil certain ulterior motives. They are leading the youth of today to an uncertain future filled with false dreams and dream-like promises. The world of social media today has evolved into a hive of deceptive social media influencers for the sake of money and followers. They mislead people by showing an artificial lifestyle through "flexing" and by magnifying hedonistic pursuits and falsely portraying success through various social media platforms, leaving a lasting impact.

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Humanity has been ushered into a new era filled with all kinds of novel surprises. The most shocking of these is perhaps the cyber world and how disconnected it has become from reality. This change and shift can be first seen after the creation of Facebook in 2005. Not even Mark Zuckerberg, its creator, was aware of what was to come. The phenomenon of social media influencers started expanding in the 2010s. This sudden mushrooming of growth led social media influencers to fine-tune their online personas to maximize their gains. This led to the exploitation of the digital world and of the human psyche in unprecedented ways. Competition amongst these online personalities grew and whoever of these with the best techniques of online deception, prevailed. The once friendly world of social media now became a hub for influencers who used every tool of online deceit to pull the masses towards them. This is now the present-day status of the cyber world, a world of masks.

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A number of various reasons exist to explain why social media is being used in such an exploitative manner. A leading reason in this regard is how people of the newer generations have become obsessed with attention-seeking. This dangerous trend is being manifested on social media where a culture of online validation-seeking has taken centre stage. The most desperate of these people do everything in their power to become high-level attention-seeking social media stars. The vast majority of social media influencers are affected by this obsession for validation, with only a few having the dignity to focus on more positive aspects. A sizeable majority of influencers employ every kind of deceptive manner to gain followers who like, comment on and share the posts of these influencers. This sad set of events is being perpetuated at the expense of the people who watch the content of these influencers.

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The second primary reason which perpetuates false online personas is monetary gain. The more view an influencer can garner on his content, the more money he earns when the ads on his content are watched. Google ads and meta ads are the two most known companies that have developed this money-earning mechanism. Along with ad revenue, content creator ruin entire businesses and market them to their online audiences. These people drive mass consumerism so that they can fill their own pockets regardless of the financial conditions of their audiences. This act represents a blatant exchange of ~~no~~ virtue for money. For this purpose, influencers hide behind the guise of inspirational role models to reap maximum benefits for themselves from their audiences.

The best technique that influencers use, among many others, to trick their audiences is to portray an absolutely flawless lifestyle.

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They lure their audiences into a sense of guilt and self-doubt by showing them a unrealistic and perfect lifestyle. This method hooks the viewers on their content by showing them what perfection looks like. Despite the fact that these influencers have problems similar to the ordinary man, they show the contrary. The reason behind such superficiality is to play at the emotions of the common man and get him develop an appetite for such content. This insidious psychological entrapment has, according to various research journals, adversely affected the mental health of millions of young people worldwide. A almost-utopian notion of reality is shown to the unsuspecting masses, which acts as subliminal messaging to entice these people to yearn for more such content.

The most recent means of deceiving people online is through "flexing". This novel term is defined as when a person flaunts their wealth online on social media.

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The creation of such oddly specific terms are reflection of the depraved state of affairs present on social media. This elucidates the peak of materialism in the modern age. According to a research by the Pew Research Centre, children are at most risk of being affected by such unhealthy online trends. The most common items flaunted online are cars and money. Vehicles worth hundreds of thousands of dollars are shown off as items which can grant one limitless happiness. Money in huge stacks is also shown casually which deludes and disrupts psychologically all the innocent viewers. This nexus of disillusionment has vastly disturbed the fabric of society.

Hedonistic pursuits have been glorified to unprecedented levels. This sad spectacle is putting strain on the minds of these who don't know any better. Studies have shown how as a result of modern-day social media content, people from all

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Socioeconomic classess are shifting towards gaining temporary happiness and material goals. This may partially explain the fall of global fertility rate, especially in the west. Financial supremacy is now viewed as the peak of human experience. This can be correlated with the kind of deceptive content being uploaded by leading social media influencers. Another byproduct of this is that people are choosing to become social media influencers instead of picking more stable and satisfactory jobs.

The notion of success on social media being seen nowadays is largely divorced from reality. People are being falsely made to believe that success means money and that it is easily attainable. Social media influencers show this concept by masterfully editing their content and even using AI to show an alternate reality. The world of social media provides the required cover to pass these lies as innocent truths.

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The ugly parts of success are deliberately not shown by most social media influencers to not lose the interest of their audience. This false inspiration induces a false perception of reality, especially in the young and impressionable minds of children. The effects of such malicious half-truths is putting a large section of the global population at risk of failure.

Social media influencers leave no page unturned when it comes to spreading their sphere of influence. The leading safe havens for digital deceptions in the recent few years have been Instagram, YouTube and TikTok in that order. These platforms incorporate complex algorithms to boost certain social media stars and their narratives. This digital manipulation has very intelligently shifted and altered the masses' view in various spheres from politics to supporting certain ideologies. Influencers play the biggest role in this global game of competing narratives. They usually create their own or utilize existing online trends to

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disseminate narratives that suit them. With the current evolving technological landscape, it is getting increasingly difficult to distinguish truths from untruths. This has created a malicious cycle of misinformation and disinformation, all owing to certain social media influencers which include people like Jake Paul and Ben Shapiro.

The ultimate impact of the twisted deceptions of social media influencers is a world which has been irreversibly modified. The promise and hopes of many young people are either completely compromised or at risk. According to a psychological study, the presence of narcissistic traits among young people has significantly increased due to social media while all those people from the lower socioeconomic groups are in crises involving harsh inferiority complexes. The world is facing a number of issues, and the one which is targeting the social fabric of society the most is deceptive social media influencers.

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Social media influencers may have ultimately caused more harm than good in the world. This fact cannot be understated in any capacity and must be dealt with. Despite how adversely most people have been affected, this issue can be rectified with the appropriate measures and parameters. The world has gone through devastating wars but this might be one of the toughest challenges yet. If the required checks and balances are implemented ~~apprist~~ appropriately, it can shift the balance in favour of the common people.