

GENERAL FEEDBACK FOR ESSAYS

Content (40%)

Your interpretation should be in depth, comprehensive and academic. Always address the asked part. It should be evident in your outline, which should be self-explanatory in nature. Essays/Outlines that give related information without addressing the asked part do not qualify.

The whole essay should be relevant. Even if 1-2 arguments are irrelevant the essay will not pass. Distribution of topic should be according to the demand of the topic statement i.e. if there is one scoring point it should be given more weight, if there are 2 or more scoring points all should be given equal weight.

All claims made in the essay must be substantiated. Out of 15-17 arguments at least 9-10 should be academically backed with proper references. The rest should be backed by either case studies or generally known information.

Evidence must be authentic and come from proper and authentic academic sources.

Newspapers do not qualify as an academic source. Illustrations and vague mentions of events do not qualify as academic evidence.

Essays that are lacking in evidence do not qualify.

LANGUAGE (25%)

Focus on enhancing your grammar as any essay with 4-5 grammatical mistakes does not pass.

Your essay must be in the tone and tense of the topic statements. Essays that fail to comply do not pass.

Your sentence structure should be simple, yet clear and diversified.

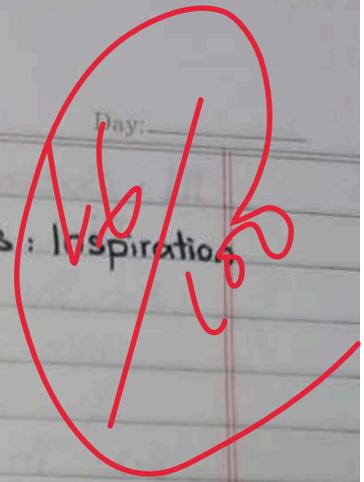
Vocabulary used should be simple, clear and concise. Expression should always be formal and academic.

You are never to write in 1st and 2nd person pronouns.

You must always use the given keywords and your topic for your thesis statements and main headings in your outline.

STRUCTURE (20%)

Your essay must follow the selected pattern and



Does not address the topic. It whether social media influencers are inspiration or deception not what the industry is about.. the tone and wording matters.

The topic is not about social media. It's about influencers.

These are positive aspects, how are they an inspiration?

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You cannot equally discuss both sides. The topic has or between the two so choose your stance

III: Social Media, a Pillar of Deception:
The Darker Side.

Again the heading is about social media not influencers

3.1: The illusion of perfection: Curated lives against the biological and financial reality of the society

3.2: The psychological toll: The rise of FOMO (Fear of Missing Out) and the anxiety of declining fanbase.

3.3: Ethical lapses: "Pay-to-play" reviews, fake media engagement and deceptive marketing

IV: The Socio-Economic Perspective of Social Media.

4.1: The pathology of consumerism: How social media influencers have turned every moment of their life into a shoppable moment.

4.2: The Algorithm Trap: How influencers are more focused on prioritizing sensationalism over substance to remain relevant

This is a stance based essay, either discuss your perspective only or yours and counter perspective. No other required or relevant to the discussion.

V: Recommendations for a Balanced Future

5.1: The Art of Digital Literacy: Educating consumers to distinguish between content and content reality.

5.2: The Government's Regulatory Framework
Stricter laws of disclosure of paid partners
- FTC Guidelines

5.3: Regulations on self commodification :
Making and taking measure to ensure influencers do not turn their personal life and identity into a product of sale.

VII: Conclusion

-: THE ESSAY :-

SOCIAL MEDIA 'INFLUENCERS' :
INSPIRATION OR

DECEPTION ?

"In the Future, Everyone will be World-Famous for fifteen minutes"

- Andy Warhol (1969)

Link to the topic?
Also incorporate the quote in the introduction

The 21st Century has witnessed a tectonic shift in the architecture of influence. In 1968, Andy Warhol famously quoted that everyone will be famous just for fifteen minutes. Little did he know, the "fifteen minute" would be replaced by perpetual 24-hour digital cycle where the ordinary individuals commands more authority than traditional institutions.

Incoherent. If you are going to disagree with the quote then dont mention it. Your opinion's weight is nowhere near a published and well known expert.

Short intro. No overview of arguments to come not proper thesis statement.

Today, the Attention Economy has birthed a new class of digital aristocrats: The social media influencers. From the sprawling urban centers of New York, to the remote village of Pakistan - the glow of a smartphone screen has become a modern pulpit. However, this phenomenon is a double-edged sword. While influencers has democratized information and provided a platform of genuine inspiration and micro-entrepreneurship, they have simultaneously birthed a culture of Digital deception, rooted in curated perfection and undisclosed commercialism.

Inherent detail

Thats not what you have written in the outline. Outline is not about influencers.

Directly address the argument in the topic sentence.

~~The first pillar of the influencer era is the destruction of the Gatekeeper Model. Historically, influence was filtered through Hollywood, state-owned media, or corporate marketing departments. Today, a teenager in a small town can mobilize millions. The real-life case of Khaby Lame, who during the 2020 pandemic lockdown, became a global icon without saying a single word, purely through the inspiration of simplicity. By June 2022, Khaby Lame became the most followed influencer on~~

No such point in the outline.

Start from the democratisation of voice. That is very different than what you have discussed. Though both are irrelevant because they do not discuss how social media influencers inspire people.

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TikTok, providing the fact that ~~Reliability Reliability~~ is the new Royalty.

The democratized ~~far~~ powerful source of ~~income~~ marginalized. In Pakistan, influencers like Zaid Ali or Shahveer Jafry or the vlogging youth from Hunza has proven that geography is no longer a barrier to success. On April 14, 2025, a report from The Economist noted that the Creator Economy has reached a valuation of about \$25 billion, providing livelihood to over 50 million people worldwide. This is not just a digital voice breaking traditional monopoly, it is a roar, a thunder that lightens the night sky signalling a paradigm shift in the contemporary era.

Bit that was due to social media, what is the role of influencers here?

growing

All over the place. No clear argumentation and analysis in the paragraph.

No transition between paragraphs.

The influencer economy has birthed a new labor class i.e. micro-entrepreneurs unlike traditional employment, which often requires physical presence and institutional backing, the Creator Economy allows for borderless income.

In 2025, a report by Goldman Sachs highlighted that the Long Tail of creators - those with 10k to 100k followers - now account for the larger growth segment in digital marketing.

fact of the matter

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A poignant example of social media glorification is the rise of Mompreneurs on Instagram that has empowered women to utilize platforms to sell home-made and hand-stitched items to make a living for themselves. On June 12, 2025, the State Bank of Pakistan noted a 15% increase in freelance inward remittances, a significant portion of which is attributed to content creators.

No consistency in paragraph length.
No analysis and relevance to the topic.
Does not relate to how social media influencers are an inspiration.

The most notable aspect of the influencer culture is the ability to mobilize collective action for social justice. In the traditional era, news of a crisis might take days to reach the public; today, an influencer's live stream brings the frontlines into our livingrooms.

During the 2022 Floods in Pakistan, influencers like Hadiqa Kiani and various digital activists used their platforms to raise millions in relief funds within hours, often reaching remote areas before digital government's aid.

Celebrity using a social media platform not a social media influencer

Similarly, the #Climate-Strike movement, led by digital-savvy youth, forced climate change onto the agenda of UN General Assembly 2024.

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Undeniably, the most pervasive form of digital deception is the commodification of perfection. In the influencer ecosystem, the authenticity is often a carefully crafted stage performance. By January, 2026, AI driven filters and Augmented Reality (AR) have reached a point where the distraction between a human face, and a digitally edited one is nearly invisible. A study in 2024 by University of London found that 90% of the young woman reported using filters and or editing their photos before posting to "correct" their appearance. This manufactured reality created a "Simulacrum" - a copy with no originality. This accounts for the phenomenon surfacing in context of Instagram worthy face where physical appearance is altered in the name of "That Girl" ideology.

Analysis?

If they are admitting and disclosing that how is that deception. Also does not relate to the point in the first few sentences of the paragraph making the whole paragraph incoherent.

Moreover, the psychological fallout of the influencer era is a documented public health crisis. The FOMO (Fear of Missing Out) and the poison of Comparison Culture act as engines of anxiety. When followers view an influencer's curated "highlighted reel", private jets, luxury vacations, and

effortless wealth - they subconsciously measure their "behind-the-scenes" life. This leads to what is called Relative Deprivation. In 2025, the World Health Organization WHO, published a report titled "The Digital Mind" which linked to the surge in teenage depression directly to the hours spent on influencer heavy platforms. A real-life situation emerged in late 2024, where a prominent lifestyle family vlogger admitted after a psychological breakdown that the life they actually spend is a hollow shell.

The digital deception has reached to the peak that in the blurring of the line between personal recommendation and paid propaganda. This is the art of Parasocial Deception Because followers feel a sense of friendship and build trust in their role-model, they trust their endorsements more than what the TV commercial has to offer. However, many influencers engage in "undisclosed partnerships" violate consumer trust for profits. The most infamous example historically remains from the Fyre Festival 2017 where hundreds of influencers were paid to promote a luxury event that turned

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In the world of influencers, the life itself has been turned into a marketplace. This fact of commodification of self means that every hobby, every meal, and every delight or grief is a shoppable moment. Influencers act as a frontline soldier of hyper-consumerism. By 2026 Social commerce is projected to reach \$1.2 Trillion. The deception lies in the "need" created by the influencers. By showcasing "Hauls" where creators display hundreds of items - they encourage a culture of waste. A 2025 environmental audit by Greenspace highlighted that influencer driven fast-fashion is a primary contributor to the textile waste in landfills in the Global South - including Pakistan. The influencers just does not sell products; they sell the identity associated to it. that happiness can be purchased.

In the light of the astrocubes, the primary defense against digital deception is a robust education in Media Literacy in the contemporary world. In the dangerous era where

Deepfake and AI generated influences like Lil Miquela are becoming indistinguishable from the real humans. The consumer must be educated to Fact-check rather than Follow. By January 2030, countries like Finland and Singapore have integrated Social media literacy as a core school curriculum, teaching students to identify sponsored content and understand the Selection Bias of the feed. In Pakistan, the Higher Education Commission - HEC should mandate such workshops, teaching students of the contemporary world on how to distinguish between real and fake, and how to protect themselves from the looming threat of cybercrime. The Government and the Educational Institutes should work together on courses like Digital Marketing or Cyber Security to teach students the art of inspiration and not deception.

Personal responsibility must be backed by high-level state regulatory bodies like FIA and NAB. By 2025, the European Union's Digital

service act has set a global precedent, mandating that influencers must label clearly every single product or sponsored post with standardized tags. In Pakistan, the Pakistan Telecommunication Authority (PTA) and PEMRA need to step up their game of old traditional critiques and evolve. On December 5th, 2025, a proposed Digital Influencer Act in the National Assembly suggested that influencers with over 100,000 followers be registered as "Social Media Entities" making them legally liable for the authenticity of the products they promote. Regulation ensures that deception has a high legal cost, forcing the industry towards inspiration.

The final recommendation lies in the influencer community itself: A return to Raw Authenticity. In 2024, the De-influencing movement went viral, when creators began exposing flaws in popular products and sharing the "ugly side" of their lives. This shift towards Ethical Influencing is the industry's immune response to its own toxicity. Real life examples

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include influencers like James Welsh, who provides science-based skincare reviews that often debunk expensive "influencer-branded" products.

By 2026, Transparency Reports are becoming a trend among top-tier creators, where they disclose their earnings and the criteria they use for brand partnerships.

Concluding
phrase

The phenomenon of Social Media Influencer is a mirror reflecting the duality of the human condition in the digital age. It is a world where the "inspiration" of a global village meets the "deception" of a global marketplace. We have seen how the influencers can be agents of democratization and economic hope, yet we cannot ignore how they function as architects of physical psychological distress and consumerist fraud.

To ensure that the "fifteen minute fame" sees a positive change, we must work together. "By building a new digital ethic, we can ensure that the influencers of tomorrow become the true inspirations our society so desperately needs, rather than digital deception of today".