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 that structure should be maintained throughout.
INTRODUCTION: The introduction is the longest paragraph of the essay at least 200 words. It should start with a hook, must give the glimpse of what's to come and must have a thesis statement. Besides hook, your introduction should not have any sort of information or reference. Avoid definitions in introduction.
BODY PARAGRAPHS: Approximately 150 words at most and all the body paragraphs must be consistent in length. Should follow the proper structure of an academic paragraph i.e. it must have a topic sentence, supporting point, evidence and concluding sentence. The topic sentence and concluding sentence must align with each other. There should be no new information in the concluding sentence. One paragraph represents one subheading in the outline and consists of one idea.
CONCLUSION: Must start with the concluding phrase. There should be no new information in the conclusion. It should recap the arguments. Conclusion does not have any examples and information. If you are ending it on a hopeful note, remember that solutions and hope are not the same.

COHERENCE (15%)

Handwritten annotations:

Date: 1/04/2024

7/13b

Poor presentation. Work on it.

NOA Exam

Name
Batch

English

Social Media Influencers.
Inspiration or Digital Deception

(circled) Outline

i) Intro
1) 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 showing an artificial lifestyle though flexing and falsely portraying success leaving a lasting impact.

Not relevant to the discussion.
Expression is informal

1) what media platforms
Main heading??

2) Era of superficial online libers
Social media platforms don't have any influencers

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3) ~~Underlying Reasons Behind the Digital Deception of Influences.~~

3] Rapid Influx of Followers
   i) Culture of Online ~~Validation~~
   ii) Thirst for likes, comments and shares

32 Tremendous Monetary ~~Gains~~
   i) Agenda to ~~Maximize~~ ad ~~revenue~~
   ii) Money over Virtue

Not needed in an argumentative essay.

33

4) Methods of Digitally Misleading the Masses

4.1 Portrayal of a flawless Lifestyle
   i) Absence of apprehensions
   ii) Abundance of Euphoria

42 The art of "Flexing" Online
   i) The apex of digital deceit
   ii) Showing off cars and money

43 Hyper-glorification of Hedonistic Pursuits
   i) Disregard for non-material life goals
   ii) Delineation of money as the ultimate life goal

44 Portrayals of Success Divorced from Reality
   i) ~~Expert use of editing~~
   ii) Hiding the ugly side of success

4.5 Instagram, Tiktok and Youtube as Drivers of Digital Deception
   i) Algorithm in favour of influencers
   ii) Effective use of digital trends

5) Net Impact of the Digital Deception
   i) Misguided Youth
   ii) Rise of Inferiority complexes

6) Conclusion

You are to argue whether social media influencers are an inspiration or a digital deception. Not means and measure used for deception.

The boundries 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 fulfill 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 falsly portraying success through various social media platforms, leaving a lasting impact.

[Margin annotations in red: "Out of context", "are" (circled), "Twist the point", "Short introduction. No structure."]

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, it's 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.

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 manuver 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.

The second primary reason which perpetuates fake 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 insparational 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.

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 decieving people online is through "flexing". This novel term is defined as when a person flaunts their wealth online on social media.

Incoherent. No paragraph structure. No analysis. No argumentation. This is irrelevant to the question asked

The creation of such oddly specific terms are a 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 risk of being affected by such unhealthy online trends. The common items flaunted online are cars and money. Vehicles worthy 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

[Marginal note:] No argumentation No analysis. No structure to the paragraph. Incoherent and irrelevant.

socioeconomic classes 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 corelated with the kind of deceptive content being uploaded by leading social media influencer. Another byproduct of this is that people are choosing to become social media influencers instead of picking more stable and satisfactory jobs.

This is not deception.

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.

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 of 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 deception 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

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,~~ allowing 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 narcissitic 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.

Date: / /

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 appropriately, it can shift the balance in favour of the common people.

No structure to conclusion. There should be no new information.

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