

# Topic: Social media influencers: Inspiration or Digital Deception

## Outline

### a. 1. Introduction

#### Thesis statement

Although influencers claim to be a source of inspiration and growth, the industry is largely built on digital deception, creating a fake reality that harms the mental health, economy, and ethics of modern society.

Your thesis statement does not answer whether you think that social media influencers are inspiration or whether what they do is digital deception. What you have written is what they themselves claim to be and what the industry is based on. That's not what you are asked.

Your stance should be clear in your main heading and it must be composed of the words given in the topic statement.

### b. The Architecture of Digital Deception

- a. Physical Deception: how filters and AI editing creates a "biological lie".
- b. Material Deception: Through staged wealth ~~tricking~~ followers into believing they are millionaires.
- c. Commercial Deception: They often pretend to love a product, they were actually paid to promote.
- d. Financial scams: The use of trust to promote "get rich quick" schemes that end up stealing money.

e. The Exploitation of Privacy: Using Personal tragedies, family drama, or even their own children's private lives to get more "likes" and "views".

f. The "Rage-Bait" Culture: Intentionally posting controversial things just to stay trending in the algorithm.

g. Emotional Deception: Exaggerating personal trauma to gain engagement and sympathy.

### 3. How Influencer can help

a. Breaking down the walls of fame  
case study: Khaby Lame

b. The internet as a free global school  
case study: Khan Academy

c. Turning "Likes" into "Real help"  
case study: Mr Beast raised \$20m for #TeamTrees and \$30m for #TeamSea to clean the ocean.

d. Supporting the "Small players"

e. Removing the shame of mental health

case study: Influencer sharing own struggles with anxiety, and depression.

This is a stance based topic.  
Write a counter perspective

# 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.