

## VIRTUAL INFLUENCERS



### I Fill in the blanks (end of video) /4pts

Another gave us a lengthy statement from its CEO, saying in part the next generation of young people, who can smell whether something seems authentic or not, will be the main players in the age of the metaverse, adding virtual humans are a mere MIRROR to humans to teach us what we really should treasure.

### II Right/Wrong? Justify with elements from the recording. /6pts

1. People feel uncomfortable when they look at faces that clearly seem virtual.

R/W They are comfortable with them until they look too real,

2. As time goes by, people become accustomed to the 'uncanny feeling'.

R/W They get used to characters,

3. Their human appearance imparts power to digital influencers.

R/W "They look like ppl -> give them a lot of leverage" confère

4. Ray features on the cover of a magazine alongside a virtual influencer.

R/W Ray is virtual, she's alongside a real person,

5. According to Donna Hertalik, virtual influencers are becoming more popular because they are a novelty.

R/W They target a younger audience,

6. The company that called virtual influencers 'a new way to storytell' was very willing to answer the reporters' questions.

R/W "did not respond to a longer list of question" /

III Answer the following questions with elements from the recording. /10pts

- Give 2 examples of 'typical teen stuff' these computer-generated stars do? /2

- Sharing selfies with friends /  
- Posting funny videos /

- What are social media in general, and digital influencers in particular, doing which is a great cause for concern? /1

Shaping young minds :o /

- How do these digital stars make money? (3 elements) /1,5

- Sponsored posts /  
- Concerts /  
- Video Games (VR) /

- What can virtual influencers do to become 'someone' young people relate to? (3 elements) /1,5

- Create relationship ) look, talk and feel like them  
- sharing stories  
- appearing in the real world

- What do these figures refer to? /2

- 15: B \$ : companies will spend on V.I. Marketing by "next year" /

- 11: M \$ : Revenue of a V.I. /

- Find in the recording words that correspond to these definitions: /2

Weird and scary: creepy /

Amusing, diverting: entertaining /

Trustworthy, capable of being believed: credible. /

Magician, sorcerer: wizard /