



Influencers

What do we remember?

First
discussion
point...

What does the word 'influence' mean?

- Influence
- *noun*

- The capacity to have an effect on the character, development, or behaviour of someone.

- "...the influence of online video presenters..."

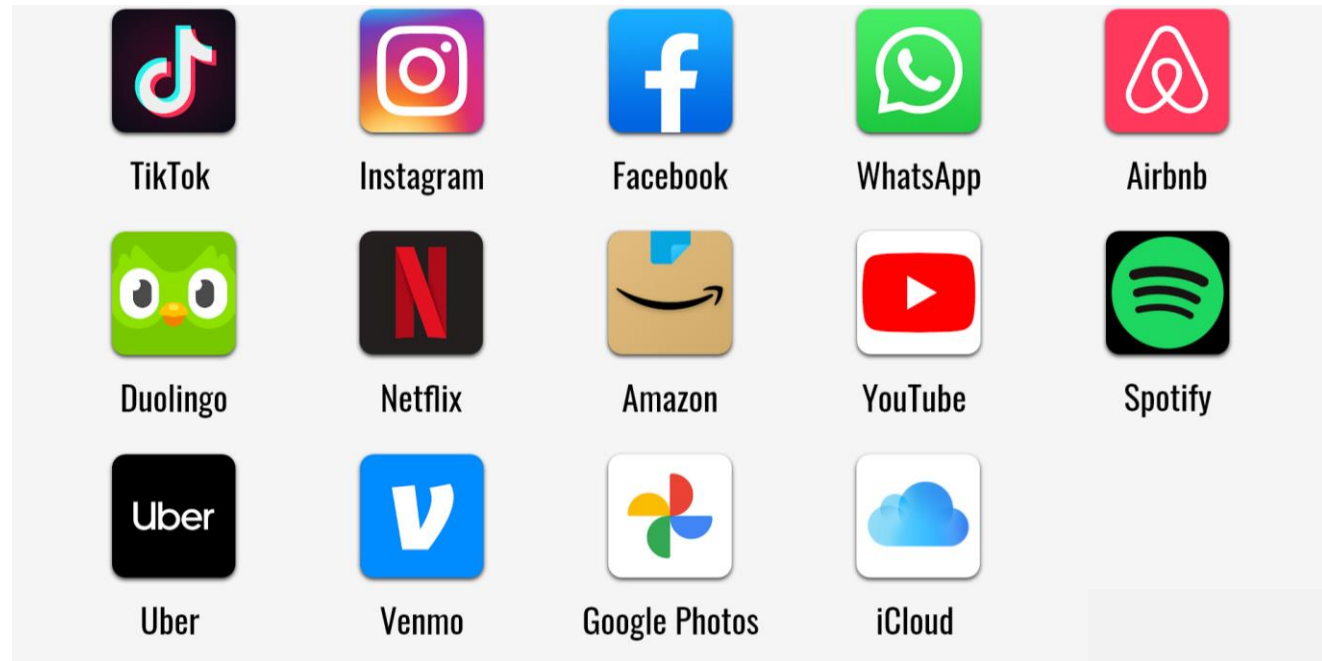
Second
discussion
point...

- What do you like to do online?



Third
discussion
point...

- What are some of the more popular apps?



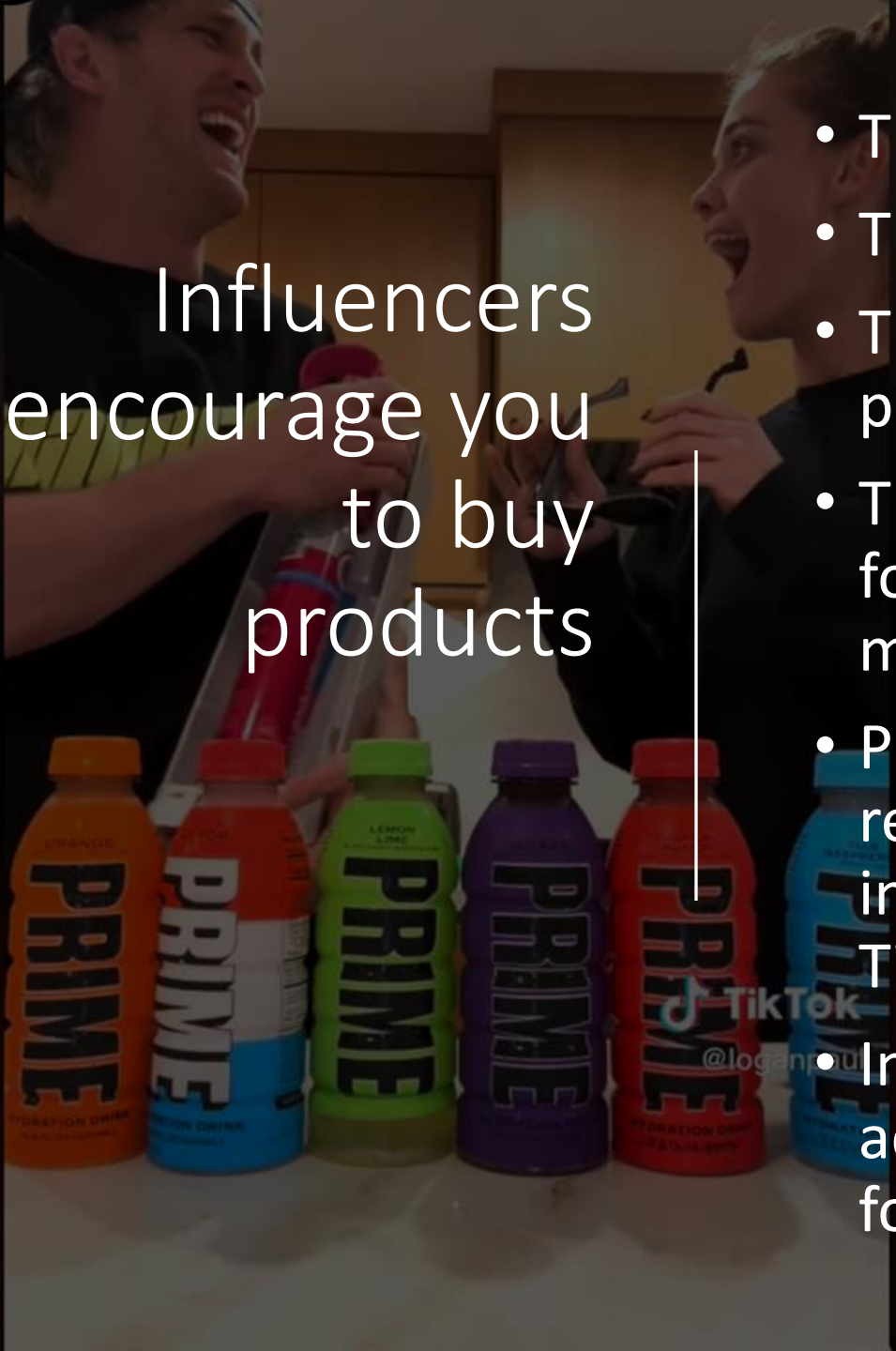
Which popular apps do influencers use?

Fourth Discussion Point...

What influencers do you know? What do they promote? Why is it important for an influencer to have followers?

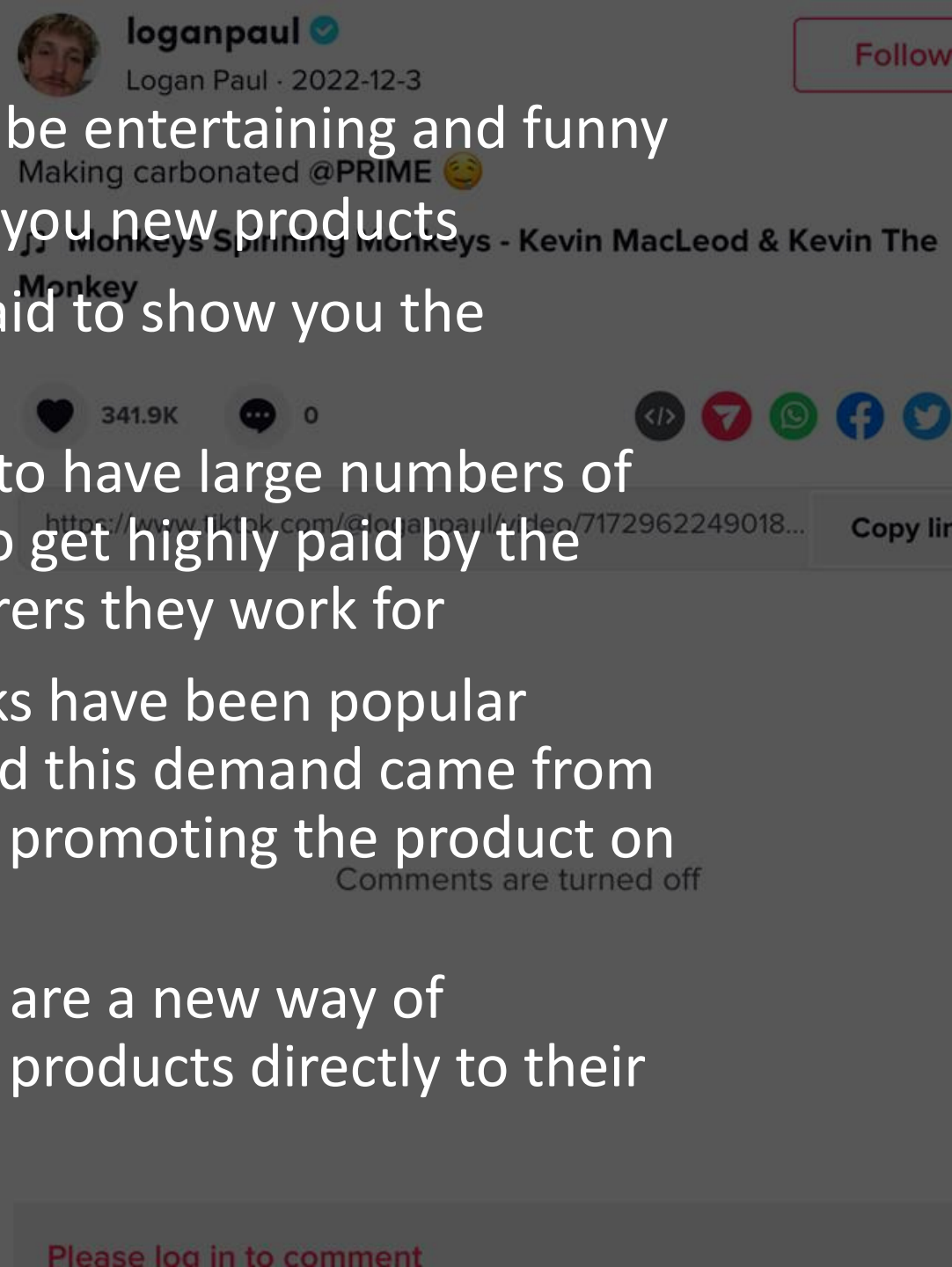
- Khabane Lame – 154 million followers
- Charli D'Amelio – 149 million followers
- Bella Poarch – 93 million followers
- Addison Rae – 89 million followers
- Will Smith – 73 million followers
- Zach King – 72 million followers
- Kimberley Loaiza – 71 million followers
- Mr Beast – 68 million followers
- The Rock – 65 million followers
- Logan Paul – 17 million followers
- KSI – 10 million followers





Influencers encourage you to buy products

- They try to be entertaining and funny
- They show you new products
- They are paid to show you the products
- They need to have large numbers of followers to get highly paid by the manufacturers they work for
- Prime drinks have been popular recently and this demand came from influencers promoting the product on Tik Tok
- Influencers are a new way of advertising products directly to their followers



Making up
your own mind

Reflection

- Influencers can be positive or negative role models.
- It is okay not to follow the trends.
- You need to think about the behaviour you see from influencers and if it's something you agree or disagree with.
- Think carefully about what influences you. When making a choice always keep yourself safe.