Teacher Notes
Influencers - Ages 7-11

Aim of the lesson

This is a PowerPoint lesson which explains what an influencer is, what they do, how they can influence people in both positive and negative ways and how some influencers are AI-generated.

Learning Objectives

- To explain how what we see online makes us think about how we look, what to buy and other behaviour.

- To explain how and why influencers might try to influence us to make bad choices.

- To explain that some influencers may be virtual (AI-generated personalities) and not real people.

Not familiar with this topic?
Here's what you need to know before teaching it!

What is an influencer?
An influencer is someone with a large social media following who can 'influence' their audience. Influencers exist on many platforms, but the main platforms are Instagram, TikTok and YouTube.

What are unrealistic body standards?
Unrealistic body standards refer to young people comparing their bodies to what is seen in the media, which is often digitally modified and unrealistic. This increases their chance of having a poor body image.

How do influencers make a living?
Brands will work with influencers and will pay them or give them free products, services or experience in return for promotion or product placement. Even though they may not fully believe in the product and use it themselves.

What is an 'AI-generated' personality?
An AI-generated personality is not a real person; artificial intelligence is used to create a replica of a human which is used to influence people to buy products/services or take part in harmful behaviours. It can sometimes be difficult to tell if the people we see online and in the media are real people.