

ABOUT THIS TASK

In this project, you'll get to explore the fascinating world of influencers! Imagine diving into the lives of individuals who inspire, entertain, and share their passions with the world. You have the exciting task of choosing an influencer to learn more about and share their story.

In your own words, explain the term influencer:

An influencer is someone who's really popular on social media, and they have a ton of people following them. They have this ability to really impact what others think and do. They set trends, and their opinions can make a big difference, for example, making people want to buy certain things. They create content like videos or posts that their followers love, and sometimes they work with brands to promote their products. It's like they're online celebrities who can shape what's cool and make others want to be like them.

Create a mind map of different influences you are aware of:



Your influencer: Mr Beast

Why did you choose this influencer?

I have chosen Mr Beast because he's not only entertaining with his crazy stunts and challenges, but also because of his strong emphasis on helping others through his fundraising efforts, making a positive impact in the world.

In this section below you should try to discuss your influencer. You could cover the following:

- What do they do? How did they become so popular?
- How do they connect with their audience.
- What values and messages do they promote?
- How often do they create content and where do they share their content?
- What challenges has your influencer faced?

MrBeast, whose real name is Jimmy Donaldson, has risen to fame as a prominent influencer known for his jaw-dropping stunts, giveaways, and engaging content. He first gained attention on YouTube with his attention-grabbing challenge videos, extreme endurance feats, and crazy spending sprees. But what really set him apart is his commitment to giving back to the community.

Content Creation and Popularity: MrBeast's content often revolves around mind-boggling challenges, where he might donate thousands of dollars to random strangers, tip waitresses, or even try to count to a million out loud. These unconventional videos quickly captured viewers' attention due to their unpredictability.

Connecting with the Audience: He has a distinctive way of connecting with his audience. His down-to-earth demeanor and genuine interactions with people, whether it's friends or strangers, create a bond that viewers find relatable. He often features his close friends and collaborators, known as the "Beast Crew," which adds a personal touch to his videos.

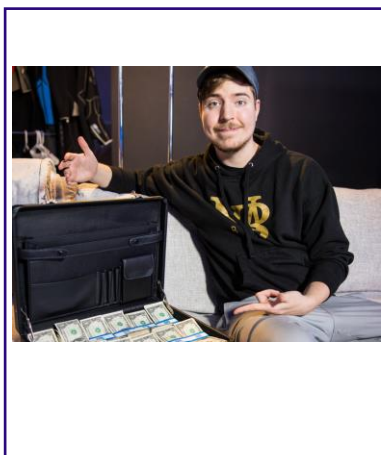
Values and Messages: MrBeast stands out for his philanthropic values. He frequently incorporates large-scale charity projects into his content, such as planting trees, opening food banks, and supporting various social causes. His messages about helping others, spreading kindness, and using his influence for positive change resonate deeply with his audience.

Content Release and Challenges: He releases content on a consistent basis, often with new videos every few days. This regular schedule keeps his audience engaged and eagerly awaiting his next endeavor. The challenges he undertakes and the stunts he pulls off can vary widely, from endurance tests to extravagant giveaways, keeping his content fresh and exciting.

Challenges Faced: While MrBeast's rise to fame has been impressive, it hasn't been without challenges. The nature of his videos, which involve large amounts of money and resources, has drawn both admiration and criticism. Some critics question the sustainability of his philanthropic efforts or the potential implications of his extreme spending habits.

Date used	Website address	How reliable is this source?
20/9/22	https://www.rollingstone.com/culture/culture-features/mrbeast-youtube-cover-story-interview-1334604/	I think this is reliable as it is a trustworthy website with a large following. They have a date when the article was published which shows its up to date.
20/09/22	https://www.businessinsider.com/mrbeast-youtube-jimmy-donaldson-net-worth-life-career-challenges-teamtrees-2019-11?r=US&IR=T	The website looks reliable and seems up to date as the article was published in 2023. The information on this website is similar to the other website I have used.

Use your search skills to gather images of your chosen influencer. With the image, please put the date collected and the link for the image in the box below.

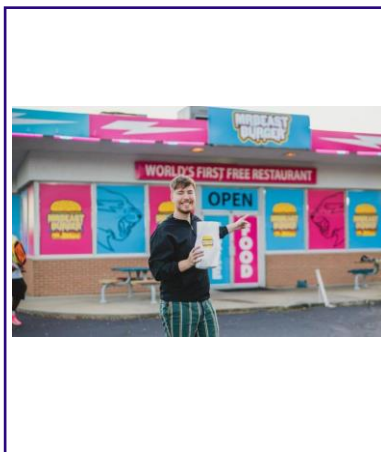


Date collected: 20/09/22

Link to image: <https://i.insider.com/5e5fcde3fee23d1e467b6bbc?width=1000&format=jpeg&auto=webp>

Why have you chosen this image?

I like this images as it shows Jimmy with a case of cash for a give away.



Date collected: 20/09/22

Link to image: <https://i.insider.com/60242ac5cca90200129b784b?width=1000&format=jpeg&auto=webp>

Why have you chosen this image?

This was a nice photo as it shows one of the big give aways from Mr Beast burger.



Date collected: 20/09/22

Link to image: https://i.guim.co.uk/img/media/44c2f35694e039d7b644f0b530684a8a6edc2887/40_0_1200_720/master/1200.jpg?width=1200&quality=85&auto=format&fit=max&s=bbc62efb04bf552158a34d6031055154

Why have you chosen this image?

This was used as a YouTube cover for one of his videos.

BECOMING A WISE DIGITAL EXPLORER

DO IT

Answer the questions below and give as much detail as you can.

Imagine you're part of an online group or community. What are some positive actions you can take to contribute to a healthy online environment? On the other hand, what are some examples of behaviors that are considered unacceptable in online interactions?

In an online community, contributing positively involves treating others kindly, engaging in constructive discussions even when opinions differ, sharing helpful insights and resources, embracing diversity, and fostering an atmosphere of inclusivity.

Encouraging positivity, giving credit to original sources, and respecting others' privacy are essential for maintaining a healthy online environment. This makes it a more pleasant place to be and will encourage people to discuss or ask questions, for example, if they are not worried about getting things wrong, people will be more open to asking questions on social media sites.

On the flip side, there are behaviors that are considered unacceptable in online interactions, such as engaging in harassment or bullying, trolling to provoke negativity, spamming with excessive self-promotion, promoting hate speech or discrimination, spreading misinformation, and causing disruptions that can upset people. By embracing positive actions and avoiding these negative behaviors, you can make social media a more pleasant place.

Imagine you come across a hurtful or mean comment on one of your favorite influencer's posts. How would you go about reporting this kind of behavior on the platform?

If I were to encounter a hurtful or mean comment on one of my favorite influencer's posts, I would take the following steps to report this behavior on the platform:

Screenshot: First, I would take a screenshot of the offensive comment as evidence. This might be helpful in case the comment gets deleted or if further action needs to be taken.


Flag the Comment: Most social media platforms have a "Report" or "Flag" option under comments or posts. I would click on this option to report the offensive comment. This action notifies the platform moderators about the inappropriate content.

Select Reason: Platforms often ask for the reason for reporting the comment. I would choose the appropriate reason, such as "Hateful or Abusive Content" or "Harassment," depending on the nature of the comment.

Provide Details: Some platforms allow users to provide additional information about the reported content. I would briefly explain why I find the comment offensive and hurtful.

Submit Report: After filling in the required details, I would submit the report. The platform's moderation team would then review the reported content.

Consider Blocking: If the comment comes from a specific user who consistently posts hurtful comments, I might also consider blocking that user to prevent further interactions.



Can you give an example of a stereotype you've noticed in that media? How do you think this stereotype might affect the way people perceive certain groups of people?

An example of a stereotype in the media is the portrayal of athletes from certain countries as being naturally gifted and inherently superior in sports, often based on their ethnicity. This stereotype suggests that success in sports is primarily attributed to genetics, ignoring the dedication, hard work, and training that athletes from all backgrounds put in.

This stereotype can have detrimental effects on how people perceive athletes and certain groups. It perpetuates the notion that individuals from certain ethnic backgrounds have an inherent advantage, downplaying the efforts and sacrifices they make to excel. This can lead to unfounded assumptions and undermine the diversity of talent and skill present in the sports world. Additionally, it can discourage athletes from underrepresented backgrounds, making them feel they have to live up to unrealistic expectations tied to their ethnicity, rather than recognizing their individual abilities and efforts.

Imagine you're using a fun mobile game that offers in-app purchases. How can you make sure you're making informed choices when deciding whether to buy something in the game? Additionally, when you see an advertisement while browsing online, what are some things you should consider before clicking on it?

When using a mobile game with in-app purchases, making informed choices is essential. To ensure this, I'd start by carefully reviewing the details of the in-app purchases, such as their cost, benefits, and any time-limited offers. I'd also check if the game provides clear information about what the purchases will provide, helping me gauge whether the item is worth the investment. Before buying, I'd take a moment to consider if the purchase aligns with my gaming goals and enhances my experience, rather than being an impulsive decision. Moreover, I'd set a budget for in-game purchases and stick to it, avoiding overspending and maintaining a healthy gaming balance.

When encountering online advertisements, it's important to approach them with caution. Firstly, I'd assess the credibility of the source. If the advertisement is from a well-known and reputable brand, it's more likely to be trustworthy. I'd also pay attention to the content of the ad, ensuring it matches the product or service being advertised. Reading reviews or searching for additional information about the product can provide a more comprehensive understanding of its quality and benefits. Additionally, I'd be wary of clickbait tactics, sensational claims, or overly aggressive offers, as these can be red flags for potential scams. Ultimately, I'd take a moment to consider if the advertisement genuinely aligns with my interests and needs before clicking on it, ensuring that my online interactions are safe and informed.