

Additional essay 1: in-depth study and analysis about a YouTube video called fake famous discussing the effects of celebrity and how they would effect their fans.

1. Did the Fake Famous documentary provide any new insights about social media and fame? If so, what elements did you find most interesting?

I think *Fake Famous* offers an interesting insight into the dynamics of social media and celebrity culture, highlighting its attractions and pitfalls. One of the most compelling aspects it explores is the dichotomy between authenticity and artificiality in the pursuit of fame.

The film opens with a depiction of Los Angeles' iconic pink wall, which has become a symbol of instagram fame, a blank canvas for individuals seeking online approval through likes and followers. Director Nick Billington centers the narrative around a social experiment in which he takes three ordinary people and turns them into Instagram influencers. The experiment highlights how easily measures of fame can be manipulated, as Billington's team bought thousands of followers and likes for participants from the start.

The reactions of Chris and Willie, two of the chosen ones, provide a key perspective on this manufactured fame. They reject the fake personas and superficial interactions associated with Instagram influencers, preferring authenticity over the illusion of popularity. Chris, in particular, expressed disdain for the stage aspects of influencer life, such as fake private jet photos designed to trick followers into believing in a glamorous lifestyle.

Through these responses, I think the documentary delves into the ethical and psychological implications of social media manipulation. It challenges the notion of what it means to be famous in the digital age - whether it's real talent and meaningful relationships, or just visibility and superficial metrics. This exploration raises important questions about the impact of social media on self-worth and social value, as well as ethical boundaries in influencer marketing and brand partnerships.

2.Critics have said that the Fake Famous documentary is condescending toward the influencer economy. Do you agree with this assertion? Why or why not?

I think fake famous takes a critical look at the influencer economy and shows how individuals strive to become famous by artificial means such as buying followers or displaying photos. While some critics find this censorship condescending, the documentary actually acknowledges the industry's influence and importance while also revealing its less real side. By highlighting the difference between perceived influence and real influence, it prompts viewers to reconsider the values and impact of the influencer economy. Rather than outright condemnation, the documentary encourages a reflective assessment of social trends and digital culture. So whether a person sees this as condescending may depend on where they stand on ethics and authenticity in influencer marketing, and how open they are to questioning its norms and practices.

3.Course readings and class discussions have illuminated the significance relationship between fans' engagement with celebrity and materialistic attitudes and beliefs.Provide evidence from the documentary that supports how the influencer economy could impact this relationship. Can you name celebrities whose content/brand promotes materialism? Can you name celebrities whose

content/brand is free of materialism?

In *Fake Famous*, it was observed how celebrity influences consumer behavior. The production team creates virtual characters that appeal to the audience by presenting luxurious lifestyles and scenes. For example, choosing expensive hotels and luxurious environments to shoot photos or videos, this carefully curated vision and lifestyle tends to stimulate the audience's desire to consume. Viewers may be drawn to these fictional lives of luxury and try to imitate or purchase related products or experiences in pursuit of similar social influence or visual enjoyment. Therefore, celebrity is not only about attention and followers, but also about how to influence and guide consumers' purchasing decisions and shape their lifestyles and values. Dan Bilzerian: While Dan Bilzerian doesn't appear in the documentary, his social media persona promotes a lavish lifestyle of expensive cars, private jets, and lavish parties that cater to material desires. Mark Ruffalo: Mark Ruffalo is known for his activism and advocacy work, and his social media content often focuses on social and environmental issues rather than material possessions. These examples illustrate how influencers and celebrities perpetuate or challenge materialistic attitudes through their online presence and brand strategies.