



YOUR INFLUENCER CATALOG

Influencers are people who are frequently and regularly present on social media, publish content on a specific topic, have a high number of followers, and use their presence and reputation to promote certain products, lifestyles, or views, for example.

Which influencers do you follow on your social networks? What influence do they have on you? What about the students in your partner class?

YOUR ASSIGNMENTS:

1 

Take notes on the following questions:

Which people that you don't know personally do you follow on your social networks? Why do you follow them?

*Influencers:
What makes people influencers?
What is important to you?*

Are there influencers you consciously follow? Why? And what influence do these influencers have on you?

In which areas are they influencers? For example: fashion, music, sports, politics, lifestyles, technology, gaming ...

*Who do you consider "in" at the moment?
Who do you just have to follow?
What is special about them?*

You as an influencer: Name three positive qualities about yourself that make you an influence on people around you.

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2 

Arrange a video chat with your partner from the other class. Take notes during the video chat. You will need the notes for the next assignment with the students in your own class.

A

Introduce yourself briefly and name the three good qualities about yourself that make an impact on the people around you.

B

Try to find out from your partner:

- Which influencers are “in” right now in the partner class or in the partner class’ country?
- Which influencers do they follow and why?
- What do they think makes someone an “influencer”?

C

Discuss with each other:

- What is the importance of influencers for you? What influence do they have?
- Do influencers perhaps have an unconscious influence?
- What do you find positive about influencers? What do you find negative?
- Would you like to be an influencer? Why or why not?

3 

You will now compile the information you received from your partner in the video chat into a catalog of influencers for your partner class.

Your teacher will tell you how to do this.

