

## Project Title:

### *Ethics in Social Media and Influencer Culture: Responsibility and Accountability in the Digital Age*

To analyze the moral obligations of content producers and social media influencers, examine typical moral dilemmas they encounter, and take into account the consequences for followers, brands, and society.

## Project Outline:

### 1. Introduction to Social Media Ethics

- **Objective:** Provide an overview of why ethics are important on social media, especially concerning influencers. Discuss how influencers shape culture, lifestyle, and consumer behavior.
- **Key Points:**
  - Definition of influencers and their role in digital marketing.
  - Brief history and growth of influencer culture.
  - Overview of ethical principles that apply to influencers: transparency, honesty, and responsibility.

**GROUP 1 –** ALBERTO, Katrina  
ARIOLA, Shaina  
CAPISTRANO, Hannah  
FORMANES, Rencee  
LAGAO, Gerald  
LIMCO, Sheena

## Key Ethical Issues in Influencer Culture

- **Objective:** Identify and explain the major ethical issues in influencer culture.
- **Key Topics:**
  - **Transparency and Disclosure:** The ethical importance of disclosing sponsorships and paid content.
  - **Honesty in Product Reviews:** The responsibility of influencers to provide honest, fact-based reviews.
  - **Privacy and Consent:** The ethical considerations around posting content that involves others, especially minors.
  - **Influencer Authenticity vs. Brand Pressure:** The potential conflict between maintaining authenticity and brand expectations.
  - **Mental Health Impact:** How influencer culture impacts followers' mental health and self-esteem.

**GROUP II -** MANGUBOS, Allysa  
 MARIGONDON, John Mark  
 MERCADO, Xyreen  
 RAMOS, Jhan Kenneth  
 RONQUILLO, Kristle  
 SABARIAS, Cherry Shy

### Case Studies of Ethical Issues

- **Objective:** Analyze real-life cases where influencers faced ethical controversies.

Describe what happened, the ethical issue involved, and the outcome.

#### Examples of Cases to Study:

- Influencers who failed to disclose sponsored content.
- Cases of misleading or false advertising (e.g., promoting ineffective or dangerous products).
- Incidents where influencers violated privacy or used sensitive topics for clicks or publicity.

**GROUP III -** SAPIRA, Lee  
 SARSALE, Julie  
 VELOSO, Ginold  
 YEDRA, Mary Jane  
 GUERRA, Aaron  
 GRAGASIN, Sheila

CATEGORY	POINTS		Criteria
<b>Research and Content Depth</b>	<b>30</b>	30	Comprehensive analysis of ethical values; demonstrates deep understanding with well-chosen examples.
		25	Covers most values with solid analysis; relevant examples included.
		20	Basic coverage of values; limited depth or focus.
<b>Case Studies and Real-Life Examples</b>	<b>25</b>	25	Uses 2-3 relevant case studies; connects well to ethical values with clear explanations.
		20	Uses 1 – 2 case studies; lacks depth in analysis.
<b>Application of Ethical Values</b>	<b>20</b>	25	Excellent application of values to real-life scenarios with clear explanations.
		20	Good application of values, though may lack of depth.

<b>Survey Engagement</b>	<b>15</b>	15	Well-designed survey with insightful analysis of follower views.
		10	Basic survey with some analysis of results.
<b>Group Collaboration and Participation</b>	<b>10</b>	10	Strong collaboration; equal presentation.
		7	Good collaboration, though some members contributed more than others.
<b>TOTAL</b>	<b>100</b>		

## INSTRUCTIONS:

The measures that follow should be taken when working in groups and collaborating:

1. Select a group leader.
2. Every member of a group needs to participate and contribute to the final product.
3. The group leader is in charge of keeping track of records and reporting on each member's duties and responsibilities.
4. This is for an individual grade in group collaboration. The leader must attach or included the report record for my assessment.
5. Submit and attach the pdf file to my [lindalachama@g.batstate-u.edu.ph](mailto:lindalachama@g.batstate-u.edu.ph) account.