Questions for qualitative thought:  
1. Consider the branding practices on social media of yourself or a non-celebrity acquaintance you know. Compare these practices to an actual brand. Are the practices similar? How does it feel to brand oneself – what is emphasized, and what is left out?  
**Ans:** The practices are very similar. Like a company, a person on social media often creates a consistent look and theme for their profile to attract followers. For example, both a person and a brand like Nike might post high-quality photos that stick to a certain color scheme. Branding yourself means you are constantly deciding what to show and what to hide. You emphasize the exciting, successful, and happy moments (the "highlight reel") while leaving out the boring or messy parts of life. This can feel like you're performing and not always showing your complete, true self.

2. In the context of microcelebrity, how has the phenomenon influenced your own identity construction on social media platforms, and to what extent do you find yourself applying marketing perspectives to curate your online brand?  
**Ans:** The idea of microcelebrity affects most of us, even if we don't want to be famous. We find ourselves thinking like marketers when we curate our online brand. We might choose a photo, write a caption, or use hashtags based on what we think our "audience" of friends and followers will like best. We build a personal brand by focusing on a niche like being the "funny friend," the "adventurous traveler," or the "great cook" and share content that reinforces that specific identity, making our online self seem authentic but still carefully planned.

3. Reflecting on the "the demotic turn" in celebrity culture, how do you perceive the blurring of lines between the everyday and celebrity culture on social media platforms? Can you share personal examples or observations where ordinary individuals have achieved microcelebrity status, and do you believe this has impacted the way society views fame?  
**Ans:** The "demotic turn" means celebrities now try to act more ordinary and ordinary people act more like celebrities. The lines blur because social media gives everyone a stage to perform for an audience. For example, a celebrity might post a goofy selfie with no makeup, while a normal college student might post highly polished, professional-looking photos. This has changed how we see fame; you no longer need to be a movie star to get famous. A person can become a microcelebrity with a large following just by sharing their expertise on a niche interest, like gaming, fashion, or cooking.

4. How have you observed individuals tailoring their online profiles to conform to or stand out within specific cultural contexts? In your own experience or observations, does social media play a significant role in shaping the identity and perception of individuals associated with Greek Life or other college communities?  
**Ans:** Social media is a huge part of identity in college communities like Greek Life. To conform, members will often post similar types of photos at the same events, wear the same letters, and use group-specific hashtags to show they belong. To stand out within that same group, a person might carefully craft a unique role for themselves, like being "the athletic one" or "the smart one," by posting content that highlights those specific traits. In this way, they fit into the larger group culture while also building their own distinct personal brand.