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Chapter 8 Ethics #4

I do not find it unethical to any extent that a blogger obtains sponsorship. Everybody needs to make income some way or another and if a blogger can make money through sponsorship. I do not see any difference between an athlete sponsoring shoes versus a blogger sponsoring some random product, especially if he is well versed on this product. For instance, Chris Stuckmann, a famous blogger on Youtube, has listed sponsorships for film schools. He is very passionate about the topic of filming, it helps him earn extra money by promoting the school’s services, and his viewers get to learn about a potential option for film school. I do not inherently see an issue.1

According to this blogger’s opinion, after he was sponsoring too many products, some of his fans got tired.2 Therefore, I think it may be important for bloggers to balance sponsorship and actual content. However, since sponsorship can be an important source of income, I strongly recommend that readers appreciate that bloggers need to sponsor products. The blogger does however state that the audience comes first. I agree: if the audience is leaving because of the amount or inadequacy of the sponsors, then it may be important to split ways from these companies. According to another blogger, it is important to reveal that you are sponsored and that you still remain honest to your fans.3 I agree that as long as transparency is still there, bloggers can still earn money and have a great relationship with their fans and sponsors.

It does not change my view of a blogger if it is sponsored because I can simply research information about the product on Amazon. The blogger simply acts like an advertiser to me for a few minutes. If all posts are sponsored, then I think it normalizes the blogosphere since different bloggers will be promoting different products.

1. <https://youtube.com/chrisstuckmann>.
2. <https://www.relevance.com/an-insiders-view-on-bloggers-sponsored-content-and-ethics/>
3. https://mor10.com/code-of-ethics-for-bloggers-social-media-and-content-creators/