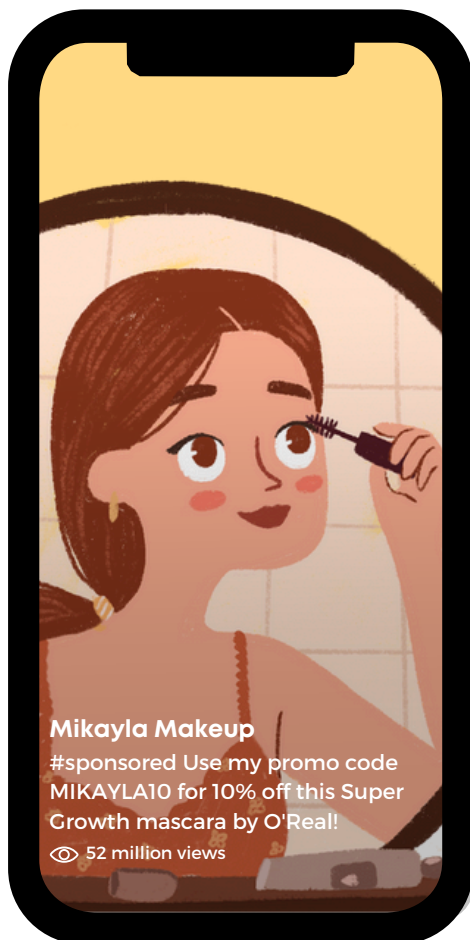


**INVESTIGATE****EVIDENCE #1****Live Video Caption**

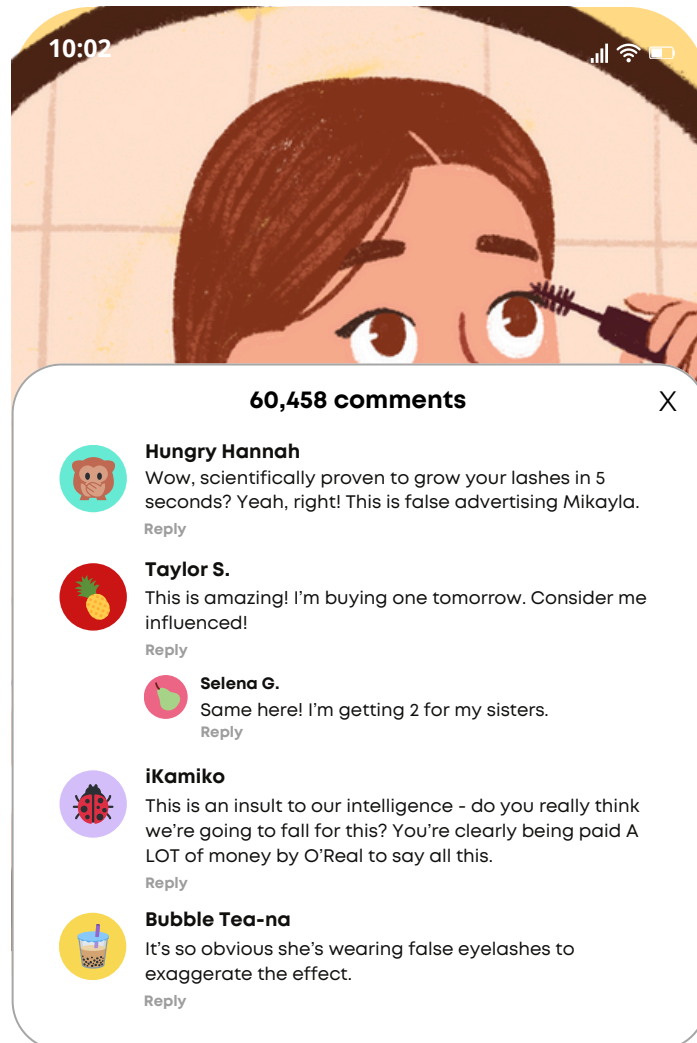
Listen up, all you beauty lovers need to hear this! This mascara has changed my life and I want to share it with all my followers.

This O'Real Super Growth mascara makes your eyelashes GROW twice as long! They have come up with a brand new formula that stimulates hair growth in 5 seconds, making your lashes look long and luscious.

It's absolutely incredible and scientifically proven to work on every single person who uses it.

This video has been sponsored by O'Real Cosmetics. Use my promo code MIKAYLA10 for 10% off your next order!

1. What should you take into consideration when you see sponsored posts?
2. Why are social media influencers required to tell their audience if a post has been sponsored or is an advertisement?
3. What responsibility does Mikayla have as an influencer, in terms of transparency and authenticity in her content?

**INVESTIGATE****EVIDENCE #2**

1. How can consumers be more critical of the products and advertisements they see on social media and in mainstream media?
2. Should influencers be held to the same standards as mainstream advertisements when it comes to honesty and accuracy?

**INVESTIGATE****EVIDENCE #3**

You have a new email!

FROM: Mikayla <[mikaylamakeup@email.domain.com](mailto:mikaylamakeup@email.domain.com)>  
TO: O'Real Team <[marketing@oreal.brands.com](mailto:marketing@oreal.brands.com)>  
SUBJECT: Super Growth Mascara Video

Dear O'Real team,

I wanted to report that my latest video featuring your Super Growth mascara has gone viral, as I'm sure you've seen. It currently has 52 million views, 180,385 likes, and 60,458 comments.

However I would like to take it down as I'm getting backlash from the statements I was told to make in the video. People are accusing me of lying to my followers and that I should not make statements about the formula being scientifically proven. It was part of what you told me to say, so I didn't look much into the science behind your product.

I'm getting a lot of hate messages and am being cyberbullied. I would like to delete the video for my mental health's sake. I hope you understand. Thank you.

Sincerely,  
Mikayla



You have a new email!

FROM: O'Real Team <[marketing@oreal.brands.com](mailto:marketing@oreal.brands.com)>  
TO: Mikayla <[mikaylamakeup@email.domain.com](mailto:mikaylamakeup@email.domain.com)>  
SUBJECT: Re: Super Growth Mascara Video

Dear Mikayla,

First and foremost, we want to express our gratitude for your work in promoting our product. We understand that the video has generated significant attention, albeit negative, and we appreciate the exposure that it has brought to our brand.

We would like to remind you that under our contract, you are not permitted to take down the video or comment on the controversy surrounding it. The video is sponsored by O'Real, which means you have been significantly compensated for it.

We enjoy working with you because your audience trusts your opinions, and hope you recognise how valuable that is. It is our belief that the video accurately represents the results that can be achieved with our mascara, and we stand behind our claims.

Thank you again for your work in promoting our Super Growth mascara, and we look forward to continued collaboration in the future.


Sincerely,  
O'Real marketing team


1. Why do you think brands like O'Real like to work with social media influencers like Mikayla?
2. Do you think Mikayla would have said anything differently in her video if she wasn't sponsored by O'Real?
3. Is it fair for O'Real to tell Mikayla she's not allowed to take down the video, even though it's hurting her mental health?




## INVESTIGATE


**EVIDENCE #4**

 **UTube**



### Trying the viral O'Real mascara!!!


**Makeup with Jordan Carl**  
590k subscribers





29k views | Uploaded 1 hour ago


Hey girlies, today I'm reviewing the viral O'Real mascara that claims to double your lashes in 5 seconds. Spoiler: IT WORKS!

#### Comments

**Taylor S.**  
If you're going to copy the original viral video, at least give Mikayla credit for starting the trend.  
[Reply](#)

**Jodie**  
OMG I've been seeing this mascara everywhere! It must work if everyone's talking about it. I'm going to buy one!  
[Reply](#)

**Hungry Hannah**  
Wait, this is the fourth influencer I've seen who says this mascara actually works. Maybe I should go try it out  
[Reply](#)

**Celo W.**  
What a copycat! You should at least give Mikayla credit for her original mascara review  
[Reply](#)

1. Why is it important to give influencers and content creators like Mikayla credit for the original idea?
2. How can failing to give credit to the original content creator impact their work?



## INVESTIGATE

EVIDENCE #5

Global News Daily

## The Mascara Controversy

Popular beauty influencer **@Mikayla Makeup** has been under fire recently for a controversial video on mascara.

In a sponsored video by O'Real, Mikayla made unsubstantiated claims on the science behind the Super Growth mascara, where she told followers that the product will stimulate hair growth, doubling one's eyelashes to twice its length within 5 seconds.

Backlash of the video criticised Mikayla's unproven claims, with internet users accusing her of lying to her followers. Many suspect that Mikayla made those statements under contract, and that she was

paid a hefty sum by O'Real for the sponsored post.

It has also spurred on a trend of copycat content creators making similarly outrageous claims, hoping to go viral on social media like Mikayla. Because of this, many commenters have been left confused and unable to distinguish between facts and opinions. One commenter, Hannah, even stated: "Wait, this is the fourth influencer I've seen who says this mascara actually works. Maybe I should go try it out".

As a result of the controversy, Mikayla announced in her latest video that she would be taking a

break from social media to focus on her mental health. It was a move that was applauded by many users who understood the pressures that come with being a content creator on a platform that thrives on virality and attention.

Mikayla opened up about her struggles with mental health, admitting that the previous year had been particularly difficult for her. As someone who is in the public eye, Mikayla has had to deal with not only the pressures of maintaining a successful platform but also the toxic comments that can come with it. She spoke candidly about how her mental health took a "plummet" and how it impacted her overall well-being.

1. If you see multiple copycat videos of people repeating the same claims that the mascara actually works, does it mean it becomes a fact?
2. How can we differentiate between facts and opinions when it comes to content on social media?



## PROJECT WORK

**Create a guide for new influencers to learn about their online responsibilities as content creators.**

### **What should your project outcome look like?**

The guide should include practical information on creating original content, ensuring accuracy, maintaining authenticity, respecting intellectual property rights, and promoting a safe and respectful online community.

### **Instructions and Questions to Consider:**

1. Why is it important for influencers to understand their online responsibilities? How can influencers create original content while also respecting the intellectual property rights of others?
2. What are some ethical considerations that influencers should be aware of when creating sponsored content to maintain authenticity?
3. How can influencers ensure accuracy in the content they post? Why is this important in promoting a safe and respectful online community?
4. Can you find some real life examples of people who have done a good job of being a positive online influencer?
5. Organise the information into sections, such as creating original content, ensuring accuracy, maintaining authenticity, respecting intellectual property rights, and promoting a safe and respectful online community.