

Character Analysis Essay: Social Media Personality

Thinking Critically about Curation

You are an intelligent media consumer, right? Why do you follow some people as opposed to others? Why do you like them? Why do you dislike them? Do the views they share online align with your values? Ethics? Ideas about what is important in life? Why or why not? In order to figure this out you will be required to study a social media personality of your choice. The personas we see on social media are not the same person when they are off screen. The person you see is a creation. The ways you might feel about the personas are real, even if you do not know them in real life. These are called parasocial relationships.

Everyone curates their social media feeds. Let's think critically about how online personalities may impact change in the community. For this assignment you will write a character analysis essay based on the social media account/persona you chose. You must use evidence from their feed to support your claims.

Character Analysis Essay Outline: Analyzing a Social Media Personality

I. Introduction

- **Introduce the social media personality:**
Briefly describe who the person is (influencer, celebrity, content creator, etc.) and which platform(s) they are active on (Instagram, TikTok, YouTube, etc.).
- **Audience and Following:**
Describe the character's target audience and the demographic they cater to (age, interests, location, etc.). Discuss any notable characteristics of their fan base (e.g., loyalty, engagement, or specific subculture)
- **Write a Thesis Statement:**
State the main argument or purpose of the essay. What will you analyze about the person? What change are they trying to promote? For example, "Through their online presence, [Name] constructs a persona of [specific trait], which serves to [effect on audience, culture, etc.]."

II. Context and Themes

- **Issue Overview:**

What social, political, or cultural issue is the personality trying to promote or change?
What key historical events or ideas provide context for this issue?

- **Character’s Rise to Popularity:**

Provide a brief history of how the character gained their audience. Did they become viral for a specific post, trend, or controversy? Are they known for a particular type of content or message?

- **Collaborations and Network:**

If applicable, discuss how the character interacts with other influencers, brands, or celebrities. Do they collaborate with others, and if so, how does this shape their persona?

III. Personality and Character Traits

- **Key Character Traits:**

Identify and explore specific traits (e.g., humor, confidence, vulnerability, positivity) that define the character’s online identity. Provide examples of posts, captions, or videos where these traits are evident.

- **Tone and Communication Style:**

How does the character engage with their audience? Do they use humor, empathy, direct communication, or motivational language? What kind of tone do they set in their posts and interactions?

- **Persona vs. Reality:**

Analyze the character's online persona versus their real-life personality (if applicable or known). Are they authentic, or do they project a curated image? Do they seem transparent, or do they carefully manage their personal narrative?

IV. Conclusion

- **Summary:**

Summarize the main findings from your analysis. Restate the character’s key traits and the impact of their social media persona.

- **Influence and Impact:**

What influence does this character have on their audience? Do they inspire positive change, or are they criticized for promoting unrealistic expectations or problematic ideas? How do they handle criticism?

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- **Significance:**

Discuss the broader implications of how their online presence reflects or shapes societal trends or issues? What does this tell us about the power of social media in constructing identity? How might these identities be used for social change?

- **Final Thoughts:**

Conclude with a thoughtful reflection on how social media personalities impact both individuals and society.

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Character Analysis Essay: Social Media Personality Sample Rubric

Criteria	4 Points	3 Points	2 Points	1 Point
Thesis & Introduction	Strong thesis with clear focus; solid introduction that includes specific background information	Adequate thesis with basic understanding; somewhat general introduction	Weak thesis with minimal clarity; limited background information	Unclear or missing thesis; no substantive introduction
Context and Social Issue Analysis	Solid understanding of social context with meaningful connections	Basic comprehension of social context; some relevant observations	Limited understanding of broader social context	Minimal or no meaningful context exploration
Character Trait Analysis	Comprehensive character trait analysis with clear supporting examples	Adequate character trait description with some supporting evidence	Superficial character trait discussion with minimal evidence	Minimal or no character trait analysis
Use of Social Media Evidence	Strong use of appropriate social media evidence	Adequate social media references with some analytical connection	Limited or poorly integrated social media evidence	Minimal or no meaningful social media references
Writing Mechanics	Clear, well-structured writing with minimal grammatical errors	Generally clear writing with some mechanical issues	Numerous grammatical and structural errors	Significant writing mechanics problems
Conclusion & Impact Assessment	Strong concluding insights with clear summary of main points	Adequate conclusion with basic summary	Weak conclusion with limited reflection	Minimal or no meaningful conclusion