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VIRTUAL INFLUENCERS

E-COMMERCE 12

WHAT IS A VIRTUAL INFLUENCER?

Virtual influencers are computer-generated characters (CGI) that appear human and act like social media personalities.

WHY THEY WORK

Data-Driven Personas

Built from audience research—age, style, interests.

Controlled Messaging

No scandals or off-brand behavior.

Optimized Engagement

Posts are A/B tested for maximum interaction.

CONCERNS

Authenticity:

Are followers being misled?

Job Displacement:

Fewer opportunities for real influencers or models

Ethical Questions:

Who's responsible for a virtual influencer's actions?

Cultural Misuse:

Risk of stereotyping or digital blackface