



Sociologists

Imagine a specific AI influencer and describe how the AI influencer phenomenon could transform a company or an individual.



Influencer name

Social platform/platforms

Number of human  
followers

Target group

Describe how the AI influencer phenomenon could transform a company or individual. For example, consider:  
Is it okay for people to form emotional attachments to AI influencers?  
What standards of beauty and success should influencers promote? Why?  
How could the development of AI influencers affect your relationships with friends or family?



Educational designers

Imagine a specific AI influencer and describe how he/she (or the phenomenon of AI influencers) could transform the world of education.



Influencer name

Social platform/platforms

Number of human  
followers

Target group

Describe how he/she (or the AI influencer phenomenon) could transform the world of education. For example, consider:  
How could an AI influencer help you personally learn better?  
What new skills or subjects would you like to learn if they were available through AI influencers?  
What would you like your ideal school of the future to look like using AI influencers?