

Study Guide: Be a Media Master!

Topic: Understanding Motivation Behind Online Posts – "Who's Getting the Candy?"

Grade Level: 3rd Grade

Introduction

This guide helps students understand why people post online, what motivations might be behind a post, and how to think critically about the content they see. The video, *"Who's Getting the Candy?"* by Steve Trash, teaches students to question posts by asking who benefits and why.

Key Vocabulary

- **Media Master:** A person who makes responsible choices online and offline.
- **Candy:** A reward someone gets from a social media post, like money, fame, or popularity.
- **Motivation:** The reason someone does something, like posting on social media.

Discussion Questions

1. What makes someone a Media Master?
2. What does "candy" mean on social media?
3. Why is it important to ask, "Who's getting the candy?"
4. Can you think of a post that might be helpful candy? What about harmful candy?
5. How can asking "Who's getting the candy?" help you make better decisions online?

Activities

1. Candy Sort Game

Materials: Cards or slips of paper with examples of social media posts (both real and imaginary).

Action:

- Each card has a scenario: "Sharing a funny meme," "Posting a mean comment," or "Recommending a favorite book."
- Students sort cards into categories: **Money, Fame, Popularity, or Helping Others.**

Discussion:

- Which kinds of candy are positive? Which could cause harm?

- Why is it important to think about the “why” behind a post?

2. Who’s Getting the Candy? Poster

Materials: Poster board, markers, and stickers.

Action:

- Create a class poster with the question: “**Who’s Getting the Candy?**”
- Students brainstorm and write examples of posts and the candy people might get (e.g., likes, shares, money).
- Discuss how knowing the “candy” can help decide whether to trust or share a post.

3. Role-Playing Scenarios

Materials: None required.

Action:

- Students act out scenarios where they see a post on social media.
- Classmates ask, “Who’s getting the candy?” and discuss motivations.
- Example: A classmate shares a video of a cute puppy. Why did they post it?

Debrief:

- How could understanding the “candy” change how you respond to a post?

Extension Activity

Candy Investigation Journal

- For one week, have students keep a journal of posts they see (or imagine).
- Write what they think the motivation is and who’s getting the candy.
- At the end of the week, share insights and discuss patterns.

Wrap-Up

- Recap the lesson: “Media Masters always ask: Who’s getting the candy?”
- Challenge students: Think about the candy before you like, share, or post anything online this week.

Teacher Note:

This study guide fosters critical thinking and digital literacy. Adjust activities to suit your classroom setup and encourage students to reflect on their own online behavior!

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