

Study Guide: Media Masters Rock! Who's Getting the Candy?

Grade Level: 6th Grade

Subject Focus: Digital Literacy and Media Awareness

Objective:

Students will learn to analyze social media posts by understanding motivations behind them, using the concept of "Who's Getting the Candy?" to distinguish truth from lies and make thoughtful decisions online.

Before Watching the Video

Discussion Starter:

1. What motivates people to post on social media? Do you think they do it for fun, attention, or other reasons?
2. What's something you've seen online that made you curious about why it was posted?

Vocabulary:

- **Media Master:** Someone who acts responsibly and thoughtfully on the internet.
- **Candy:** Rewards people get from social media, such as money, fame, or popularity.
- **Motivation:** The reason someone does something.
- **Truth:** A fact or reality that can be proven.
- **Lies:** Information that is false or misleading.

While Watching the Video

Key Points to Listen For:

1. What is the "candy" in social media, and how is it different from real candy?
2. Why is it important to ask "Who's getting the candy?"
3. Examples of posts that involve candy like money, fame, or popularity.
4. How asking this question helps uncover the truth behind a post.

After Watching the Video

Discussion Questions:

1. What does “candy” mean in the context of social media?
2. Why should we ask “Who’s getting the candy?” before believing or sharing a post?
3. Can you think of a time when you or someone you know shared a post without knowing why it was created? What happened?
4. How can asking about “Who’s getting the candy?” help you make better choices online?

Activity: Candy Analysis

1. **Materials Needed:** Printed screenshots of social media posts (real or fictional, without personal information).
2. **Instructions:**
 - Work in small groups. Each group will analyze a post using these questions:
 - Who is getting the candy (money, fame, or popularity)?
 - Is the post truthful? What evidence supports this?
 - Is the post helpful or hurtful?
 - Share findings with the class and discuss which posts are worth sharing and why.

Extended Learning

Reflection Activity:

Write a paragraph about how asking “Who’s getting the candy?” could help you make better decisions when using social media. Include an example of a time when this question might have been useful.

Creative Task:

Design an infographic that explains the concept of “Who’s getting the candy?” Include examples of good and bad motivations behind posts.

Home Connection:

Discuss the concept of social media “candy” with a family member. Ask if they’ve ever thought about why posts are created and share what you’ve learned about analyzing motivations online.

Wrap-Up**Media Master Pledge:**

As a class, create a pledge to ask “Who’s getting the candy?” before sharing, liking, or commenting on a post. Include statements like:

- “I will think critically about the motivations behind posts.”
- “I will not share posts that spread lies or negativity.”
- “I will aim to share posts that help others and make the internet a better place.”

Teacher Note:

Encourage students to practice asking “Who’s getting the candy?” in their daily social media interactions and share examples during future discussions.

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