

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

Grade Level: 7th Grade

Subject Focus: Digital Literacy and Digital Citizenship

Objective:

Students will learn to identify the motivations behind social media posts by asking, “Who’s getting the candy?” They will explore how to recognize truth, lies, and motivations to become responsible digital citizens.

Before Watching the Video

Discussion Starter:

1. Have you ever seen a social media post that made you wonder why someone shared it? What made you curious?
2. What are some reasons people post things online? (Think about money, popularity, or helping others.)

Vocabulary:

- **Media Master:** Someone who acts responsibly and thoughtfully on the internet.
- **Candy:** In this context, rewards like money, fame, or popularity that someone gains from a social media post.
- **Motivation:** The reason behind someone’s actions or decisions.
- **Truth vs. Lies:** Facts versus false information shared intentionally or unintentionally.

While Watching the Video

Key Points to Listen For:

- What is the “candy” on social media?
- How does asking “Who’s getting the candy?” help reveal the truth behind a post?
- Examples of positive and negative motivations for posting online.

After Watching the Video

Discussion Questions:

1. Why is it important to ask “Who’s getting the candy?” when you see a post online?
2. Can you think of a post where the “candy” might have been money, fame, or popularity? What made you think that?
3. How can understanding someone’s motivation help you decide whether to believe or share their post?

Activity: Candy Detectives

1. **Materials Needed:** Examples of fictional social media posts (printed or displayed) with various motivations.
2. **Instructions:**
 - In small groups, analyze each post and discuss:
 - Who is getting the candy?
 - What kind of candy is it (money, fame, popularity, etc.)?
 - Is the post truthful or misleading? What’s the evidence?
 - Groups will present their findings to the class.

Extended Learning

Reflection Activity:

Write a journal entry about a time you saw a post that seemed misleading or exaggerated. What questions could you have asked to uncover the truth? How would knowing the motivation behind the post have helped?

Creative Task:

Design a flowchart titled “Who’s Getting the Candy?” Include questions like:

- Who benefits from this post?
- Why might they share this?
- Is there evidence to support it?

Home Connection:

Ask a family member about how they determine if a post they see online is true or not. Share the concept of “candy” and discuss how it might apply to their online experiences.

Wrap-Up

Media Master Pledge:

As a class, create a pledge that emphasizes seeking the truth online. Include statements like:

- “I will ask, ‘Who’s getting the candy?’ before I believe or share a post.”
- “I will prioritize truth over lies to make the internet a better place.”

Teacher Note:

Encourage students to think critically about the motivations behind online content. Use real-world examples (e.g., viral posts, ads, or influencers) to reinforce the concept of “candy” and its role in digital literacy.

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