

Study Guide: Media Masters Rock! Who Is Getting The Candy

Grade Level: 8th Grade

Subject Focus: Digital Literacy and Critical Thinking

Objective:

Students will explore the concept of "Who's Getting the Candy?" to understand the motivations behind social media posts and the importance of questioning their truthfulness.

Before Watching the Video

Discussion Starter:

1. Think about a time when you saw an interesting post on social media. What made you believe or doubt it?
2. Why do you think people post things online? What are they trying to achieve?

Vocabulary:

- **Media Master:** Someone who acts responsibly and thoughtfully on the internet.
- **Candy:** A metaphor for rewards on social media, like money, fame, or popularity.
- **Motivation:** The reason behind someone's actions or behavior.
- **Truth vs. Lies:** The difference between accurate and false information.

While Watching the Video

Key Points to Listen For:

- What does "candy" represent in the context of social media?
- How can asking "Who's getting the candy?" help determine the truth behind a post?
- Examples of different types of "candy" and motivations behind social media posts.

After Watching the Video

Discussion Questions:

1. In your own words, explain what “candy” means in the context of social media.
2. Why is it important to ask, “Who’s getting the candy?” before believing or sharing a post?
3. What are some examples of good and bad motivations for posting on social media?

Activity: Candy Motivation Analysis

1. **Materials Needed:** Printed or digital examples of social media posts (e.g., tweets, memes, ads).
2. **Instructions:**
 - In small groups, examine a post and answer these questions:
 - Who might be “getting the candy” from this post?
 - What type of “candy” are they getting (money, fame, popularity)?
 - Does the post seem truthful or misleading? Why?
 - Share your findings with the class and discuss.

Extended Learning

Reflection Activity:

Write a paragraph describing a time when you posted something online. What type of “candy” were you trying to get? Would you post it again now that you understand this concept?

Creative Task:

Design a poster or infographic titled “Who’s Getting the Candy?” Include examples of motivations behind social media posts and tips for identifying truthful content.

Home Connection:

Discuss with a family member a post they recently shared or saw on social media. Together, analyze who might be “getting the candy” and why. Share the importance of asking questions before believing or sharing posts.

Wrap-Up

Media Master Pledge:

As a class, create a pledge to always ask “Who’s getting the candy?” before sharing or believing a social media post. Example statements might include:

- "I will think about the motivation behind social media posts."
- "I will be cautious about sharing posts without evidence."
- "I will help make the internet a better place by seeking truth."

Teacher Note:

Encourage students to share what they learned with peers and family. Remind them that being a Media Master means promoting truth and responsibility online.

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