

Study Guide for Kindergarteners: Media Masters Rock - Who Is Getting the Candy?

Overview: This study guide is designed to help kindergarteners understand the idea of "Who is getting the candy?" from the video *Media Masters Rock - Who Is Getting the Candy?* The lesson introduces the concept of motivations behind posts on social media in a fun and engaging way.

Learning Objectives:

1. Learn that "candy" on social media means rewards like attention, popularity, or money.
2. Understand why people post things online.
3. Practice asking, "Who is getting the candy?" to think about why a post was made.

Step 1: Video Recap (5 minutes)

Ask the class:

1. What does "candy" mean on social media? (Answer: Money, fame, or popularity.)
2. Why should we ask, "Who is getting the candy?" (Answer: To figure out why someone posted something.)

Simple Examples:

- If someone shares a funny picture, who might get the candy? (Answer: The person who shared it or the person who made it.)
- If a post says, "Buy this toy now!" who might get the candy? (Answer: The person selling the toy.)

Step 2: Candy Connection - Who Gets It? (10 minutes)

Materials: A jar of colorful candy (real or pretend).

1. Show the jar of candy and explain that each candy represents attention, money, or fame.
2. Read out simple scenarios (e.g., "A video of a dancing dog," "A post about a new video game").

3. Ask the kids, "Who gets the candy?"
 - Dancing dog: The person who made the video.
 - Video game post: The company selling the game.

Activity: Pass the candy jar around. When it's their turn, each child says a type of post and guesses who would get the candy.

Step 3: Candy Detectives - True or Not? (10 minutes)

Materials: Pictures of posts or ads (e.g., a superhero toy, a funny cat meme, a picture of a flying car).

1. Show a picture and ask:
 - Who might get the candy if we believe this?
 - Is it true or not? How could we check?

Explain: Media Masters stop and think about posts to figure out if they are true and who benefits from them.

Step 4: Craft Time - My Candy Bag (15 minutes)

Activity:

1. Give each child a small paper bag and craft supplies.
2. Let them decorate their bag to represent their "Media Master Candy Bag."
3. Add these words to the bag: "Who is getting the candy?"

Prompt: While decorating, ask: "Why is it important to know who gets the candy?"

Step 5: Story Time - Candy Adventures (10 minutes)

Scenario 1: A post says, "Share this with 10 friends to win a prize!" **Scenario 2:** A post says, "Look at this cool toy! Buy it now!"

Ask kids:

- Who is getting the candy?
- Should we believe it?

Role-Play: Let children pretend to be Media Masters with their Candy Bags, deciding whether to "give their candy" to the post by believing or sharing it.

Wrap-Up (5 minutes)

Review Key Points:

1. Candy on social media means rewards like attention, fame, or money.
2. Always ask, "Who is getting the candy?"
3. Media Masters stop and think before believing or sharing something.

End with a Cheer: "Media Masters rock! We think, we ask, and we know who's getting the candy!"

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