

Study Guide: Be a Media Master – “Who’s Getting the Candy?”
Topic: Understanding Motivation Behind Social Media Posts
Grade Level: 4th Grade

Introduction

This study guide helps students explore the idea that every social media post has a motivation or a “why” behind it. By asking “Who’s getting the candy?”, students can learn to think critically about the truth and purpose of online content.

Key Vocabulary

1. **Media Master** - A responsible person who thinks critically about what they post and see online.
2. **Candy** - A reward on social media, such as money, fame, or popularity.
3. **Motivation** - The reason why someone does something.
4. **Truth vs. Lies** - Truth makes the internet better, while lies make it worse.

Discussion Questions

1. What does “candy” mean in the context of social media?
2. Why is it important to ask “Who’s getting the candy?” when you see a post online?
3. Can you think of examples of posts where people might be trying to get candy like money, fame, or popularity?
4. Why is it wrong to post something mean about someone just to get candy?
5. How can asking “Who’s getting the candy?” help us find the truth online?

Activities

1. Candy Detectives

- Materials: Printouts or drawings of different types of “social media candy” (money, fame, popularity).
- Action: Show students examples of social media posts (real or made-up), such as a funny meme, an ad, or an emotional story.
- Class Activity: Students discuss who is “getting the candy” for each post and why they think the post was created.

2. Post Motivation Sorting Game

- Create cards with different motivations:

- To earn money
- To gain popularity
- To become famous
- To help others
- To spread truth
- Students read sample posts aloud and match each one to the correct motivation.

3. Candy Jar Challenge

- Draw a big jar on the board labeled “Candy Jar.”
- Each time a student explains the “candy” someone gets from a post, add a candy (use drawings or stickers).
- At the end of the activity, discuss how recognizing motivations helps us think critically online.

Extension Activity

Create Your Own Social Media Post

- Students create a pretend social media post (drawing, writing, or acting).
- The class guesses what “candy” the post would earn and discusses whether it’s good candy (like helping others) or bad candy (like spreading lies or being mean).

Wrap-Up

- Recap: Every social media post has a purpose, and asking “Who’s getting the candy?” helps us understand the motivation behind it.
- Share Challenge: This week, when you see something online, ask yourself, “Who’s getting the candy?” and share your findings with the class.

Teacher Note: This study guide encourages students to think critically about online content, understand motivation, and practice empathy. Use discussions and activities to make connections between online actions and real-world consequences.

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