

Study Guide for First Graders: Media Masters Rock - Who's Getting the Candy?

Overview: This study guide is designed to help first graders understand and apply the idea of "Who's Getting the Candy?" from the *Media Masters Rock* video. The lesson teaches kids to think critically about the motivations behind online posts and to recognize the impact of truth and lies on the internet.

Learning Objectives:

1. Understand that "candy" on social media means rewards like money, fame, or popularity.
2. Learn to ask, "Who's getting the candy?" to figure out why someone made a post.
3. Recognize how truth makes the internet better and lies make it worse.

Step 1: Video Recap (5 minutes)

Ask the class:

1. What do Media Masters always do first? (Answer: They think before they act!)
2. What does "candy" mean on social media? (Answer: Rewards like money, fame, or popularity.)
3. Why do Media Masters ask, "Who's getting the candy?" (Answer: To figure out the reason behind a post.)

Discuss examples from the video:

- Sharing a funny cat picture brings candy like popularity to you and money to the creator.
- Posting something helpful brings candy, too, but it's good candy because it helps others!

Step 2: Interactive Activity - Candy Detectives (10 minutes)

Materials: Pictures or printed cards with different post examples. Each one has an example of the three types of candy. To Earn Money. To Gain Fame. To Gain Popularity. Read the posts and have the kids guess which candy matches the post.

Social Media - Candy Matching Post - EXAMPLES -

"Wow! This new toy is AMAZING! Click the link to buy yours today!"

To Earn Money 💰

"Like this post if you think puppies are the cutest! Let's see if we can get 1,000 likes!"

To Gain Popularity ★

"Watch me do the coolest dance ever! Share this video so everyone can see!"

To Become Famous 🎤

"This cool backpack has secret pockets! Buy yours now before they're all gone!"

To Earn Money 💰

"My homemade slime is the best! Order one today and get a special color!"

To Earn Money 💰

"Who loves ice cream? Comment your favorite flavor! Let's see which one wins!"

To Gain Popularity ★

"I made up a funny joke! Like this post if you want to hear another one!"

To Gain Popularity ★

"Look at my amazing drawing! Share this so everyone can see my art!"

To Become Famous 🎤

"I just did a super cool trick on my bike! Watch my video and tell your friends!"

To Become Famous 🎤

"I just made up a new dance! Watch my video and show your friends!"

To Become Famous 🎤

"I want to get 100 likes! Tap the heart if you think dogs are awesome!"

To Gain Popularity ★

"Buy my handmade bracelets! They come in all your favorite colors!"

To Earn Money 💰

"Check out my singing video! Share it so I can be on TV one day!"

To Become Famous 🎤

"Who has the funniest pet? Post a picture in the comments! Let's see who wins!"

To Gain Popularity ⭐

"I'm selling my super cool stickers! Message me to get some!"

To Earn Money 💰

"Look at my awesome magic trick! Tell everyone to watch!"

To Become Famous 🎤

"Let's see how many people love pizza! Comment 'YUM' if you do!"

To Gain Popularity ⭐

"I made the best friendship keychains! You can buy one for you and a friend!"

To Earn Money 💰

"Watch me do the fastest jump rope trick ever! Share this so everyone can see!"

To Become Famous 🎤

"Who wants to be in the cool club? Like this post to join!"

To Gain Popularity ⭐

"Get your super sparkly hair clips here! Only a few left!"

To Earn Money 💰

"I drew my own comic book! Tell your friends so everyone can read it!"

To Become Famous 🎤

"Let's see how many people love cartoons! Comment your favorite show!"

To Gain Popularity ⭐

"I'm selling yummy homemade cookies! Get yours before they're gone!"

To Earn Money 💰

"I made up a funny song! Share this so everyone can hear it!"

To Become Famous 🎤

"Do you love superheroes? Like this post so we can find all the fans!"

To Gain Popularity ★

"Buy my cool handmade bookmarks! Perfect for your favorite book!"

To Earn Money 💰

"I just built the tallest LEGO tower! Share this so everyone can see!"

To Become Famous 🎤

"Who loves playing outside? Comment your favorite game!"

To Gain Popularity ★

"I made colorful friendship bracelets! Get yours today!"

To Earn Money 💰

"Check out my amazing soccer trick! Tell your friends to watch!"

To Become Famous 🎤

"Let's see who has the cutest pet! Post a picture in the comments!"

To Gain Popularity ★

"Selling my special rainbow slime! Get one before they run out!"

To Earn Money 💰

"Watch my super cool jump! Share this so more people can see!"

To Become Famous 🎤

"Like this post if you love ice cream! Let's see how many people do!"

To Gain Popularity ★

"I made fun stickers! Message me to get one!"

To Earn Money 💰

1. Read or show one example at a time.
2. Ask the class: "Who's getting the candy?"
 - Is it the person who posted it?
 - Is it someone trying to make money?

- Is it someone trying to get famous?
- Is it someone trying to gain popularity?

Explain: Every post has a WHY, and finding the candy helps us understand it.

Step 3: Group Discussion - Good Candy vs. Bad Candy (10 minutes)

Ask the class:

- What's good candy? (Answer: Candy that helps others, like sharing useful tips or funny, kind posts.)
- What's bad candy? (Answer: Candy that hurts others, like posting something mean to feel powerful or gain popularity.)

Write examples on the board and ask the class to vote with thumbs up (good candy) or thumbs down (bad candy).

Step 4: Creative Expression - Design Your Candy Jar (15 minutes)

Activity:

1. Give each student a blank picture of a jar.
2. Ask them to draw or write examples of good candy they can share online (e.g., helping others, being kind).
3. Have them add one example of candy they would avoid (e.g., being mean or spreading lies).

Prompt: Encourage them to label their drawings with phrases like "Help a friend" or "Be kind."

Step 5: Role-Playing - Media Master Moments (10 minutes)

Scenario 1: A post says, "You'll never guess what happened! Click here!"

- Who's getting the candy?
- What questions can you ask before clicking?

Scenario 2: Your friend shares a picture of their new puppy.

- Who's getting the candy?
- Is this good candy?

Let students act out their responses. Praise their Media Master thinking!

Wrap-Up (5 minutes)

Review Key Points:

1. What does it mean to ask, "Who's getting the candy?" (Answer: To figure out the WHY behind a post.)
2. What happens when we share truth online? (Answer: It makes the internet better!)
3. How can we be Media Masters? (Answer: By asking questions, thinking first, and caring about the truth.)

End with a Cheer: "Media Masters rock! We ask, 'Who's getting the candy?' and make the internet better!"

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