

Study Guide: Be a Media Master!

Topic: Understanding Motivation Behind Online Posts – "Who's Getting the Candy?"

Grade Level: 3rd Grade

Introduction

This guide helps students understand why people post online, what motivations might be behind a post, and how to think critically about the content they see. The video, *"Who's Getting the Candy?"* by Steve Trash, teaches students to question posts by asking who benefits and why.

Key Vocabulary

- **Media Master:** A person who makes responsible choices online and offline.
- **Candy:** A reward someone gets from a social media post, like money, fame, or popularity.
- **Motivation:** The reason someone does something, like posting on social media.

Discussion Questions

1. What makes someone a Media Master?
2. What does "candy" mean on social media?
3. Why is it important to ask, "Who's getting the candy?"
4. Can you think of a post that might be helpful candy? What about harmful candy?
5. How can asking "Who's getting the candy?" help you make better decisions online?

Activities

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 Detectives - 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.

Activity - Who's Getting the Candy? Poster

Materials: Poster board, markers, and stickers.

Action:

- Create a class poster with the question: "**Who's Getting the Candy?**"
- Students brainstorm and write examples of posts and the candy people might get (e.g., likes, shares, money).
- Discuss how knowing the "candy" can help decide whether to trust or share a post.

Extension Activity

Candy Investigation Journal

- For one week, have students keep a journal of posts they see (or imagine).
- Write what they think the motivation is and who's getting the candy.
- At the end of the week, share insights and discuss patterns.

Wrap-Up

- Recap the lesson: "Media Masters always ask: Who's getting the candy?"
- Challenge students: Think about the candy before you like, share, or post anything online this week.

Teacher Note:

This study guide fosters critical thinking and digital literacy. Adjust activities to suit your classroom setup and encourage students to reflect on their own online behavior!

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