

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 fame, popularity, or money.
2. Understand why people post things online.
3. Practice asking, "Who is getting the candy?" to think about who made a post and why it 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 piece of candy represents fame, money, or popularity. Each piece of candy has either the word "fame", "money" or "popularity" written on it.

2. Read these simple “money fame or popularity” posts and have the kids choose which candy it is.

EXAMPLES of SIMPLE - MONEY FAME or POPULARITY POSTS

"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 💰

Step 3: 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. Cut pieces of candy to go inside the bag... each is a different color. One color represents fame. One color represents popularity. One color represents money.
4. Add the words to the bag: "Who is getting the candy?"
5. The candy can be attached to the bags or dropped inside.

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

Wrap-Up (5 minutes)**Review Key Points:**

1. Candy on social media means rewards like popularity, 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 pause, we think, we ask, "who's getting the candy!"

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