

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Answer Key: Spot the Spin 9th Grade Media Literacy Quiz

Challenge your class to deconstruct the digital landscape. Students identify bias, verify sources, and decode the subtle persuasive techniques used in everyday advertisements.

---

**1. Which term describes a one-sided perspective that seeks to influence the audience's opinion rather than presenting objective facts?**

**Answer:** B) Bias

Bias occurs when a creator's personal opinions or prejudices influence the way information is presented, often leading to an unfair or distorted viewpoint.

**2. In media literacy, what is the primary purpose of a 'Target Audience'?**

**Answer:** B) The specific group of people creators want to reach

The target audience is the specific demographic (age, gender, interests) that a piece of media is specifically designed to persuade or entertain.

**3. Which of the following is an example of 'Native Advertising'?**

**Answer:** C) A sponsored social media post that looks like a regular post

Native advertising is designed to blend in with the surrounding content, making it less obvious that it is a paid promotion.

**4. When checking the reliability of an online news article, why should you look for an 'About Us' page?**

**Answer:** A) To find out if the website has a specific mission or agenda

The 'About Us' section helps a media consumer understand the organization's funding, history, and potential biases.

**5. Which technique uses a famous person to endorse a product or idea?**

**Answer:** B) Testimonial

Testimonials rely on the authority or popularity of a person to convince the audience that a product or idea is trustworthy.