

Name: _____ Date: _____

Answer Key: Neon Lens Expedition: 5th Grade Digital Influence Analysis

Students dissect high-stakes influencer scenarios to evaluate credibility, hidden motives, and the shimmering impact of virtual trends on real-world choices.

1. An influencer specializing in deep-sea photography suddenly posts a glowing review for a brand-new brand of sugary cereal. What is the most likely reason for this shift in content?

Answer: B) The post is likely a paid sponsorship or brand deal.

When content shifts abruptly from an influencer's niche to a specific product, it often indicates a commercial partnership where the creator is paid to promote an item.

2. If an influencer has over one million followers, every piece of advice they share about health and medicine is guaranteed to be scientifically accurate.

Answer: B) False

Follower count measures popularity, not expertise; influencers can spread misinformation regardless of how many people watch their videos.

3. When a creator uses a filter to make their skin look perfect while selling a face wash, they are failing to provide _____, which helps followers know what is real.

Answer: A) transparency

Transparency in social media means being honest about edits, filters, and ads so the audience isn't misled by unrealistic results.

4. A famous gamer starts a 'Day of Silence' challenge to raise awareness for a local charity. Within hours, thousands of students are participating. This is an example of:

Answer: C) Social influence for advocacy

Influencers can use their reach to mobilize communities toward positive social goals or charitable causes, demonstrating the power of their 'influence'.

5. You see a video of a 'travel' influencer in a beautiful forest, but you notice the shadows don't match his feet. What analytical thinking skill is most helpful here?

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Answer: B) Visual literacy

Visual literacy allows you to analyze images critically to determine if they have been digitally altered or faked.

6. Social media 'algorithms' are designed to show you content that the platform thinks will keep you watching for as long as possible.

Answer: A) True

Algorithms use your data and habits to predict what will hold your attention, which helps the platform maximize user engagement.

7. If an influencer records a 'prank' that damages a public park, they are prioritizing 'clout' (fame) over digital ____.

Answer: B) citizenship

Digital citizenship involves acting responsibly and ethically online, including considering the real-world consequences of digital content.

8. A 'Kid-preneur' influencer shares her journey of starting a lemonade stand. What is the most likely positive impact of this content on her 5th-grade audience?

Answer: B) It models goal-setting and business skills.

Influencers can serve as peer mentors, demonstrating concrete skills like entrepreneurship and persistence to their followers.

9. Evaluating whether an influencer's source of information is a 'primary source' or just a rumor is part of a process called ____ checking.

Answer: A) fact

Fact-checking is the essential process of verifying the truth of a claim by looking for evidence and reliable sources.

10. An influencer who shares an 'unfiltered' video about their bad day is often trying to build a sense of 'authenticity' with their audience.

Answer: A) True

Authenticity involves showing a more relatable, honest side of life, which helps followers feel a deeper, more personal connection to the creator.