

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

## 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.

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**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?**

- A. They have decided to become a professional chef.
- B. The post is likely a paid sponsorship or brand deal.
- C. Cereal is required for underwater photography.
- D. Their account was hacked by a breakfast company.

**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.**

- A. True
- B. False

**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.**

- A. transparency
- B. entertainment
- C. notifications
- D. bandwidth

**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:**

- A. Algorithmic bias
- B. Digital footprinting
- C. Social influence for advocacy
- D. Data mining

**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?**

- A. Speed reading
- B. Visual literacy
- C. Search engine optimization
- D. Vocabulary expansion

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

- A. True

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B. False

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

- A. storage
- B. citizenship
- C. marketing
- D. security

**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?**

- A. It makes them want to buy more lemons.
- B. It models goal-setting and business skills.
- C. It teaches them how to record high-quality audio.
- D. It discourages them from going to school.

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

- A. fact
- B. spell
- C. price
- D. speed

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

- A. True
- B. False