

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

## Answer Key: Hack Your Feed: 4th Grade Social Media Literacy Quiz

Evaluate digital footprint scenarios and analyze how influencers use persuasive techniques to shape online trends.

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**1. A popular gamer shows a specific brand of juice in their video but doesn't say it's an ad. Why might this be a problem for viewers?**

**Answer:** B) It is hard to tell if they actually like it or were paid to show it.

Transparency is key in media literacy; without a disclaimer, viewers cannot distinguish between a genuine recommendation and a paid advertisement.

**2. When an influencer encourages thousands of people to donate to a local animal shelter, they are using their \_\_\_\_\_.**

**Answer:** C) Social influence

Social influence refers to the ability of an individual to affect the actions or opinions of others within a digital community.

**3. True or False: If an influencer shares a 'scientific fact' about a new vitamin, you should always assume it is 100% accurate because they have a large following.**

**Answer:** B) False

Follower count does not equal expertise; critical thinking requires verifying information through reliable, secondary sources.

**4. You see a video of a famous chef using a 'magic' knife that cuts through a rock. What is the most responsible way to analyze this content?**

**Answer:** C) Consider if the video was edited or use 'camera tricks' to look real.

Evaluating the production of digital media is a form of scaffolding for understanding how reality can be manipulated online.

**5. A \_\_\_\_\_ is the invisible set of rules a platform uses to decide which videos show up first on your screen.**

**Answer:** B) Algorithm

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Algorithms determine content visibility based on user data, which can create 'echo chambers' or filter bubbles.

**6. True or False: Everything you post or comment on an influencer's page becomes part of your permanent 'digital footprint.'**

**Answer:** A) True

A digital footprint is the permanent trail of data left by users on digital services, which can be seen by others and archived.

**7. An influencer specializing in 'Upcycling' shows how to turn old trash into art. This is an example of using social media for:**

**Answer:** C) Positive environmental impact

Influencers can use their platforms for prosocial behaviors, such as teaching sustainability and environmental awareness.

**8. When an influencer only shows the 'perfect' parts of their life but hides their mistakes, it can create a lack of \_\_\_\_\_.**

**Answer:** B) Authenticity

Authenticity in social media refers to how much a digital persona matches reality; 'curated' lives often lack this.

**9. Which of these is a 'critical thinking' question you should ask when watching a sponsored review?**

**Answer:** C) What is the creator's purpose for making this video?

Identifying the 'author's purpose' is a core Common Core skill applied here to digital media analysis.

**10. True or False: If a famous athlete promotes a coding app, it acts as a 'celebrity endorsement' to influence kids to start programming.**

**Answer:** A) True

Celebrity endorsements utilize the transfer of trust from a well-known person to a product or activity to drive behavior.