

Name: _____ Date: _____

Answer Key: Old School Wisdom vs. New School Feeds for 6th Grade

Evaluate digital footprint management and the logic behind algorithmic curation beyond simple scrolling habits.

1. A travel influencer posts a 'Secret Waterfall' location, but does not mention they were paid by a tourism board to visit. What ethical concept are they ignoring?

Answer: B) Sponsored Disclosure

Influencers are ethically (and often legally) required to disclose when they are receiving payment to promote a location or product to ensure transparency with their audience.

2. The 'Echo Chamber' effect occurs when an algorithm only shows a user content that aligns with their existing interests and beliefs.

Answer: A) True

Echo chambers limit exposure to diverse viewpoints by repeatedly showing users content that reinforces what they already think or like.

3. When an influencer uses their platform to encourage followers to donate to a specific environmental cause, they are using their _____ power.

Answer: C) Social Advocacy

Social advocacy is the act of using one's influence to support a cause or policy that benefits society or the environment.

4. A gaming streamer interacts with fans in a live chat for four hours straight. This creates a sense of closeness known as a:

Answer: B) Parasocial Relationship

A parasocial relationship is a one-sided connection where a follower feels a personal bond with a media figure who doesn't actually know them.

5. The collection of every post, like, and comment a person has ever made online is known as their digital _____.

Answer: D) Footprint

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A digital footprint is the permanent trail of data left by users on digital services, which can impact future opportunities like college or jobs.

6. A 'Micro-influencer' is someone with millions of followers who focuses on general lifestyle content.

Answer: B) False

Micro-influencers typically have smaller, more niche audiences (usually 1,000 to 100,000 followers) and often have higher engagement rates.

7. Which of these is the most likely reason a 'Kidfluencer' channel might face ethical criticism?

Answer: B) The child's inability to consent to lifelong privacy loss

Ethicists worry that children featured in influencer content cannot fully understand the long-term impact of having their childhood shared publicly.

8. When a platform suggests a video because you watched something similar, it is using a(n) _____ to predict your behavior.

Answer: A) Algorithm

Algorithms are sets of rules or calculations used by platforms to determine which content to show users to keep them engaged.

9. Media literacy involves the ability to identify the purpose and intent behind a social media post.

Answer: A) True

Media literacy is a critical skill for 6th graders to distinguish between entertainment, information, and persuasion.

10. In the context of social media, what does 'Engagement Rate' primarily measure?

Answer: C) How much an audience interacts with content (likes, comments, shares)

Engagement rate looks at the ratio of interactions to followers, which is often more valuable to brands than just a high follower count.