

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

## Old School Wisdom vs. New School Feeds for 6th Grade

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

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**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?**

- A. Audience Retention
- B. Sponsored Disclosure
- C. Viral Engagement
- D. Creative Commons

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

- A. True
- B. False

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

- A. Monetization
- B. Algorithmic
- C. Social Advocacy
- D. Copyright

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

- A. Digital Footprint
- B. Parasocial Relationship
- C. Bandwidth Limitation
- D. Data Privacy Breach

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

- A. Avatar
- B. Handle
- C. Legacy
- D. Footprint

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

- A. True
- B. False

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

- A. Using high-quality cameras
- B. The child's inability to consent to lifelong privacy loss
- C. Posting more than once a week
- D. Collaborating with other creators

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

- A. Algorithm
- B. Firewall
- C. Modem
- D. Thumbnail

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

- A. True
- B. False

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

- A. The speed of the user's internet connection
- B. The total number of followers an account has
- C. How much an audience interacts with content (likes, comments, shares)
- D. The amount of money spent on digital advertisements