

Name: _____ Date: _____

Answer Key: Star Power: Kindergarten Social Media Influencer Quiz

Little learners identify digital storytellers and distinguish between helpful online friends and tricky advertisements.

1. An 'influencer' is like a teacher or a friend on a screen. What do they usually do for their followers?

Answer: B) Share videos about things they love

Influencers are digital creators who share their hobbies, toys, or skills through videos to connect with an audience.

2. True or False: If an influencer says a toy is the 'best ever,' they might be getting paid to say that.

Answer: A) True

This introduces the concept of sponsored content; influencers often partner with brands to promote products.

3. When an influencer shows us how to bake a cake or draw a dog, they are sharing a ____.

Answer: C) Skill

Influencers often act as informal educators by demonstrating specific skills or tutorials.

4. If you want to be a 'Gaming Influencer,' what would your videos be about?

Answer: B) Playing video games

This requires the student to apply the concept of an influencer to a specific niche (gaming).

5. True or False: Anyone can become an influencer if they have something to share and a camera.

Answer: A) True

Social media is an open platform, meaning anyone can create a digital presence.

6. Why do influencers ask people to 'Like' their videos?

Answer: C) To see if people enjoy their work

Likes serve as a form of formative feedback, letting the creator know what the audience values.

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7. Influencers use a ___ to talk to people all over the world at the same time.

Answer: C) Platform

Digital platforms (like YouTube or TikTok) are the tools that facilitate global communication.

8. Which of these is a way an influencer might help the planet?

Answer: B) Telling people to use less water

This highlights the 'Social Movement' aspect where influencers use their reach for positive community impact.

9. True or False: Every video you see from an influencer is 100% exactly like real life.

Answer: B) False

This addresses digital authenticity; videos are often edited or planned and don't show everything.

10. If an influencer shows us a new dance, and then kids at school do the dance, they started a ___.

Answer: B) Trend

A trend is a popular behavior shared among many people, often sparked by influencer content.