

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

## Answer Key: Sincere Stars, Secret Sponsors: 4th Grade Social Media Quiz

Can you spot the difference between a real recommendation and a paid ad? Students analyze influencer ethics and audience impact in this media literacy check.

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**1. An ocean explorer uses their platform to teach kids about protecting coral reefs. By sharing videos of colorful sea life, what is this influencer primarily doing?**

**Answer:** B) Using digital influence for environmental awareness

Influencers often use their reach to educate audiences about important social or environmental causes, shifting focus from entertainment to advocacy.

**2. True or False: If an influencer is paid to talk about a toy, they are legally required to tell their audience that the post is an advertisement.**

**Answer:** A) True

To maintain transparency and follow ethical guidelines, influencers must disclose when they are being paid to promote a product (often using #ad).

**3. A group of friends in Brazil creates a new soccer trick video that becomes popular in Japan and Canada. This is an example of a \_\_\_\_.**

**Answer:** B) Global digital trend

Social media platforms allow ideas and skills to cross international borders instantly, creating trends that connect different cultures.

**4. Why might a famous chef influencer post a 'Behind the Scenes' video showing their kitchen mistakes instead of just the perfect final meal?**

**Answer:** C) To build authenticity and trust with their audience

Authenticity means being real and honest. Showing mistakes helps followers feel more connected to the person behind the screen.

**5. When an influencer only shows the most exciting parts of their life, it can create a 'highlight reel' that makes followers feel \_\_\_\_.**

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**Answer:** B) That their own normal life is boring

Comparing one's 'normal' life to an influencer's curated 'highlight reel' can lead to unrealistic expectations about reality.

**6. True or False: Algorithms determine which videos you see based on your past interests and what you have clicked on before.**

**Answer:** A) True

Social media algorithms are sets of rules that rank content to show users what the platform thinks they will enjoy most.

**7. A teen book reviewer has 50,000 followers. A publishing company sends them a free book to review. What is the most ethical way for the reviewer to handle this?**

**Answer:** C) State clearly that the book was a gift from the publisher

Ethical influencers are transparent about 'gifted' items so their audience knows there might be a connection to the brand.

**8. If an influencer shares a science experiment that uses dangerous chemicals without a warning, they are failing in their \_\_\_\_.**

**Answer:** A) Social responsibility

Influencers have a responsibility to ensure the content they share does not encourage harmful or unsafe behavior by their followers.

**9. True or False: Digital communities can help people with niche hobbies, like competitive origami, find others with the same interests worldwide.**

**Answer:** A) True

One major benefit of social media is its ability to build communities around very specific interests, regardless of where people live.

**10. A travel influencer uses a filter to make the water in a lake look bright purple instead of its natural brown. Why is this a concern for 'digital authenticity'?**

**Answer:** B) It misleads people about what the location really looks like

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Over-editing or using deceptive filters challenges authenticity because it presents a false version of the world to the audience.