

Name: _____ Date: _____

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.

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?

- A. Selling expensive scuba gear
- B. Using digital influence for environmental awareness
- C. Competing in a professional dance contest
- D. Ignoring their followers' questions

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.

- A. True
- B. False

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 _____.

- A. Private conversation
- B. Global digital trend
- C. Neighborhood secret
- D. Printed newspaper story

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

- A. They forgot how to cook properly
- B. To show their followers that they are perfect
- C. To build authenticity and trust with their audience
- D. To make the video as long as possible

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

- A. Like everyone has the same daily life
- B. That their own normal life is boring
- C. Exactly like a famous person
- D. That social media always shows the full truth

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

- A. True

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B. False

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?

- A. Pretend they bought the book themselves
- B. Say they liked the book even if it was bad
- C. State clearly that the book was a gift from the publisher
- D. Give the book away without reading it

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

- A. Social responsibility
- B. Video editing skills
- C. Fashion choices
- D. Photography height

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

- A. True
- B. False

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'?

- A. It makes the photo look too dark to see
- B. It misleads people about what the location really looks like
- C. Purple is not a popular color this year
- D. The camera might break from the filter