

Name: _____ Date: _____

Answer Key: Who's Behind the Camera? 4th Grade Social Media Literacy Quiz

How do digital creators build an audience? Identify the roles, tools, and traits of modern online influencers in this classroom review.

1. What is the main goal of a 'Kidpreneur' influencer who shares toy reviews and science experiments?

Answer: B) To share information and entertain an audience

Influencers create content like reviews to help inform their viewers while providing entertainment.

2. True or False: An 'unboxing video' is when an influencer shows a product for the first time as they take it out of its package.

Answer: A) True

Unboxing is a popular type of video where creators share the experience of opening a new item with their followers.

3. When an influencer teaches you how to cook a meal or build a craft step-by-step, it is called a ____.

Answer: C) Tutorial

A tutorial is an instructional piece of content designed to teach a specific skill or process.

4. Which of these is a way influencers interact with their followers to build a community?

Answer: B) Answering questions in a 'Q&A' video

Question and Answer (Q&A) sessions allow influencers to connect directly with their audience's interests.

5. An influencer who focuses on saving the planet and recycling is often called a 'Green' or ____ influencer.

Answer: A) Eco-friendly

'Eco-friendly' refers to creators who promote habits that are good for the environment.

6. True or False: If an influencer is paid to talk about a game, they should let their audience know it is an advertisement.

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Answer: A) True

Honesty and transparency about paid partnerships help maintain trust between the influencer and their audience.

7. What digital tool do 'Gaming Influencers' use most often to show their fans how to play a level?

Answer: B) Screen recording software

Screen recording allows viewers to see exactly what is happening in the game as the influencer plays.

8. The group of people who regularly watch, like, and comment on an influencer's posts is known as their ____.

Answer: D) Audience

An audience is the collective group of people an influencer reaches with their digital messages.

9. True or False: Most influencers spend a lot of time planning and editing their videos before they post them.

Answer: A) True

Creating quality content usually involves a 'behind-the-scenes' process of recording and editing to make the video engaging.

10. Why might an influencer use a 'Hashtag' (the # symbol) in their post description?

Answer: B) To help people interested in that topic find their video

Hashtags act like labels that organize content into categories, making it easier for users to discover.