

Name: _____ Date: _____

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?

- A. To keep their hobbies a secret from others
- B. To share information and entertain an audience
- C. To stop people from using technology
- D. To make sure no one else buys the toys

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.

- A. True
- B. False

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

- A. Commercial
- B. Podcast
- C. Tutorial
- D. Mystery

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

- A. Turning off all comments on every post
- B. Answering questions in a 'Q&A' video
- C. Never posting new content
- D. Only talking to their family members

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

- A. Eco-friendly
- B. Gaming
- C. Fashion
- D. Travel

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

- A. True
- B. False

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

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- A. A newspaper
- B. Screen recording software
- C. A physical map
- D. A landline telephone

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

- A. Customer service
- B. Competition
- C. Platform
- D. Audience

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

- A. True
- B. False

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

- A. To make the post impossible to find
- B. To help people interested in that topic find their video
- C. To delete their account automatically
- D. To change the color of the video