

ELA STUDY GUIDE

Grade Level: 1st Grade

Video Title: *Who's Getting the Candy?*

Media Literacy Focus: Understanding the motivations behind social media posts

Essential Question

Why do people post things online? What are they trying to get from it?

Learning Targets

Students will be able to:

- Ask “Who’s getting the candy?” when looking at online messages
- Understand that “candy” means rewards like money, fame, or popularity
- Begin to think about *why* people post things
- Recognize when a post is helpful or hurtful

Vocabulary

- **Post** – something shared online like a message, photo, or video
- **Candy** – a reward someone might get from posting (money, popularity, or feeling good)
- **Fame** – when lots of people know who you are
- **Popularity** – when many people like what you do or say
- **Helpful** – doing or sharing something kind or useful

Whole Group Discussion

Ask students:

1. What does “getting the candy” mean on the internet?
2. Can people get candy for being helpful? What kind of candy might that be?

3. What happens when someone posts something mean? Who's getting the candy then?
4. Can you think of a time you shared something just to help a friend?

Teacher Tip: Create a simple poster for the classroom that says:

"Ask: Who's Getting the Candy? " with icons for 💰 money, ⭐ fame, 💬 popularity, and ❤️ helpfulness.

Activity Idea:

Candy Clue Cards

Create simple social media "post" cards with illustrations or short phrases, such as:

- A picture of a cute dog
- A video about a toy review
- A mean comment about a classmate
- A tip for winning a game
- A post asking people to buy something

Have students:

- Read or view the card
 - Decide *who* is getting the candy
 - Identify *what* kind of candy they're getting
- Use icons (💰, ⭐, 💬, ❤️) as visual supports during sorting.

Writing Extension (or Drawing Prompt)

Prompt:

Draw a picture of something you would post online to help others.

Then write:

"I would post _____. It would help people. The candy I get is _____."
(e.g., "a cool fact" / "happy feelings")

Reflection Question

Can a post give candy to more than one person? Who else might get candy from your post?

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Correlation:

Study Guide Title: *Who's Getting the Candy? – 1st Grade ELA*

Media Literacy Focus: Understanding motivations behind social media posts

Aligned to: Alabama Digital Literacy and Computer Science Course of Study (2020), Grade 1

Correlated DLCS Standards – Grade 1

Strand: Digital Literacy

Standard 1.1: Understand that digital content is created by people for different reasons.

- **DLCS.1.1** – Identify that digital content creators have purposes such as to inform, entertain, persuade, or sell.
Students learn that “candy” (money, fame, popularity, helpfulness) represents rewards motivating content creation.

Standard 1.2: Recognize how digital content affects people.

- **DLCS.1.2** – Describe how digital messages can help or hurt people.
Discussions about helpful and hurtful posts align with understanding digital impacts.

Standard 1.3: Practice responsible digital behaviors.

- **DLCS.1.3** – Begin to recognize the importance of thinking before sharing online.
The “Ask: Who's Getting the Candy?” poster and sorting activity promote mindful sharing.

Crosswalk to Alabama 1st Grade ELA Standards (optional)

- **1.SL.1** – Participate in collaborative conversations about grade-level topics and texts.
- **1.W.3** – Write narratives or informative pieces using drawing, dictating, and writing.
The drawing and writing prompt supports these standards by encouraging expression about digital kindness and motivation.

Summary

This study guide introduces first graders to:

- The idea that online posts have creators with motives
- Different types of “candy” (rewards) that creators seek
- Awareness that posts can be helpful or hurtful
- The value of thinking before posting or sharing

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