

ELA STUDY GUIDE

Grade Level: 3rd Grade

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

Media Literacy Focus: Understanding motivation behind digital posts

Essential Question

What can we learn about a post by asking, “Who’s getting the candy?”

Learning Targets

Students will be able to:

- Explain that social media “candy” can mean money, fame, popularity, or helpfulness
- Recognize that every post has a reason behind it
- Use the question “Who’s getting the candy?” to think more carefully about online messages
- Evaluate whether a post’s motivation is positive, negative, or misleading

Vocabulary

- **Post** – something shared online like a photo, message, or video
- **Candy** – a reward someone gets from posting (money, attention, feeling good, etc.)
- **Fame** – being known by lots of people
- **Popularity** – being liked by others
- **Motivation** – the reason someone does something
- **Helpful** – something that does good or is kind
- **Hurtful** – something that can make someone feel bad

Whole Group Discussion

Ask students:

1. What does it mean to ask “Who’s getting the candy?”
2. What kinds of candy do people want online?
3. Why is it important to know why someone posted something?
4. Can something be both helpful and popular?
5. What kind of posts make the internet better?

Teacher Tip: Use sentence starters like:

- “I think they posted this because...”
- “The candy they got was...”
- “This post helps because...”

Activity Idea:**“Candy Detectives” Sorting Game**

Give students examples of online posts (on slips of paper, chart paper, or a screen):

- A new video game tip
- A silly dance
- A product advertisement
- A mean comment
- A donation request
- A funny meme with no author

Have students work in pairs or small groups to:

1. Decide **who is getting the candy**
2. Identify the **kind of candy** (money, fame, popularity, helpfulness)
3. Decide if the post makes the internet **better** or **worse**

Optional: Have students create their own examples.

Writing Extension

Prompt:

Write about a time when you shared something with others.

Answer these questions in your paragraph:

- What did you share?
- Why did you share it?
- What kind of “candy” did you get?

Reflection Question

Why should we ask “Who’s getting the candy?” before we believe, share, or comment on a post?

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Correlation:

Study Guide Title: *Who’s Getting the Candy? – 3rd Grade ELA*

Media Literacy Focus: Understanding motivation behind digital posts

Aligned to: Alabama Digital Literacy and Computer Science Course of Study (2020), Grade 3

Correlated DLCS Standards – Grade 3

Strand: Digital Literacy

Standard 3.1: Understand that digital content has creators with specific purposes and motivations.

- **DLCS.3.1** – Identify and describe motivations behind digital content such as to entertain, inform, persuade, or sell.
Students analyze “candy” (money, fame, popularity, helpfulness) as motivations for online posts.

Standard 3.2: Evaluate the impact of digital content on audiences.

- **DLCS.3.2** – Assess whether digital messages have positive, negative, or misleading effects.
Students classify posts by their impact on the internet’s quality and the feelings of others.

Standard 3.3: Practice responsible digital citizenship and decision-making.

- **DLCS.3.3** – Think critically before sharing or responding to online content and reflect on personal motivations.
Classroom discussions and writing prompts encourage mindful sharing and evaluating digital content.

Crosswalk to Alabama 3rd Grade ELA Standards (optional)

- **3.SL.1** – Engage in collaborative conversations on grade-appropriate topics.
- **3.W.2** – Write informative/explanatory texts using reasons and facts.
Writing extension helps students explain their own experiences and motivations clearly.

Summary

This study guide supports third graders in:

- Recognizing that every digital post has a motivation (“candy”)
- Evaluating whether posts are helpful or harmful to the digital community
- Using critical thinking to become responsible digital citizens
- Expressing their own digital sharing experiences through writing

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