

Media Masters Rock – Activity Sheet (Grades 3–6)

Lesson #3: Who’s Getting the Candy?

(Candy = Money, Fame, or Popularity!)

Name: _____

Grade: 3–6

★ 1. What Does “Candy” Mean Online?

In Media Masters Rock, “candy” means the **reward** someone gets from a post:

 **Money** — They earn cash from views or sales

★ **Fame** — Lots of people know who they are

 **Popularity** — Likes, followers, shares

Every post gives candy to *someone*... the trick is figuring out **who** and **why**.

2. Candy Sort: Who Benefits?

Read each post. Write **MONEY**, **FAME**, or **POPULARITY**.

1. A YouTuber posts a video with ads.
2. A kid posts a silly dance to get more followers.
3. A company shares a photo of new sneakers.
4. A student shares a helpful homework tip.

5. A viral meme creator sells merch in the comments.

3. What's the WHY Behind the Post?

For each post, circle the reason the person posted it.

A funny picture of a cat

- ☐ To make people laugh ☐ To get popularity ☐ To help someone

A video tutorial on how to beat a game

- ☐ To brag ☐ To help others ☐ To get money

A post making fun of someone

- ☐ To get laughs ☐ To be kind ☐ To get fame

4. Spot the GOOD Candy

Circle the posts that give **good candy** (helpful, kind, truthful):

- Sharing a recipe you love
- Posting lies to get likes
- Recommending a fun book
- Posting a hurtful joke
- Sharing a tip that helps classmates

Correct answers: Students should circle **recipe, fun book, helpful tip**

5. Fix the Post!

Rewrite the unkind or sneaky post as a Media Master Move.

Original: “LOL look at Jack falling in the hallway!!!”

Media Master Rewrite:

Original: “Buy this NOW or everyone will think you’re weird.”
Media Master Rewrite:

6. Create a Candy Clue Poster

On a separate sheet of paper, draw a poster that reminds others to ask:
“Who’s Getting the Candy?”

Include icons for 💰 money, ★ fame, 👍 popularity.

7. Call & Response

Teacher: “Every post gives...”

Students: “CANDY!”

Teacher: “So what do Media Masters ask?”

Students: “WHO’S GETTING THE CANDY?”

8. Media Master Promise

Check all that you agree to:

- ☐ I will think about *why* someone posted something.
- ☐ I will not reward mean posts with likes or shares.
- ☐ I will choose helpful, truthful posts online.
- ☐ I will be a Media Master who thinks first.

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