

Media Masters Rock – Activity Sheet (Grades 7–8)

Lesson #3: Who’s Getting the Candy?

(Candy = Motivation: Money, Fame, or Popularity)

Name: _____

Grade: 7–8

1. Understanding Digital “Candy”

Online “candy” refers to the reward a person gets from posting:

 **Money**,  **Fame**,  **Popularity**

Middle schoolers are online more — so recognizing **motivation** behind posts helps you avoid manipulation, misinformation, and viral traps.

2. Motivation Decoder

Read each scenario. Identify the likely motivation:

Write **MONEY**, **FAME**, **POPULARITY**, or **HELPFUL GOOD CANDY**.

1. A TikTok creator posts an outrageous prank to get views.
2. Someone shares a tutorial for fixing a controller drift problem.
3. A creator keeps promoting their merch store in every video.
4. A kid posts a rumor to seem “in the know.”

5. A student shares an inspiring quote to motivate others.

3. The Hidden WHY — Analyze These Posts

For each one, choose **the most likely motivation**:

A video titled: “You WON’T Believe What Happened at Our School Today!”

☐ Money ☐ Fame ☐ Popularity ☐ Helpful

A student shares their artwork to inspire others.

☐ Money ☐ Fame ☐ Popularity ☐ Helpful

A company posts: “FLASH SALE! Only 1 hour left!”

☐ Money ☐ Fame ☐ Popularity ☐ Helpful

4. Decode the Candy Trap

Explain in **1–2 sentences**:

How can someone use “candy” to manipulate viewers?

(Examples: creating emotional posts, using clickbait, exaggerating, selling things, gaining followers through drama.)

5. Rewrite the Post — Media Master Style

Take the manipulative post and rewrite it honestly.

Original: “This video CHANGED MY LIFE! Watch till the end!!”

Media Master Rewrite:

Original: “Everyone is talking about this person — don’t miss out!”

Media Master Rewrite:

6. Design a “Candy Detector” Badge

On a separate sheet of paper, design a badge or logo that reminds students to check:

- ✓ Who benefits?
- ✓ What’s the motivation?
- ✓ Is the candy good (helpful) or bad (misleading)?

Include icons for   .

7. Call & Response Reminder

Teacher: “Every post gives candy... so what do Media Masters ask?”

Students: “WHO’S GETTING THE CANDY?”

8. Media Master Commitment

Check all that apply:

- ☐ I will look for the real motivation behind posts.
- ☐ I will avoid giving “bad candy” to hurtful or dishonest content.
- ☐ I will choose posts that spread truth and kindness.
- ☐ I will THINK FIRST like a Media Master.

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