

Media Literacy Basics for Pre-Teens

Media Literacy · Answer Key · 12 Questions

1. What is the primary purpose of a 'sponsored' label on an online advertisement?

- A) To show the content is free
- B) To indicate the content is paid promotion**
- C) To prove the content is factually true
- D) To signal that the content is a game

2. Which of the following is a key feature of a 'phishing' attempt?

- A) A website asking for personal passwords via email**
- B) A video that is high definition
- C) A post shared by a verified government account
- D) A pop-up that plays music

3. What does the term 'digital footprint' refer to?

- A) The physical size of a computer
- B) The electronic trail of data you leave online**
- C) The amount of electricity a device uses
- D) The number of followers a user has

4. In news reporting, what is a 'primary source'?

- A) A blog post written by a fan
- B) A news headline found on social media
- C) An original document or eyewitness account of an event**
- D) A summary written by a television host

5. Which of the following is a common sign that a news article might be 'clickbait'?

- A) It uses a calm and neutral tone
- B) It provides a list of sources
- C) It uses sensational, emotional, or exaggerated headlines**
- D) It lists the date it was published

6. What should you check first to verify the date of an online article?

- A) The color of the website background
- B) The byline and publication timestamp**
- C) The number of likes on the post
- D) The font style used in the title

7. What is meant by the term 'algorithm' in social media platforms?

A) A set of rules that determines what content you see in your feed

- B) A physical device used to record video
- C) A person who manually checks every post
- D) A type of virus that slows down your computer

8. Why is it important to check the 'About Us' section of a website?

A) To see if the company has a mobile app

B) To understand the mission and purpose of the website creators

- C) To find the names of all the company's customers
- D) To check if the website is compatible with printers

9. What does 'private mode' or 'incognito mode' in a web browser actually do?

A) Makes you completely invisible to the internet provider

B) Prevents the browser from saving your history locally

- C) Blocks all viruses from entering your computer
- D) Encrypts your physical location to hackers

10. What is the definition of 'misinformation'?

- A) Information that is shared regardless of its accuracy
- B) Information that is intentionally designed to be helpful

C) False or inaccurate information that is spread

D) Information that is exclusively published in print

11. When evaluating an image online, what does a 'reverse image search' help you find?

A) The original source and context of the image

- B) The exact camera model that took the photo
- C) The names of all people pictured in the photo
- D) The edit history of the image file

12. Why are 'Terms of Service' agreements often lengthy?

A) To include legal language about data usage and site rules

- B) To make sure the website looks professional
- C) To hide the website's password
- D) To increase the download speed of the site