

Elementary Media Literacy Challenge

Media Literacy · Answer Key · 8 Questions

1. What is the main purpose of an advertisement?

- A) To tell a story
- B) To teach a lesson
- C) To persuade people to buy something**
- D) To show a funny video

2. Which of these is an example of media?

- A) A tree in a park
- B) A TV show**
- C) A physical exercise
- D) A quiet library

3. What does it mean if an online post says 'Sponsored'?

- A) It means it's a joke
- B) It means it's a personal story
- C) It means someone paid for it to be shown**
- D) It means it's a secret message

4. What is a 'digital footprint'?

- A) The actual shoe prints you leave on a keyboard
- B) The path you walk to find a computer
- C) All the information about you that exists online**
- D) A picture of your foot taken with a digital camera

5. What is the primary goal of a news report?

- A) To entertain with made-up stories
- B) To persuade you to think a certain way
- C) To present facts about current events**
- D) To sell products to the audience

6. Why is it important to ask 'Who made this?' when you see media?

- A) To know if they are famous
- B) To find out where they live
- C) To help decide if the information is trustworthy**
- D) To send them a thank you note

7. What is the difference between a 'fact' and an 'opinion'?

- A) A fact is always about animals, an opinion is about people
- B) A fact is a belief, an opinion can be proven true
- C) A fact can be proven true, while an opinion is someone's belief**
- D) There is no difference between them

8. Which of these describes a podcast?

- A) A type of plant
- B) A written book you read online
- C) An audio program that can be downloaded or streamed**
- D) A video game you play on a console