Media Literacy Basics for Young Learners

Media Literacy · Answer Key · 12 Questions

1. What is the primary purpose of a commercial advertisement?

A) To provide unbiased news
B) To promote a product or service
C) To teach a school subject
D) To report on weather patterns

2. Which of the following is considered a 'primary source' of information?

A) A textbook summary
B) A movie review by a critic
C) An original diary entry from a historical event
D) A Wikipedia article

3. What does the term 'sponsored content' mean on a website?

A) The article is written by a robot
B) The content was paid for by an advertiser
C) The article has been fact-checked by experts
D) The website is run by a government agency

4. What is a 'clickbait' headline designed to do?

A) Provide a summary of the article
B) Encourage users to click a link out of curiosity
C) Explain complex scientific data
D) Offer a balanced viewpoint

5. When an image has been 'Photoshopped', what has happened to it?

A) It has been printed in high definition
B) It has been digitally altered or edited
C) It has been scanned into a computer
D) It has been protected by a copyright

6. What is metadata in the context of a digital photo?

A) The physical size of the image file
B) The colors used in the picture
C) Information embedded in the file about when and where it was taken
D) The number of people who have viewed the photo

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7. Which of these is a common indicator that a news website might not be credible?

A) The site has a clear list of authors and editors
B) The site uses inflammatory language and lacks sources
C) The site has been active for over ten years
D) The site is hosted on a secure server

8. What is a 'digital footprint'?

A) The physical imprint left by a mouse
B) A record of your online activity and data
C) A type of computer virus
D) The speed of your internet connection

9. Which of the following is an example of an algorithm's role in social media?

A) Deciding which posts to show you based on your interests
B) Fixing grammar errors in your status updates
C) Converting video files into smaller sizes
D) Translating languages automatically

10. What does a website's 'About Us' page typically contain?

A) A list of every visitor to the site
B) The mission and ownership information of the organization
C) A collection of advertisements
D) Private chat logs of the users

11. In media, what is a 'bias'?

A) The technical speed of a video stream
B) A preference for or against something that influences reporting
C) The resolution of a digital screen
D) The copyright date of a publication

12. What is a domain suffix like '.org' typically used for?

A) Commercial businesses
B) Government agencies
C) Non-profit organizations
D) Internet service providers

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