

WACKY MEDIA SONGS: PARENT SPRINGBOARDS

TVOKids Original Series [Wacky Media Songs](#) inspires kids from 6 to 10 to get curious about digital media literacy all while singing along to the catchiest, coolest tunes. Each song is a wacky, fun-filled number that explores advertising, the internet, social media and much more.

This guide includes questions to ask your kids either before or after you watch the videos with them. Some of the videos also have springboards, which are activities you can do with your kids to explore some of the ideas in the video. Have fun!

Episodes

01 CREATE THE HYPE!

<https://youtu.be/qrX2zrKZdJA>

There's a whole marketing machine behind movies and they start to create the hype way before the movie even opens by selling us hoodies, toys, t-shirts and more! Guess what? We help create that hype when we wear or use their merchandise!

Before the video, ask: Do you have any clothes or toys that were made to promote a movie, a TV show or a video game? Have you first ever heard about a game, movie or show that way?

After the video, ask: Why do you think marketers use things like toys and clothes to build hype for games, movies or TV shows? How do you feel about giving them free advertising by wearing those clothes? *(It's okay if they do! Kids love media and sometimes like being "brand ambassadors." But they should understand that's what they're doing.)*

tvokids



02 FAKE NEWS!

<https://youtu.be/CgCHiqBD7rE>

Fake news can look like it's real, but sometimes it's just someone trying to trick you. How can you tell the difference? Ava's got hot tips on how to spot fake news!

Before the video, ask: What's the difference between news and other media?

After the video, ask: What are some of the things Ava suggests doing to find out if a news story is reliable? *(Find out where it came from and if they're a reliable source of news.)*

What are some places reliable news comes from? *(Print newspapers, TV news broadcasts, websites of reputable news organizations.)*

Springboard: Visit [CBC Kids News](#) and watch some of the news stories. How could you find out if CBC Kids News is a reliable news source? *(You could ask a parent, guardian or teacher if they already know it's reliable. You could also look it up on Google or*

Wikipedia to see if people generally say that CBC is a reliable source.)

If you weren't sure, how could you find out if a story you saw there was true or not? *(You could look up the story on Google and then click the News tab, which only shows you results from real news sources. You can also use MediaSmarts' custom news search engine, bit.ly/news-search, which searches dozens of reliable news sources all at once.)*

Remember that we're more likely to trust things we want to believe, and we'll try harder to debunk things we don't want to think are true. Encourage kids to ask three questions before they investigate anything:

- What do I already know or believe about this?
- Why do I want to believe or disprove it?
- What would make me change my mind?

For more tips on finding out if a source is reliable, see this [short MediaSmarts video](#).

03 STAR POWER!

<https://youtu.be/sMniOzoiQjo>

Look! It's a pop star, a teen idol, an actress... It's Ava! Advertisers sometimes use celebrities to help sell their products. Star power can be hard to resist. But the important thing is what WE think, not what a celebrity tells us to think when they're being paid to influence us!

Before the video, ask: Have you ever wanted to buy something because it had a picture of a famous person on it, or because you heard a famous person used it?

After the video, ask: Do you think famous people really use the things they endorse? Can you ever trust an endorsement if someone got paid to do it?

What's the difference between an endorsement and a review? How could you find out if something is an honest review and not an endorsement?

04 LIKE DON'T LIKE

<https://youtu.be/ZAnMoWbkXv8>

When we like something, kind of automatically without giving something else a chance, it's called bias. We all have biases and so does the media. Ava's song explores the ways that bias affects us all.

Before the video, ask: Do you know the word "bias"? What do you think it means to be biased?

After the video, ask: Everyone has biases for and against things (like cats and dogs in the video). What are some of your biases? How does it help us to know our own biases?

Springboard: Take a look together at some of your kids' favourite cartoons that feature animals. Are there some that are usually bad guys? Are there some that are usually good guys? Are there some kinds of animals that never appear at all? (That's a kind of bias too!)

05 PRIVACY PLEASE!

<https://youtu.be/xCQ-b9gEbv4>

It's really important to be safe online just like in real life! It inspired Ava to write a song about it. Sing along with Ava and find out how you can protect your privacy online.

Before the video, ask: Do you ever play games or do anything else online where there are people you don't know in real life? If so, do your kids know what to do if someone they don't know sends them a message?

After the video, ask: Why is it a bad idea to let people online know things like your home address or phone number? (*You want to be able to choose how they can contact you.*)

Why is it important to keep passwords private? (*Your password is your key to any online account. If someone else had it, they could pretend to be you and even lock you out of your own account!*)

What would you do if somebody you didn't know messaged you online?

Springboard: Play the MediaSmarts game [Privacy Pirates](#) with your kids.

06 WE'LL MAKE THEM WANT IT!

<https://youtu.be/c48FSqNUdz4>

Packaging is the marketers' last chance to convince us to buy their product. They have to grab our attention right away. Ava designs a package as she sings about the different packaging tricks marketers use to make kids say: "Wow! I want that!"

Before the video, ask: Have you ever seen something in a store that made you want to buy it (or ask for it)? What about it made you want it?

After the video, ask: Pause on this part of the video. Which box makes you want the cookies more? Why? (For example, bright colours, cartoon characters, fun

logos and lettering.) Does it make any difference to how the cookies taste?

Springboard: Do a "media literacy field trip" to a grocery store. Look for packages that are aimed at kids and ask your kids how the packages try to make them notice and ask for the products. Look for things like bright colours, cartoon characters, and giveaways. Now look at products aimed at adults and talk about how they're different. What about packages is aimed at different audiences besides the packaging? (For example, kids' food is usually lower down on the shelf, at kids' eye-level.)

07 FEED THE MACHINE

<https://youtu.be/79j1AevROLg>

Internet search engines are super useful for looking up all kinds of stuff. But to get the best results, we have to feed the machine the right way. Ava's catchy song has tons of great tips on how to do that.

Before the video, ask: Can you think of any examples of search engines? (Google is the most well-known. In fact they may know what Google is but not that it's a search engine!) How do you think search engines work?

After the video, ask: What are some things you might like to look up with a search engine?

Why should you be careful to find just what you're looking for? (Search engines search the whole internet, so you might find a lot of things that aren't what you're interested in, including stuff you don't want to see.)

How could you use some of the tips in the video (like the minus sign or putting phrases in quotes) to help you find just what you're looking for?

How can you find out if somebody paid to have their search result come up first? (It'll have the word "Ad" - but you have to remember to look for it!)

Springboard: Pick a topic or a question that your kids are interested in. Use the tipsheet [How to Search the Internet Effectively](#) to find some good sources. Once you have some sources that you know are reliable, you can even [make your own custom search engine](#)!

You can also use this custom search engine to search twenty reliable, kid-friendly sites: bit.ly/kids-search

08 FACT VERSUS OPINION SHOWDOWN!

<https://youtu.be/o3gZ07JYMmU>

Get ready to play the Fact or Opinion game with Ava! There's a big difference between a fact and an opinion. Knowing how to tell them apart is super important. And that's a fact!

Before the video, ask: What do you think a "fact" is? How is it different from an opinion?

After the video, ask: Can something be a fact and still be wrong? (A fact is something that can be proven



- but not all facts are proven to be true. "The moon is made of cheese" is a fact statement, but it's not a true fact.) How do we know which opinions are more convincing? (You can never totally prove an opinion is true, but you can use facts to show that one opinion is more convincing than another.)

09 CREATING A BRAND!

<https://youtu.be/VoCCzikXotA>

From packaging to creating a cool mascot, everything about a brand should give us good feelings. Ava creates her own brand of cereal. Plus, she plays a wacky, singing llama!

Before the video, ask: What does it mean when we talk about a "brand" in ads?

After the video, ask: Can you think of any ads that try to make you like the brand instead of telling you what's good about the product? What are some ways that they do that?

Springboard: Play the MediaSmarts game [Co-Co's AdverSmarts](#) with your kids and talk about the ways that companies build their brands online.

10 THE ANSWERS ARE HERE!

<https://youtu.be/wBOXnLabx70>

While doing research for her homework, Ava is overwhelmed by all the information she finds online. Who's an expert, what's the most reliable source, what information can she trust? There's somewhere she can go to get everything she needs - the library!

Before the video, ask: What would you do if you had to find out something for a school project? Would it be different if you were looking for something you were interested in yourself, like getting a pet?

After the video, ask: What are some good things about getting information from the public library instead of the internet? When might the internet be a better choice?

11 WORDS THAT SELL!

<https://youtu.be/y3S389KFOUY>

Risk-free! Virtually unbreakable! Once-in-a-lifetime! Marketers use words to sell us products and sometimes those words don't even mean anything, but they can still have the power to persuade us!

Before the video, ask: Do you think ads have to tell the truth about what they're selling? How might they say something misleading without actually lying?

After the video, ask: Can you think of any other examples of "weasel words" that make something sound good without actually saying something?

Why could an ad say a product is "the best" but not say it's "better" than another product? (*A lot of products are basically the same. So any of them could say they're the "best" but none of them can say they're "better" than any other.*)

Springboard: Look at ad flyers or at packaging at home or in a store with your kids. Can you spot any examples of "weasel words" like these? Do you see examples of claims that could actually be tested?

12 WHAT'S INSIDE?

<https://youtu.be/bGKfpnKGHQ8>

Ava loves watching unboxing videos. It's almost like opening gifts on your birthday! But we should be aware that sometimes unboxers get stuff for free and all the views their videos get are like free advertising for the people who make the products.

Before the video, ask: Do you ever watch unboxing videos? What do you like about them? Do you think unboxing videos are ads?

After the video, ask: How do unboxing videos make you want to buy things? Does it make you feel differently if the people who made them got the things they unbox for free? How could you find out if they did or not?

Springboard: Ask your kids to help you make an unboxing video for something you've bought. Let them explain to you the ways that unboxing videos get the viewer's interest, build suspense and show off the product.

13 GUESS WHO!

<https://youtu.be/OSlrCf80JDU>

Ava's got some special co-stars in her song: the AVA-tars! An avatar is a kind of online mask that can protect your real identity. It gives you lots more privacy and helps keep you safe online. Sing along with Ava and her AVA-tars!

Before the video, ask: Do you know the word "avatar"? If not, what do you think it means? If so, have you

made any avatars? How did you decide how it should look?

After the video, ask: Why might you want to use an avatar and a nickname instead of your real picture and name when you're online?

What are some ways you could tell the difference between a computer character and another player's avatar when you're playing an online game?

Springboard: If your kids play games like Minecraft or Roblox with friends that they know offline (in real life), talk about ways that they can play together without using the in-game chat. (For instance, they can use a kids' app like Messenger Kids or a video chat app like FaceTime while playing.) Get in touch with their friends' parents to set up a secure way of chatting.

14 PICTURE PERFECT!

<https://youtu.be/gdcdCtD6axg>

Ava wants to be on the cover of a breakdancing e-zine and she wants her pic to look perfect, just like her favourite influencer's pics! But in real life, who's perfect anyway?

Before the video, ask: Why do you think actors or influencers use computers to change how they look?

After the video, ask: Why is it a bad idea to compare how we look to pictures online or in other media, like movies or ads?

Where else do we sometimes see "perfect" pictures? (A lot of social networks and photo apps have filters that make you look "better." Your kids might have

older siblings or even some friends or classmates that are already using them.)

What are some ways besides computers that people make "perfect" pictures? (Pictures can be posed and lit carefully to look good. Also, people sometimes take lots of pictures and then choose the one they like best. For a photo shoot for a magazine or an ad they might take hundreds of pictures before picking the best one!)

Springboard: Work together with your kids to come up with some "self-talk" phrases they can use when they're looking at media images, to remind them not to compare themselves to "perfect" pictures.

15 LET'S CONNECT!

<https://youtu.be/mYtYG2MxQvc>

Just like in real life, when we connect with online friends, it's important to show respect. Let's keep a positive attitude and not be rude! Make sure you feel safe and treat others well, and the fun will never end!

Before the video, ask: What are some ways that talking to people online is different from talking to them offline (in real life)?

After the video, ask: Think about a time when something that happened online was misunderstood



- either by you or by someone else. How can we avoid hurting people's feelings by mistake?

Since we can't see people's facial expressions or hear their tone of voice online, what can we do to find out how they're feeling? How can we be more clear about how we're feeling?

16 THE ALGORITHM KNOWS!

<https://youtu.be/NpCi8xsPVdg>

How does the Internet know that Ava loves puppies and why does it show her all kinds of stuff about puppies? Because the algorithm knows! An algorithm is like an online formula that collects information about us based on what we search for and what videos we watch. Mystery solved!

Before the video, ask: Do you know the word "algorithm"? What do you think it means?

After the video, ask: What are some apps or websites that you use that use algorithms? (*YouTube uses an algorithm to recommend what to watch next; Google uses one to decide what search results and ads to show you.*)

Why do they use algorithms to decide what to show you? (*It lets them target you with ads and other content you're more likely to respond to.*)

What might be bad about only seeing the things the algorithm recommends to you?

17 THE EMOJI DANCE!

<https://youtu.be/bXndbLuVWV8>

Sometimes words aren't enough to get your meaning across. That's where emojis come in. Words and emojis make a great team. Do the emoji dance with Ava and end it with a big happy face emoji!

Before the video, ask: Do you ever use emojis when you're talking online? What do you use them for?

After the video, ask: Could you sometimes send a message you don't mean to with an emoji? How could you avoid that?

18 JUST ANOTHER INFLUENCER

<https://youtu.be/B614swLlwzA>

Ava sings a duet with Vava, her favorite influencer! An influencer can feel like a friend, but we should always keep in mind that they're not necessarily authorities and it's okay to question what they say.

Before the video, ask: Do you or your friends follow any influencers online? (Make sure to include streamers and YouTubers.)

After the video, ask: What are some things that make us feel like influencers are our friends? How does that make us want to buy things they talk about?

What are some differences between influencers and real friends?

19 READING IMAGES!

<https://youtu.be/5SHRylBoRL8>

Did you know you can read images almost like you read words? It's called visual communication and it has its own language. Sing along with Ava as she explores how camera angles and lighting are used to affect our emotions.

Before the video, ask: Think about some of the best scenes in your favourite movies. What makes you remember them? What makes them exciting, or funny, or dramatic?

After the video, ask: Did some of the movie scenes you thought of use the things Ava was talking about, like close-ups, camera angles, and light and colour? (You can use YouTube to watch some of these scenes if you don't have a copy or access on a streaming service.)

Do other media, like comics or video games, use some of the same techniques? What other techniques do they use to do the same thing?

Springboard: Use your phone to film a scene with your kids. Can you use camera angles to make it look like your kids are powerful and you're scared of them? What other things from the video can you use?

20 END IT NOW!

<https://youtu.be/K6gU2a1dJgQ>

Bullying in real life or online is always wrong! If it happens to you or a friend, it's important to speak up and tell someone you trust about it. That's how we can help end cyberbullying once and for all!

Before the video, ask: Have you ever seen anyone being mean to someone online? What happened? Do you think it hurts when it happens to someone?

After the video, ask: What can you do if someone is mean to you online? (Tell a parent, guardian or teacher.)

What can you do if you see someone being mean to someone else? (*Contact them privately to tell them you think what's happening isn't okay, and ask if there's anything you can do to help. You can also tell a parent, a guardian, or a teacher.*)

21 HOP ON THE BANDWAGON!

<https://youtu.be/IT6smy9U8Mk>

The goal of bandwagon advertising is to convince us that if we buy a product, we'll be part of a special group. Advertisers want us to think we'll be left out if we don't jump on the bandwagon. But you can hop on this bandwagon with Ava and her catchy song!

Before the video, ask: Has it ever felt to you like everybody was buying or doing something?

After the video, ask: Why do you think advertisers want you to feel that something is really popular? Can you think of anything that was super popular for a little while but nobody likes anymore?

22 MAKE ME SHINE!

<https://youtu.be/nNRDnWU3CBY>

The burger Ava bought doesn't look like the picture in the ad. That's because advertisers use all kinds of

tricks to make food look amazing so that we'll buy it. And sometimes the food in ads isn't even edible! Sing along with Ava as she reveals some of coolest food styling secrets!

Before the video, ask: Do you think advertisers use real food in ads? What might be some reasons why they would, and some reasons why they wouldn't?

After the video, ask: What are some of the ways that people make food look good in ads? Do you think it's fair that they do that?

Springboard: The next time you buy any kind of food that's advertised, like fast food or packaged food, check out the ad before you buy it. Then compare the real thing to the food in the ad. *(Remember that kids like fast food, so make sure they don't think you're telling them not to like it - just that they shouldn't count on ads to tell them what food really looks or tastes like.)*

23 GAME ON!

<https://youtu.be/1PAthdEbVdO>

Want to play online games with friends? It can be super fun. Ava shares some tips on how to make sure we stay safe and don't fall into the trap of playing all day long!

Before the video, ask: When you're playing a video game online, do you ever have trouble stopping? What makes it hard to stop?

After the video, ask: What do you like about video games? How can we get the fun parts of games without spending too much time playing them? (Set

a time limit before you start, and make sure to plan other things to do.)

24 BE NICE TO YOUR DEVICE

https://youtu.be/6X2e43PKr_g

Do you ever get frustrated because your computer or tablet isn't working properly? Ava did! Technology can be like that sometimes and it might just need a reboot or time to cool down. Be nice to your device and it will be nice to you!

Before the video, ask: Have you or anyone you know ever broken a digital device? What happened? What could anyone have done to keep it from happening?

After the video, ask: What are some good rules to follow to keep your devices working well?

25 I WANT YOUR CLICKS!

https://youtu.be/2_HH7vBXLNo

"Unbelievable!" "Shocking!" "Exclusive!" Over-the-top headlines like that are called clickbait and they're meant to make us super curious so we'll click on links. Someone gets paid for every click and just one click can lead you all over the place. So stop and think before you just click!



Before the video, ask: Have you ever seen a headline on a website or a video title that made it look more interesting than it really was? How did it do that?

After the video, ask: What are some of the ways that clickbait gets you to click on a link?

Why do they do that? *(They get paid when you see the ads on the page.)*

How can you make sure not to click on a bad link? *(Think before you click on anything. On a computer, you can also hover the pointer over a link and the web address will appear. That tells you if you're leaving the website.)*

Springboard: Look at a newspaper or a magazine, or the website of a reliable news source. Can you find any headlines that use the clickbait tricks from the video? How are they different from a clickbait site? *(All news outlets use headlines to make you interested in reading or watching a story. The difference is that headlines on "clickbait" sources are actually misleading, and that they don't do their own reporting - they just retell news stories from other sources.)*

26 YOU DO YOU!

<https://youtu.be/f535oaCxYSE>

Girls don't always have to be pink princesses and boys, blue superheroes even though that's often what we see in the media. We're all different and unique, and we can avoid stereotypes by just being ourselves. You do you!

Before the video, ask: What are some ways that people who make toys, movies or games make it seem like

some things are just for boys or just for girls?

After the video, ask: Why do you think advertisers use stereotypes? *(They save money by only advertising to the people they think are likely to buy something.)*

How can stereotypes change how we see ourselves or other people? *(Make sure your kids understand that there isn't anything wrong with girls liking princesses, or boys liking superheroes. The problem is if girls don't think they can like superheroes and boys think they can't like princesses.)*

Springboard: Use the [Gendered Ad Remixer](#) to mix together ads aimed at boys and girls. How are they different?

27 CHECK BEFORE YOU POST!

<https://youtu.be/Oo7HGWVIU3k>

Uh oh. Ava posted a wacky pic of herself that her friends shared with everyone so now even her school's principal saw it! We can't control who will share our content with others and once it's out there, we can't take it back. It's always best to check with a grown up before posting!

Before the video, ask: Have you ever shared anything online that you wish you hadn't? Has anyone else shared something about you that you wish hadn't been shared?

After the video, ask: When you share something online with friends, who else might see it?

What should you do before you share anything online?

What would you like me to do before I share any pictures of you online?

28 TOO GOOD TO BE TRUE?

<https://youtu.be/JUtJqKT79Uw>

Whoa, Ava got some e-mails that really look like scams! A scam is when somebody tries to trick you into something like giving them money or your personal information. Ava plays a scam-busting superhero in her song about how to recognize a scam and what to do about it.

Before the video, ask: Do you know the word “scam”? What do you think it means? Where might we see scams online?

After the video, ask: What were some of the kinds of scams Ava talked about in the video? Have you ever seen any of them?

What are some good ways of avoiding being caught by scams? (*Watch out for things that are “too good to be true.” Don’t click on suspicious links. Check with a parents, guardian or teacher before downloading anything or opening any files.*)

29 HIT US IN THE FEELS!

<https://youtu.be/SKsMj0QgLXw>

Advertisers know that our emotions have a big impact on our buying decisions. They hit us in the feels with ads that make us feel good so that when we shop, we’ll remember those good feelings and buy their stuff!

Before the video, ask: Have you ever seen an ad that made you feel sad, or happy, or excited?

After the video, ask: What are some ways that ads make us feel a certain way?

How can advertisers make something look like it’s good for us when it really isn’t? (*They highlight one healthful thing about it without telling us about other things that make it less healthful. That’s called a “health halo.”*)

Why might advertisers want to make us feel a certain way, instead of saying something about the thing they’re selling? (*Sometimes there isn’t really a big difference between different products. But if advertisers can make you feel a certain way about what they’re selling, you’ll remember those feelings when you’re shopping.*)

30 HIDING IN PLAIN SIGHT!

<https://youtu.be/7nPdG7VVIwo>

Have you ever watched movies or TV shows and seen brand-name products in them? That’s product placement - a sneaky way advertisers promote their products by showing them to us in the media we watch!

Before the video, ask: Have you ever noticed a product you recognized, like a cereal or a kind of chips, in a movie or TV show? Why do you think they were included?

After the video, ask: Why do you think advertisers pay to put their products in TV shows, games and movies? (*They make us recognize and remember the products,*

and because we don't know they're ads we connect the good feeling of enjoying what we're watching with the product.)

Springboard: Next time you watch a big Hollywood movie, watch for brands and logos. Do you think they were product placement? (*Hint: If the package or the logo is clearly visible, it was probably paid for!*)

31 WHAT A DEAL!

<https://youtu.be/C2rAULIFF1Q>

“Buy one get one!”, “Free sample with purchase!”, “Limited Time Only!”. Advertisers use lots of promotions to make us want to buy their stuff. They often sound like amazing deals, but buyer beware, that great deal might not be so great after all!

Before the video, ask: Have you ever seen something whose price ended in 99 cents? Why do you think they do that?

After the video, ask: What are some of the ways that sales or special offers can be misleading?

What are some ways we can keep from being tricked by misleading offers? (*Remember that something is only a good deal if you would have bought it at full price!*)

32 THINK TWICE WITH THAT DEVICE!

<https://youtu.be/HFRaL87OHMI>

During her song, Ava keeps getting distracted by her phone. Before she knows it, her whole day is off track! It's important to be mindful about how we use media.

Think twice before using a device!

Before the video, ask: Do you ever find yourself using a phone, the TV or something else like a video game console just because you don't have anything else to do?

After the video, ask: Think about your favourite website or app. What is it about the design that makes you come back to it?

What are some things you do with screen devices that you feel good about? What can we do to keep doing those but stop doing things that just distract us?

Springboard: Come up with a list of rules for when it is and isn't okay to use devices in your house. Make sure that there are rules one when you can use devices, too!

33 MEDIA IS EVERYWHERE!

<https://youtu.be/QHCSfIMK-Bk>

From billboards to magazines, music, apps, text messages and even the logo on your jacket, media is any form of communication that gets messages across to an audience. Ava sings about all the media surrounding us 24/7!

Before the video, ask: What do you think the word “media” means? What are some examples of media?

After the video, ask: What kinds of media do you see, hear or play most often?

What are some differences between media and real life?

Springboard: Make a list of all the media you see in a day. (Make sure to include things like billboards, T-shirts with logos or characters, statues, and anything else that carries a message.)

34 FRAME IT!

<https://youtu.be/YF-SBt760SY>

Frames aren't just for pictures! When we tell a story, we choose what parts to keep in and what parts to leave out. What we keep is "in the frame". Every type of media has a kind of invisible frame, too! Get in the frame with Ava!

Before the video, ask: What kinds of choices do you think people make when they make media, like filming a movie?

After the video, ask: What's the difference between looking out a window and seeing something framed in media?

How can the media frame sometimes be misleading?

Springboard: Watch the video [House Hippo 2.0](#). How does it use the media frame to make the hippo look real?

You can also watch [this video about puppeteering](#) to see how important the media frame is in making puppets look real. If you have any puppets at home, you and your kids can use your phone to "frame" a puppet video!

35 WON'T BE FOOLED AGAIN!

<https://youtu.be/8kDGSdVmVIY>

Oops! Ava falls for an April Fool's joke her friend played on her. She realizes she should check where information comes from before believing it. Ava plays detective as she sings about checking your sources so you don't get fooled like she did.

Before the video, ask: Think about the last time you learned something online. How did you know if it was true? What steps did you take to find out?

After the video, ask: What are some of the ways we can find out if a source of information is reliable? (*We can look them up on a search engine or ask a parent, guardian or teacher.*)

For more tips on finding out if a source is reliable, see [this short MediaSmarts video](#).

36 THEY REALLY LIKE US!

https://youtu.be/icW6KP_mVME

Marketers like kids because we spend lots of money buying their stuff. Ava sings about some of the tricks marketers use to target kids.

Before the video, ask: Why do you think marketers aim their ads at kids? What makes kids such a valuable audience?

After the video, ask: What are some of the ways that marketers target kids? (*Cute characters, video games that feature their brand, putting products at kids' eye-level.*)

Why do they sometimes show you ads for things you won't be ready to buy for a long time, like cars? (*So that you'll have good feelings about the brand by the time you're old enough to buy it.*)

Extra Resources

If you want to learn more about digital media literacy, check out the videos and posters in MediaSmarts' [Media Literacy 101](#) and [Digital Literacy 101](#) programs.

Here are some other parent resources from MediaSmarts that can help you raise media literate kids:

Co-Viewing With Your Kids: One of the most important things you can do to raise media-savvy kids is to co-view media with your children. That includes listening to their music, watching TV, movies and videos together and playing the games they enjoy. While just being with them is an important step, this is also a great opportunity to help your kids think critically about the media they consume, by asking them questions about it and, sometimes, answering back.

Managing Media in the Home series: Tips on dealing with different kinds of media in your home.

- [Movies and Videos](#)
- [Music](#)
- [TV](#)
- [Video Games](#)

Managing Your Kids' Screen Time: Four important steps to take to keep screen time under control and make screen use a valuable part of your kids' lives.

Parents' Guide to Cyberbullying: How you can prevent cyberbullying, help your kids deal with it and prepare them to stand up when they see it.

TVOkids Original Wacky Media Songs is produced by Apartment 11 Productions, with the financial participation of the Canada Media Fund, Shaw Rocket Fund, the Canadian Film or Video Production Tax Credit and the Quebec Film and Television Tax Credit.

Promoting Ethical Behaviours With Your Kids: On the Internet your kids have lots of moral choices that they don't have to make offline. These tips lay out ways you can help your children develop a moral compass to guide them through those choices.

Talking to Kids About series: Tips on talking to your kids about some of the different issues that come up when they watch, listen to and use media.

- [Advertising](#)
- [Gender Stereotypes](#)
- [Media and Body Image](#)
- [Media Violence](#)
- [News](#)
- [Racial Stereotypes](#)

Teaching Your Kids Safe Surfing Habits: Kids love going online for learning, socializing and having fun, but there are many things in cyberspace that they may not be ready for. The following tips will help keep your kids from running into trouble online.

Using Parental Controls: There are lots of ways of limiting what content your kids can see online, which apps and programs they can access and how much time they can spend online.