

Can You Believe Your Eyes?

Instructors: Don't forget to Make an Achievery account for each student! [Make your account for the Achievery in English](#) or [Make your Account for the Achievery in Spanish](#)



Objective: Students recognize how critical thinking skills are useful both inside and outside of school. They'll learn what the word "media" means and start to notice it all around them.

Grade Span: 3rd-8th, but tips and resources are included for modifying for other grade levels. This lesson can be student-led.

Subjects: Digital Literacy, Language Arts, Social-Emotional Learning, Media literacy

Lesson: Have students log in to use the Achievery lesson "[Can You Believe Your Eyes?](#)" to watch the House Hippo videos and

then the lesson activity sheets to explore the question, "How real is what we see in media?" This lesson uses the North American House Hippo to introduce basic critical thinking and digital media literacy skills.



Have students watch the original House Hippo commercial. [The North American house hippo](#). The house hippo is the subject of a Canadian television public service announcement produced by Concerned Children's Advertisers in May 1999 and reintroduced by

MediaSmarts in 2019. It was part of the Break the Fake campaign, with the intent of educating children about critical thinking regarding advertising. In other words, don't believe everything you see on TV.

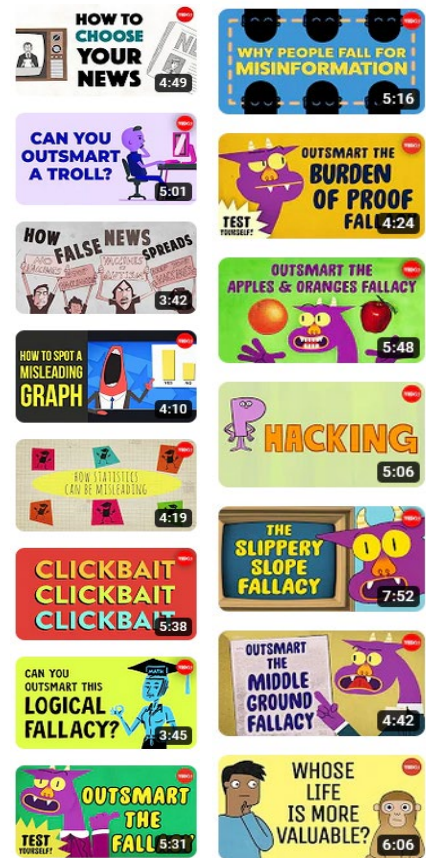
Have students log in to the Achievery lesson [Advertising to Kids](#): This learning activity is for students and can be done on your own. In this activity, students learn the tricks advertisers use to reach kids. Watch the video and then do the exercises.

Dig Deeper: Will You Fall for Their Tricks?



Critical thinking and media literacy skills are more important than ever.

Do you know how to spot clickbait headlines and misleading articles? Do you understand



how misinformation and false news spreads? Can you outsmart a troll? Will you fall for the fallacy that fooled a generation of doctors? Or will you fall down the slippery slope?

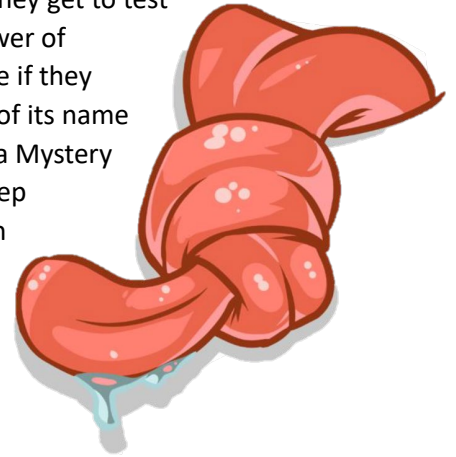
Have students dive deeper, test their knowledge, and sharpen their skills with [this series](#) from the Student Portal resource TEDEd.



Activities: [Eating with your Eyes- -Media Awareness](#) lesson unit.

Are your students influenced by taste or by advertising? In this lesson, they get to test their taste buds and the power of branding on their brains. See if they choose something because of its name or because of its taste with a Mystery Brand Taste Test that will keep

them talking for days. As a picture-perfect hamburger flashes across a television screen, mouths water at the sight of the three-inch high handful. Has your hamburger ever actually looked like that? Just who are the miracle workers behind those amazing food advertisements? Students learn some tricks of the advertising trade before getting to make their own "faux burgers" they'll actually want to eat and other fun advertising activities.



Additional Resources:

You're too smart to pay attention to ads

Except this one

7th-12th Incorporate the Achievery lesson [Advertising Techniques](#).

This learning activity is for students and can be done on their own. In this activity, they'll learn the different ways that advertisers try to persuade viewers.

5th-8th Incorporate the Achievery lesson plan [Selling Cool](#). This learning activity is for students and can be done on their own. In this activity, you'll learn how

advertisers influence what we think of as "cool" and use that to sell things.

4th-8th Explore the Achievery lesson [Media Vs. Reality](#).

Learn how traditional elements of photography may be combined with "food tricks" to produce misleading media images.

6th-12th Integrate the Achievery lesson [Making Power Skills Your Superpower](#). Power skills! That's what we like to call

skills like communication, problem-solving, and critical

thinking. In this lesson, you'll see why it's so important to start building power skills; then, create an ad to help show other young people the power of these skills.

