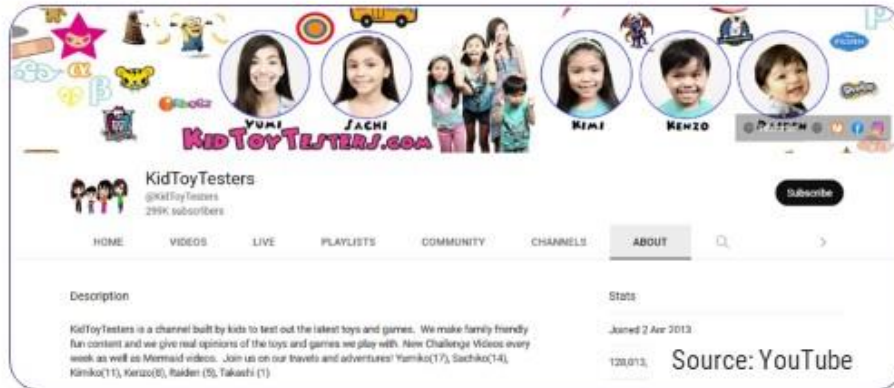




Look at the resource below, which shares some information about influencers.

### What is an influencer?

An influencer is a person who has the ability and power to affect what people want or buy or they can impact the behaviour of others. They do this through social media and rely on a huge number of people following them or subscribing to their channel. Bloggers, YouTubers and podcasters with huge followings are all types of influencers.



There are some children who are influencers such as KidToyTesters

### Influencers



### How does an influencer get paid?

There are many different ways influencers get paid for their work. It can be through displaying adverts, by representing and being paid from one company in particular or by promoting and selling their own products.

**What do you think about influencers? Do you think they have an important job?**



Look at the resource below, which shares examples of things that might influence the choices we make.

### Community

The people who we see and interact with regularly such as neighbours, people at school, local shopkeepers.



Descending Scafell Pike, England's highest mountain.

How might this experience influence these children?

### Fictional characters from books or films

Characters we admire because of the way they behave, their values, their clothes, what they look like etc.

### Internet

The things we see online that may connect us with others, entertain us, persuade us, help us learn.

### Experiences

The experiences we have such as holidays, activities or challenges we overcome.

### Family and friends

People who we care about. We may want to be like them or want them to be proud of us.

### Education

The things we learn at school, our experiences at school and our teachers and friends.

### Culture

The ideas, customs and beliefs of a group of people.

### Word of mouth

The things we hear from other people first hand.

### Celebrities

Famous people we admire.

### Music

Listening to music may have the power to influence how we feel, our mood or how we behave.

**Can you think of anything else that may influence someone? Place the examples in order of things that you think influence you the most to things you think influence you the least.**



## Picture News



### How much control do influencers have over our choices?

A drink called 'Prime Hydration' has arrived in the UK and as quickly as it arrived, it sold out. The creators of the drink are online influencers KSI and Logan Paul. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to limit customers to one bottle per person. The craze did not stop at the supermarket shelves; on eBay, the drinks were up for sale for thousands of pounds each. The founders of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.



- Look at this week's poster image and talk about what we can see. Two influencers, KSI and Logan Paul, have recently released a new drink called Prime Hydration. The drink sold out instantly online and in shops.
- Read the information found on the assembly resource about the new Prime Hydration drink. Talk about why you think it became so popular.
- What do we know about influencers or YouTubers? What are they and what do they do?
- Watch this week's useful video, which explains more about social media influencers. Are there any influencers that you like? What is it about them you admire, and do you think they are a positive role model?
- As well as influencers, what other factors or people do we think influence the decisions we make and the things we choose to buy?

### Reflection

Influencers may have thousands or even millions of online followers; people who admire or look up to them. Whilst they may guide some of our choices, it's important for us to remember to make our decisions with an open mind, considering both positive and negative consequences.

## Picture News



### KS1 focus

#### What is an influencer?



- Make a list of jobs adults have e.g., plumber, train driver, teacher, manager, solicitor, dog walker, actor. Is there a job you would like to do when you are an adult? What do you think you would enjoy about that job?
- Discuss the jobs some of the adults you know have. Do you know what they do?
- Have you heard of the job 'influencer'? What do you think an influencer might do? Look at resource 1 to find out more about an influencer. What do you think about influencers? Do you think they have an important job?
- Influencers might help people decide what to buy. You can watch them trying out the item first so you can see if it will be suitable for you but we do need to be careful when watching influencers online. Discuss some of the potential dangers of influencers e.g., they may influence our decision to buy a toy we don't really want, they might make us feel sad or not good enough as we don't have toys like them.
- Think about something you would love to own like a toy or game. Can you describe your item to someone? How did you find out about the item e.g., online, an advert on TV, from a friend? Why do you want to get it?

### Reflection

As we get older, we are likely to use social media. It is important to learn about it and other people who use it, such as influencers, to help keep us safe.

## Picture News



### KS2 focus

#### What are some of the things that influence the choices we make?



- Write the word 'influence' on the board. Can you explain what it means to have an influence on someone?
- There are many things that influence us, the way we behave, the decisions we make. Can you think of any examples of something that has influenced your behaviour or decisions?
- Look at resource 2, which shares examples of things that might influence the choices we make. Can you think of anything else that may influence someone? Place them in order of things that you think influence you the most to things you think influence you the least. Give reasons for your order. Does everyone agree? Why?
- When we make choices, we may not always consider what led us to our final decision. Think about something you chose recently or would really like such as a new toy or a new item of clothing. Can you think about the things that may have influenced your choice? Where did you hear about/see the new toy or clothing?
- Think about some of the hobbies or activities you have chosen to do. Can you think of something that may have influenced the hobbies or activities you choose to do? Does someone you admire also enjoy the same things? Is the opportunity to take part easy?
- Have you considered that you have the power to influence others? Discuss the influence you would like to have on someone.

### Reflection

There are many things that can influence the choices we make such as other people, our experiences, our beliefs, our education. We should think carefully about how we choose to behave and the things we choose to say as we also have the power to influence others!





## KS2 follow-up ideas

### Option 1

Use the following information to discuss how you use the internet at home and school:

- What do you use the internet for at school? Do you ever watch YouTube videos as a whole class? Do you ever access online programmes to help your learning?
- Do you have a mobile phone? How do you use it?
- What online games or programmes do you use at home?
- Do you play any games online where you can connect with friends and play together?
- Do you ever watch YouTube videos at home?
- Do you have any social media accounts? Do you know if there are any age restrictions?
- How often do you use the internet?

Discuss the pros of using the internet e.g., being able to research something easily, activities and games that help us learn spellings/times tables, connecting with friends. Discuss the cons e.g., not trusting everything you see/read, connecting with people you do not know, writing something you wouldn't normally say.

Design an internet safety poster that includes tips on how to keep ourselves safe when using it.

### Option 2

Design and make a healthy smoothie! Think about:

- What ingredients will you need? Fruit, milk, vegetables?
- How much of each ingredient do you need?
- How will you measure and weigh your ingredients?
- How will you mix or blend your ingredients?
- What equipment will you need?

If possible, make your smoothie. Once you have finished, you could perform a smoothie taste test on someone else. Make sure you describe and rate the look and smell of your smoothie before you taste!



## KS1 follow-up ideas

### Option 1

Choose a classroom item such as a pen pot, a ruler, a book, a chair etc. You are going to try and persuade someone to buy this item! Think about:

- What is good about the way the item looks/feels?
- How can it be used?
- What adjectives could you use to describe your item that might make someone want to buy it? Useful, luxurious, amazing?

If possible, use a tablet to film a short video of you describing your item and persuading someone to buy it. You could watch some of them and discuss how someone, who is very good at persuading, can make items such as a classroom chair or ruler sound very exciting and like we need to buy them!

### Option 2

Discuss some of the drinks you have at home and school.

- What do you enjoy drinking?
- What do you drink from? A bottle, a beaker, a glass?
- How much do you drink?

We can measure the amount of drink a container holds. We call this its capacity.

- What units do we use to measure capacity?
- Have you ever seen these measurements on a juice carton or water bottle?
- Do you know the capacity of your water bottle? How could we find it out?

Using a variety of drinks containers/bottles, explore capacity and volume. Use language and vocabulary to describe it such as full/empty, more than, less than, half, half full, quarter. You could also work with a partner to compare the capacity of your water bottle. Challenge – can you use >, < or = to compare the capacity of your water bottles?



## This week's useful websites

### This week's news story

[www.stamfordmercury.co.uk/lifestyle/new-prime-drink-coming-to-the-uk-9292678/](http://www.stamfordmercury.co.uk/lifestyle/new-prime-drink-coming-to-the-uk-9292678/)

### This week's useful video

Social media influencer  
[www.youtube.com/watch?v=39A3og7enz8](http://www.youtube.com/watch?v=39A3og7enz8)

### This week's Virtual Picture News

[www.picture-news.co.uk/discuss](http://www.picture-news.co.uk/discuss)

### This week's vocabulary

#### Admire

To respect and approve of someone. What is it about them you **admire**, and do you think they are a positive role model?

#### Consequences

The results or effects, usually bad or unwelcome. It's important for us to remember to make our decisions with an open mind, **considering** both positive and negative consequences.

#### Craze

Something that is extremely popular, usually for a short time. The **craze** did not stop at the supermarket shelves; on eBay, the drinks were up for sale for thousands of pounds each.

#### Founder

Someone who establishes or starts something such as an organisation. The **founders** of Prime, KSI and Logan Paul, have a combined YouTube following of over 40 million people.

#### Influencer

A person who uses social media to promote lifestyle choices, commercial products, etc to persuade their followers/potential buyers. Two **influencers**, KSI and Logan Paul, have recently released a new drink called Prime Hydration.

#### Limit

The greatest number of something that is either possible or allowed. After opening, some shops saw pushing and shoving as people tried to get their hands on the drinks, with many deciding to **limit** customers to one bottle per person.