

# What's the Curiosity Gap?

NAME \_\_\_\_\_

DATE \_\_\_\_\_

## Directions

For each headline example, complete each column to explain how it shows the curiosity gap.

Image	How does this headline refer to something you already know about?	What knowledge gap does this headline say it will fill?
 <p>Go Ahead and Play that Video Game: It's Might Actually Be Good For You</p>	It mentions video games, which are something lots of people are interested in.	How video games can be good for you, which would be surprising to many people
 <p>You Should Never Brush Your Teeth Without This Trick</p>	It mentions brushing your teeth, which just about everyone is familiar with.	A "trick" you should always do when you're brushing your teeth
 <p>80% of Kids Love Cupcakes: New Study Shows Why</p>	It mentions cupcakes, which is something a lot of kids like.	It would explain why kids like it so much.
 <p>You Won't Believe This! The Children's Story That's Actually True!</p>	It mentions children's stories and has a picture of monkeys. Most people are familiar with these topics.	How a children's story is actually true, and what that has to do with monkeys



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