

Avoiding Clickbait

NAME _____

DATE _____

Directions: Part 1

Use the clues below to identify which examples are clickbait, where the main purpose is to get you to click.

- **Clue #1:** It seems **impossible** or **unbelievable**.
For example, "Think Your Cat Loves You? It's Actually Plotting to Make You Sick."
- **Clue #2:** It tries to **shock** you.
For example, "You Won't Believe This!" or "The Answer Is Genius!"
- **Clue #3:** It refers to a **celebrity** or **popular topic**.
For example, "Kylie Jenner Talks Selfies and Bubble Tea: You Won't Believe What She Says!"

1.



Man Kisses A King Cobra Snake! You Won't Believe What Happens Next!

Is it clickbait?



Why, or why not?

This is likely just clickbait, because it seems impossible that someone would kiss a king cobra snake and not get bitten.

2.



Five Pictures That Prove This Place Has The Most Beautiful Sunsets

Is it clickbait?



Why, or why not?

This is likely not clickbait, because it doesn't seem impossible or shocking and it offers specific information.



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3.



Want To See A New
Movie? Here Are Some
Of The Top New Releases.

Is it clickbait?



Why, or why not?

This is likely not clickbait, because it isn't
impossible or shocking, and it seems like
it will provide specific information.

4.



Remember The Baby From
Harry Potter?! You Would
Never Have Expected This!

Is it clickbait?



Why, or why not?

This is likely just clickbait, because it
is about a celebrity and tries to
shock you.

Directions: Part 2

In the space below, write down a clickbait headline of your own. Remember to use the clues from Part 1 and "The Curiosity Gap" to help you. If you have time, draw or insert an image next to it.

Answers will vary.



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