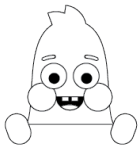


Avoiding Clickbait

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 Uses This Food Item for Luscious Hair: You Won't Believe What It Is!"

1.



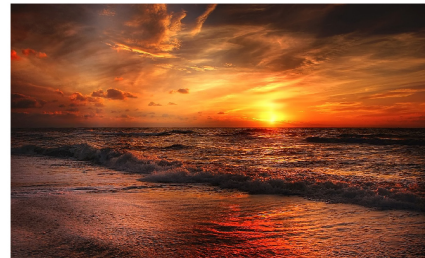
Man Kisses A King Cobra Snake! You Won't Believe What Happens Next!

Is it clickbait?



Why, or why not?

2.



Five Pictures That Prove This Place Has The Most Beautiful Sunsets

Is it clickbait?



Why, or why not?



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Avoiding Clickbait

NAME _____

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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?

4.



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

Is it clickbait?



Why, or why not?

Directions: Part 2

In the space below, write 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.



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