# **Avoiding Click Bait!**

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!"

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| 1. |  | 2.  |
| Is it clickbait? Highlight up or down. |   |  | Is it clickbait? Highlight up or down. |   |
| Why, or why not? |  | Why, or why not? |
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| 3.  |  | 4. |
| Is it clickbait? Highlight up or down. |   |  | Is it clickbait? Highlight up or down. |   |
| Why, or why not? |  | Why, or why not? |
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# 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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