# **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!"

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

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

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |