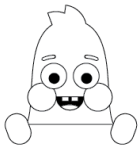


# Avoiding Clickbait

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?

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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 \_\_\_\_\_

DATE \_\_\_\_\_

3.



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

Is it clickbait?



Why, or why not?

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4.



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

Is it clickbait?



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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