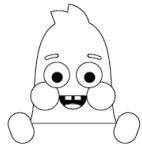


What's the Curiosity Gap?

NAME _____

DATE _____



Directions

For each headline example, complete each column to explain how it shows the curiosity gap.

Image	How does this headline refer to something you already know about?	What knowledge gap does this headline say it will fill?
 Go Ahead and Play that Video Game: It's Might Actually Be Good For You		
 You Should Never Brush Your Teeth Without This Trick		
 80% of Kids Love Cupcakes: New Study Shows Why		
 You Won't Believe This! The Children's Story That's Actually True!		



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