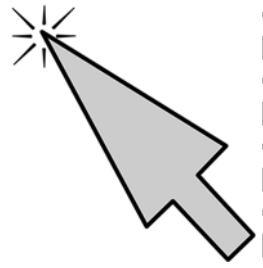


Name:

# Clickbait



Clickbait is a term used for a heading that is often manipulative in nature, it will often pique your curiosity to click through. Typically, the clicking is continuous and there are many ads that are usually hard to avoid clicking on all in the process of trying to read the actual clickbait headline of the story.

Typical clickbait headings that tend to work on readers are:

'Why we love.....'

'A list of the best.....'

'The worst....."

'This star lost 25 easy pounds by just doing this...'

'Stars use these simple tricks to look younger...'

'Make \$\$\$ doing this, working from home'

## The Task:

- 1) Find 3 examples of clickbait.
- 2) Explain who the target audience may be for this clickbait
- 3) Explain whether this clickbait is effective or not and provide reasons for your answer.
- 4) Is this clickbait manipulative? Explain.
- 5) How can you prevent yourself from clicking on clickbait?
- 6) In your opinion, why does this clickbait exist?