



Recognizing Clickbait

The word clickbait means something that is designed to manipulate you into clicking on it. This is usually accomplished by using headlines that arouse your curiosity.

DIRECTIONS: Find three examples of clickbait. Answer the questions for each example.

	Example 1	Example 1	Example 3
Who is the target audience?			
Is it effective? Why or why not?			
Is it manipulative? Explain.			
How can you keep from clicking on clickbait?			
What is the purpose of this clickbait?			