



<https://www.wondermedialibrary.com/fact-check-this/>

**What is  
clickbait?**

According to Merriam-Webster, it is, “something (such as a headline) designed to make readers want to click on a hyperlink especially when the link leads to content of dubious value or interest.”

The point is to know that not all content on the Internet is what it seems to be. Just because a headline promises certain information doesn’t mean it delivers on that promise!

**How do I spot  
clickbait?**

Clickbait ads play on your emotions or curiosity. The headlines are trying to get you to click on the link, which leads to information that is super basic and obvious, or that has NOTHING to do with the headline at all! Here are two examples of clickbait headlines and images:



High Blood Sugar? Do This Daily  
smartdailyhealth.com



Is CBD Good For My Pet? The Answer May  
Surprise You  
Life Daily Health

**Why care  
about  
clickbait?**

Clickbait is bad because it is misleading and creates information chaos. People don't know what is true or not.

**Why do  
people create  
clickbait?**

To track your activity online, to get you to look at ads, to sell your information and to mislead you. People create clickbait to get (duh) clicks on their website, or to try to plant malware on users' computers who open a link on the clickbait article. The biggest reason for clickbait is that more clicks means more traffic and higher engagement numbers means more advertisers will pay to be on the site.

**Game  
purpose:**

Sort actual headlines from clickbait headlines, then create your own clickbait headlines using our pre-printed memes.

**Your Headline:** \_\_\_\_\_



Your Headline: \_\_\_\_\_

L  
SEP



**Your Headline:** \_\_\_\_\_



Your Headline: \_\_\_\_\_



**Your Headline:** \_\_\_\_\_



**Your Headline:** \_\_\_\_\_





**Here are 10 news headlines and clickbait headlines. Put an “X” over the clickbait headlines.**

1. “Man receives a postcard from his deceased father – sent 30 years ago”
2. “You’ll NEVER believe this easy trick for perfect skin!”
3. “He Thought Eating Vegetables Were Good For Him. Then His Doctor Told Him THIS.”
4. “How to Live Longer Using This Expert Trick”
5. “Football coach shares his secret to success with players”
6. “Celebrity Had No Idea Her Life Was a Lie Until This Happened.”
7. Ten Valentine’s Day gifts under \$10
8. “Why You Can’t Lose Weight Without Eating Chocolate”
9. “How to vote from home in the upcoming election”
10. “The #1 money-making secret banks don’t want you to know”

## **Answers**

News = 1, 5, 7, 9

Clickbait = 2,3,4,6,8,10

