

Don't Get Hooked!

Purpose: Distinguish between clickbait and trustworthy content.

Don't get hooked! Avoid clicking something that might be clickbait. Clickbait is online content that uses catchy words or images to trick you into clicking on it. Clickbait often shows you content that is misleading or not true.

Categorize the following headlines as **TRUSTWORTHY** or **CLICKBAIT** by writing a **T** or **C** in the box next to the sentence.



Look out for these clickbait clues!

- Attention-grabbing words like “shocking,” “surprising” or “unbelievable.”
- Headlines that don't sound true or make sense.
- Headlines that use ALL CAPS and exclamation points!
- Author names that sound fake or unreliable.
- URLs with weird or misspelled names.

1. **Math Teacher Retires After 30 Years**

By Rebecca Hook
www.schoolresearchcenter.com

2. **The Science Behind a Healthy Lifestyle**

By Dr. Maria Sanchez
www.healthylifeadvice.org

3. **7 Reasons Why THIS Lipstick Will Change Your Life**

By Edna Pop
<https://fashion.com>

4. **One Weird Trick to Grow Taller!**

By Tim Gigglez
www.fakescience.com

5. **Shocking! Giant Candy Land Discovered in Canada! Click to See Marshmallow Mountains**

By Sweet Tooth Steven
www.washingtin-post.com

6. **Unbelievable! Dog learns to talk!**

By Lulu Doglover
www.animol-bizniz.net

7. **Sports Drink Will Make You the Fastest Kid on Earth. Click to buy!**

By SportzGirl52
www.sportzizcool.net

8. **Leaders of U.S. and Canada meet to discuss climate change**

By Brian Smith
www.cnn.com

9. **Public Library Announces Summer Reasing Program**

By Anita Johnson
www.yourpubliclibrary.gov

Challenge: Rewrite this school newspaper headline about the new cafeteria menu so that it doesn't sound like clickbait.

School lunch secrets revealed! Find out the GROSSEST and COOLEST foods that could make you grow SEVEN FEET TALL!