

# Clickbait Cautions

**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.

<b>1.</b> <b>Midwest Teenager Gets Top Science Award</b> By Sherida Nestle <a href="http://www.washingtonpost.com">www.washingtonpost.com</a>	<b>2.</b> <b>Benefits of a Plant-Based Diet</b> By Dr. Martin Orteza <a href="http://www.vegetarian.org">www.vegetarian.org</a>	<b>3.</b> <b>7 Reasons Why THESE Shoes Will Change Your Life</b> By Runner McTighe <a href="https://fashion.com">https://fashion.com</a>
<b>4.</b> <b>Grow Your Hair Long by Tomorrow!</b> By Professor Nope <a href="http://www.fakescience.com">www.fakescience.com</a>	<b>5.</b> <b>Amazing! Time Travel Machine Ready to Take You Back in Time!</b> By Marty McFly <a href="http://www.dontbelieve.gov">www.dontbelieve.gov</a>	<b>6.</b> <b>Fabulous! Free Video Games!</b> By Princess Peach <a href="http://www.mariobuysgames.net">www.mariobuysgames.net</a>
<b>7.</b> <b>Coffee Drink Helps You Stay Awake for a Week. Click to buy!</b> By I. M. Tired <a href="http://www.neversleepycoffee45.tv">www.neversleepycoffee45.tv</a>	<b>8.</b> <b>New Healthcare Bill Vote Ends in Stalemate</b> By A. J. Johnson <a href="http://www.cnn.com">www.cnn.com</a>	<b>9.</b> <b>Summer Reading Program Starts June 20</b> By Stella Reader <a href="http://www.library.gov">www.library.gov</a>

**Quiz Your Family!** Can they tell which headlines are trustworthy and which are clickbait?