KnowBe4
Human error. Conquered.

Tabletop Experience

Lesson Plan:	Clickbait	**Grade Level:**	Middle School

Objectives:	**Materials:**
• Students will be able to define what clickbait is and how it is used to attract readers. • Students will be able to identify examples of clickbait in various media. • Students will discuss the ethical implications of clickbait and how it can affect their critical thinking skills. • Students will develop strategies for identifying and avoiding clickbait.	• Whiteboard, chalkboard, smartboard, or projector • Computer or tablet with internet access • Cootie Catcher handout and worksheet • Scissors • Color pencils, crayons, or markers (optional)

Information:

Clickbait refers to online content, like artcles, videos, or social media posts, that use sensational or misleading headlines or images to get people to click on them. The goal of clickbait is to geneerate as many clicks as possible, which can translate into more advertising revenue for the website or content creator.

However, clickbait can be problematic for a few reasons. First, it can be misleading or dishonest. For example, a clickbait article might make a sensational claim or promise, but then fail to deliver on that promise in the actual content. This can be frustrating and misleading for readers who are looking for real information. They can also be used to trick you into giving away your personal information by asking you to fill out a form or enter your email address.

Overall, it's important to be skeptical of clickbait and to be cautious when clicking on links or visiting websites that you're not familiar with. If something seems too good to be true, it probably is!

Introduction:

Ask students if they have ever clicked on an article or video online that turned out to be different from what they expected. Have them discuss how they felt when they realized they had been misled. Introduce the concept of clickbait and explain that it is a technique used to attract readers/viewers by using sensational or misleading headlines. Ask students if they can think of any examples of clickbait they have seen online.

Activity 1: Clickbait In the Wild

The teacher can have prepared a few examples of clickbait to share with students. Show examples of the links and then the quality of the content beyond the links. Choose a variety such as text articles, products for sale, and even examples of games. Screenshots are sufficient if network access is limited.

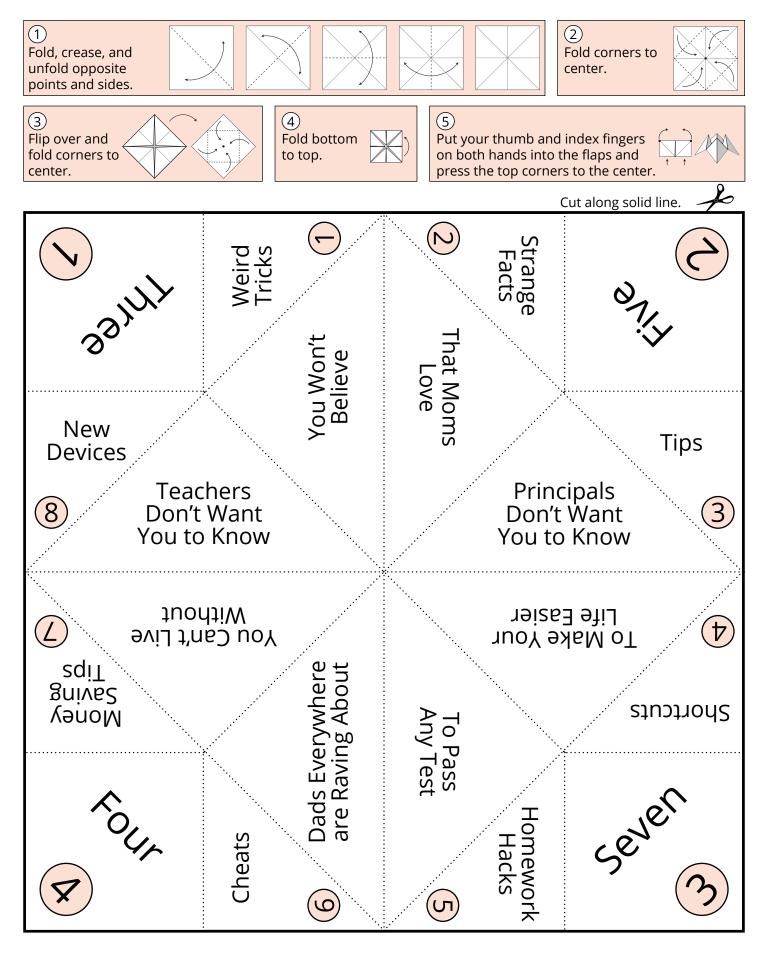## Activity 2: Clickbait Cootie Catcher

Distribute the Clickbait Cootie Catcher handout. Have the students cut-out, fold and optionally decorate their cootie catcher. Working in small groups of 2-4 have the students use their cootie catchers to generate several clickbait headlines which they can record on their worksheet.

Discussion Questions:	Possible Answers/Prompts:
1. Why is it important to be able to recognize clickbait? 2. What are some strategies for avoiding clickbait? 3. How can we be more critical consumers of media?	1. Clickbait is often misleading, distractive, and potentially useless information. Some may even be a security risk. 2. Be aware that if something sounds too good to be true it probably is. 3. Pause before clicking on headlines or links that give you an emotional or knee-jerk reaction.

Conclusion:

Have students reflect on what they have learned about clickbait. Ask them to share one thing they will do differently in the future when clicking links or reading articles online.
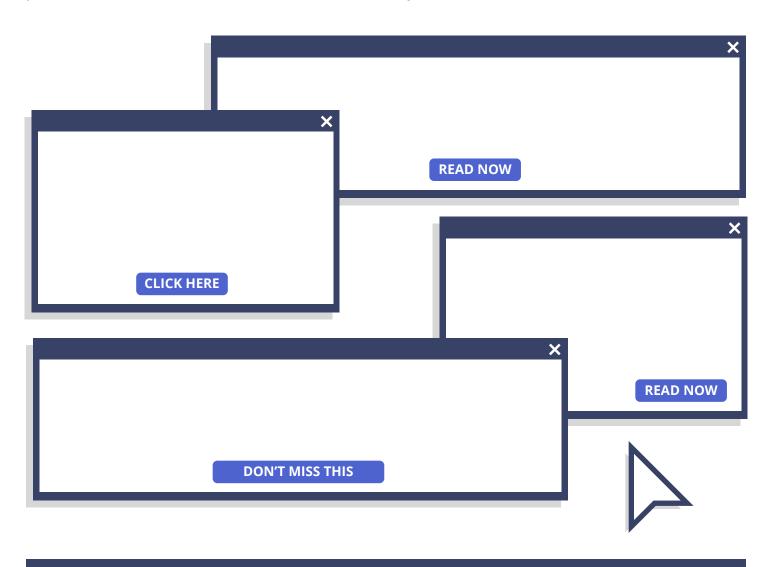
Clickbait Cootie Catcher

① Fold, crease, and unfold opposite points and sides.

② Fold corners to center.

③ Flip over and fold corners to center.

④ Fold bottom to top.

⑤ Put your thumb and index fingers on both hands into the flaps and press the top corners to the center.

Cut along solid line.

① Weird Tricks

② Strange Facts

⑦ Three

② Five

You Won't Believe

That Moms Love

New Devices

Tips

⑧ Teachers Don't Want You to Know

Principals Don't Want You to Know ③

⑦ You Can't Live Without

To Make Your Life Easier ④

Money Saving Tips

Shortcuts

Dads Everywhere are Raving About

To Pass Any Test

Four

Seven

Cheats

Homework Hacks

④

⑥

⑤

③

NAME: _____   DATE: _____

Clickbait Headline Generator

Have your partner select a number 1-4 (the circled number). The word on that square is the first word of the clickbait headline. Open and close the cootie catcher the same number of times as your partner selected. The interior of the cootie catcher will now reveal 4 more numbers and phrases. Have your partner select another number. The phrase on that triangle is the second part of the clickbait headline. Open and close the cootie catcher the same number of times as your partner selected. Have your partner select another number. Lift the flap to reveal the final part of the clickbait headline. Record the headlines you create in the ad windows below.

✕

READ NOW

✕

CLICK HERE

✕

READ NOW

✕

DON'T MISS THIS

DID YOU KNOW?

Clickbait often includes **numbers** in the headlines. It gives the link a sense of authenticity by setting out a clearly defined limit to what is behind the link. And in addition, if the number is **odd**, studies show it is more likely to be clicked.