Create Your Own Clickbait Headlines

In this activity, you will be creating your own clickbait headlines, either using a Google Slide or by visiting Breakyourownnews.com (which gives you a template to work with). The purpose of this activity is to get you more familiar with what clickbait looks like so you can more easily detect it in your news feed. First, brainstorm about some topic ideas; you can jot these down in your Google Keep account. Next, come up with 2 titles that elicit an emotional response, such as **curiosity, fear, hope, or urgency**. Look online for examples of clickbait to get ideas for crafting your headline (you can even do a Google search for "clickbait" to get faster results). Some common clickbait phrases to get you started are:

- "It will amaze/shock you"
- "…too good to be true"
- "You won't believe…"
- …this one little secret"

Be creative! But be sure to make both the headline and the ticker so enticing that one of your friends might want to click on it. Upload a photo or image for the background; you can find Creative Commons Zero (CC0) images on Pexels, Unsplash, and the Public Domain Archive. They require no attributions and can be used in any way and for any purpose. *Please do not upload a photo of yourself, for privacy reasons*.

When you're finished with each headline, download it and post them on the class Padlet, so your classmates can give you feedback. *Everyone should be providing feedback to at least three other classmate* (you only need to respond to one clickbait title for at least three people). Here's why:

- Reinforces what *you* are learning
- Helps you classmates improve their clickbait-detecting skills

Feedback should include:

1. How is this clickbait? [If it doesn't seem like clickbait to you, explain why, keeping the characteristics of clickbait in mind]
2. Where do you think the headline might lead you? [In other words, what might the "story" be about? Just imagine.]