

Topic 2: Clickbait

Answer Sheet 4 for Teachers

Parallels between the Fairytale and Clickbait:

- The boy draws attention by crying out loud. Clickbaits attract attention through e.g. the use of capital letters, exclamation points, question marks, catchy and provoking headlines...
- The farmers come running and have to realize that it was a joke and there is no wolf. Clickbaits work similarly because the links often lead to uninteresting or even false content. Just like the boy who tricked the farmers into coming without having a proper reason, clickbaits trick you into clicking on links.
- The boy plays the trick a number of times, while clickbaits also exist in large numbers and can be found almost everywhere on the internet.
- When an actual wolf enters the scene, the villagers don't believe the cries of the boy. One of the dangers of clickbaits is very similar: If a shocking event takes place in reality and results in a shocking headline, people might think that it's clickbait and don't take it seriously. Due to the large number of clickbaits on the internet, it is increasingly challenging to distinguish between relevant, important content and false content.