

Topic 2: Clickbait

Worksheet: 1

Making a Verdict on Clickbait



Clickbait... Is it
really worth it?!

Now it is on you to show that you are a Clickbait Detective!

Look at the picture below and answer all the questions. Keep in mind: The final task will be to give a final **verdict** on the question if Clickbait is a very good tool to get attention or if it is just a way to lose trust and honor!



Picture: <http://glitzandgrammar.co.za/why-i-hate-clickbait/>

Task1: Look at the post. This post was created by a boulevard press magazine (VIP-News), of course you can see quite quickly that this online magazine is also using Clickbait in order to promote the article. Note down all the clues that you can find in the post that are typical for clickbait.

- 1
- 2
- 3
- ...
- ...

Task2: Come together in groups of four. Collect ideas on Pros and Cons of using Clickbaits. Write your Pros and Cons in the table below.

Pros	Cons

Task3: Make a Verdict! What is your opinion? Is Clickbait worth it? Consider your Pros and Cons. Do you think that it is worth it for newspapers to use Clickbait in their headlines?

Write a short paragraph explaining your point of view.



In my opinion...

Adapted from: Clickbait: Pros and Cons ad SEO Considerations (September, 2015). Retrieved from: <http://www.seoagency.com/clickbait-pros-cons-and-seo-considerations/>