Lesson Plan

Tricked by Clickbait

Overview
A lesson to help children to understand what clickbait is and why we need to avoid it.
The five dimensions of learning about online safety are:
- *Values, rights and responsibilities*
- *Wellbeing*
- *Respectful relationships*
- *Digital media literacy*
- *Informed and safe use of information and devices.*

Learning Intention
To understand what clickbait is and how to identify it.
To know why it is important to avoid clicking on clickbait sources.

Curriculum Links
ACPPS053
ACPPS056
ACTDIP022

Resources
PowerPoint
DiGii tutorial- Tricked by Clickbait

1) **Ask:** "Who has heard the word Clickbait before? What does it mean?"
   Define clickbait to the children as "misleading internet content or shocking headline titles that aim to drive traffic to a website." Dictionary.com (PowerPoint slide 1)

2) **Understand** why it's not a good idea to click on clickbait. Ask:

   "Can anyone think of some of the problems we face with clickbait?"
   Clickbait problems may include:
   - generating and spreading fake news
   - gaining our data and personal information
   - untrustworthy sites can spread viruses onto our computers
   - often includes bullying of people including celebrities who are subject to fabricated stories being spread across the internet about them

3) **Watch** DiGii tutorial- Tricked by Clickbait

4) **Compare** and contrast two headlines (resource attached- PowerPoint slide 3) – Ask:

   "Which one is clickbait, and which one isn't?"
   - (The popcorn example is not clickbait, the avocado one is clickbait.).

   "How can we tell the difference?"

   - The popcorn example tells us exactly what we are going to find when we click into the article. It's not shocking or unbelievable.

   "What makes the avocado example clickbait?"

   - They have used a shocking headline that makes us wonder what they are referring to and what could be bad about something that we know is a healthy food. They use shock and rely on people's curiosity to get clicks through.

   With the children, identify what clues we can look out for when identifying clickbait:
   - It seems unbelievable or impossible.
   - It tries to shock you.
   - It refers to a celebrity or popular topic
   - There is often an element of urgency
   - Triggers our curiosity

For more, visit digiisocial.com

5) **Display** headlines and pictures (PowerPoint slide 4). Teacher to say

    "These are all very clickable- we are going to take a vote to see which headline the most people would click on first." Ask children if they can explain **why** they have chosen the headline that they have, and **what information** they may hope to find once they click in.

    Prompt the children with discussion on how they would know if the information they read is reliable or not.
    - Remember that not everything you read online is true, safe or helpful
    - Reliable source- check the website that you will be taken to if you click through- is it a website that you know and trust?
    - If you aren't sure if something is reliable you can cross check it by seeing if the information shows up on another webpage

6) Using the same headlines as above (PowerPoint slide 4), children to vote for if they believe each headline is clickbait or not.
    - Video games- clickbait
    - Watermelon- clickbait
    - Beautiful places- not clickbait
    - Cupcakes- clickbait
    - Dentist- not clickbait
    - Cat- clickbait

7) Working with a partner, children to produce their own clickbait headlines. Show PowerPoint slide 5 as a prompt for children about the language they might want to use and the topics they could write about but explain that they can use their own ideas too. Remind children about the clues discussed earlier showing how to identify clickbait.
    - It seems unbelievable or impossible
    - It tries to shock you
    - It uses a celebrity or popular topic
    - There is often an element of urgency
    - Triggers our curiosity

8) Share children's clickbait headlines and decide which one we might be tempted to click on. Remind the children why we shouldn't click into any of these headlines (fake news, stealing our data, potential to expose our computers to viruses etc.)

9) Real examples from social media- (PowerPoint slide 6). Here are some real examples of clickbait- can we spot the tell-tale signs that it is clickbait?

- "11 Things you should Never put in your freezer- You probably have 5 of them in your freezer right now!"
  Shocks us. Makes us wonder why we shouldn't put avocado in the freezer. Is it dangerous? What else do I have in the freezer that I shouldn't have there? The language "right now" referring to what we should "Never" have in the freezer creates urgency.

- "I can't believe it! This Outrageous Truth about Gummy Bears Will Destroy Your World!"

  Shocking, dramatic language, makes you curious to find out what the "outrageous truth" is.

- "9 things no one knew about Princess Leia. Number 7 will blow your minds!"
  Celebrity, curiosity, shocking language- "blow your minds", "no one knew".