

Warmup: clickbait headlines?

Group members:

Instructions: Work with a neighbor on the following activity. I will collect the handout at the end of class, and it will be part of your class participation grade. You will be graded only on effort – it is ok if you don't finish all the questions, or get them all correct.

Assessing headlines

Consider the following random selection of headlines from several different online websites. Some of these headlines come from clickbait articles, and some don't.

- Are You Pikachu Or Meowth
- 23 Photos That Definitively Prove The Moon Landing Was Faked
- Chinese Exports Fall 22.6% in April
- From a Beijing Suburb, Vibrant Strings
- 27 Happy Gifts For People Who Love Jamaica
- Two largest known prime numbers discovered just two weeks apart, one qualifies for \$100k prize
- Pakistan : New policy on renewable energy launched
- Strong earthquake hits Pakistan, north India, Afghanistan
- National Debate About G.O.P. Hits Home in Utah
- This 7-Picture Test Will Determine What Type Of Harry Potter Fan You Are
- 22 Fred And George Weasley Moments That'll Make You Laugh, Cry, And Everything In Between
- 21 Puppies Who Absolutely Cannot Be Trusted

Questions

1. Which of these headlines do you think are clickbait?

2. From this (small) sample, what are some features of a clickbait headline?