

# 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?