

Library Media - Digital Citizenship

Targeted Goals from Stage 1: Desired Results

Students will be able to analyze headlines to determine whether they are clickbait and if so, avoid it.

Content Knowledge: Define "the curiosity gap."
Explain how clickbait uses the curiosity gap to get your attention.
Use strategies for avoiding clickbait.

Vocabulary: **advertising:** messages or photos that are made to persuade someone to buy a certain product
clickbait: an image or headline that tries to get you to click on it, usually for advertising purposes
Curiosity Gap: the desire people have to figure out missing information
headline: the title of an article, usually printed in big, bold letters at the top

Skills: digital citizenship, privacy and security

Expectation: Each student will read a Google slide on Clickbaiting and complete a Google form where students determine whether a headline is clickbait or not and provide evidence.

Description of Task (s):	Resources and Materials:	Daily Checks (Return to Google Classroom or snapshots from a cell phone)
The internet is full of catchy headlines and outrageous images, all to make us curious and get our attention. What you click on isn't always what you get. Read through the Google Slide on Clickbaiting, then answer 3 questions on the Google Form.	Google Slides Google Form - Avoiding Clickbait	Return completed Google form

Week criteria for success (attach student checklists or rubrics): Students are successful if they are able to identify if any or all three headlines are using clickbait and if so, select which strategy they used to determine it.

Supportive resources and tutorials for the week (plans for re-teaching): Communicate directly with students who need support via email with Mrs. Bizier at biziers@madison.k12.ct.us