

Name:

The Mass Masquerade

Social media feeds often contain advertisements or sponsored stories posing as news. The photo or title is usually written in such a way to immediately entice you to read it. These type of feeds are referred to as 'clickbait'. The headline draws your attention immediately and when you click through, you'll often find that the story doesn't always relate to the attention grabbing headline. Clickbait is usually paid advertising, when clicked, revenue is generated.

Man hugs lion, you won't believe what happens next.....

Only geniuses can solve this puzzle.....

Girl opens envelope, what's inside will shock you....

The Task:

- 1 In your chosen social media feed, locate 5 examples of 'clickbait'
- 2 Look at caption/photo—without reading on. Write down 7 questions you would like to have answered.
- 3 Read the story and write down the answers to the questions that were answered.
- 4 What questions do you still have un-answered?
- 5 Why do you think this news feed was written? Why do you think that?
- 6 Who would this headline/photo fool or appeal to? (*age/gender/interests*)
- 7 What strategies were used in this news feed to entice readers to click?
- 8 Were the strategies effective or not? Why or why not?
- 9 List at least 3 tips for somebody to identify when a news feed is 'clickbait'.