



## IO7 – MOOC for Teachers

### Self-directed Learning Resource 1

<b>Topic:</b>	Evaluating data, information and digital content
<b>Title:</b>	What is Clickbait?
<b>Time:</b>	It will take you 20-25 minutes to review this blog post, and to take note of what is important to you.
<b>Type of Resource:</b>	Blog Post
<b>Content of the Resource</b>	<p>Have you ever been so interested in a few lines of text in a post somewhere that you clicked on the text to finish reading the story? That's clickbait, an advertiser's over-the-top method for attracting viewers to an ad or ad-based article.</p> <p>This short blog post provides an interesting insight into what click-bait is and how its used by advertisers and media outlets to influence media consumers.</p>
<b>Link to resource:</b>	<a href="https://www.lifewire.com/the-dark-side-of-clickbait-2487506">https://www.lifewire.com/the-dark-side-of-clickbait-2487506</a>