

### WHAT IS IT?

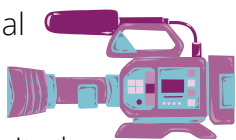
Clickbait is an advertising strategy used in some online articles. It tries to make the article look more enticing so that you will click on it to read more. Sometimes clickbait just wastes our time, but it can also potentially lure you to malicious websites.



### WHY DO PEOPLE USE CLICKBAIT?

The main reason websites use clickbait is to get you to click the link and go to their website.

Clickbait will use sensational headlines or photos to attract you to a site you might normally not have visited.



### WHY IS IT A PROBLEM?

Clickbait may be used to spread fake news or to get you to a malicious website.

The site it takes you to may be undesirable to you (e.g. gambling) and will impact the adverts you see online. Targeted adverts will think that this is something you are interested in and show you adverts for them.

### HOW DO I KNOW IF IT'S CLICKBAIT?

It can be hard to identify clickbait and fake news.

Some things to consider before you click:

- Does it sound too good to be true?
- Does it try to tempt you by not giving enough information?
- Does it say things to entice you to read to the end of the article? (i.e. keep you clicking or on the page)

If you are already on the article, look for:

- content not being related to headline
- It drip feeds parts of the article and you have to keep clicking to read it (to get out, it's usually quicker to close the whole tab)
- It might do a lot of build up work, where the information is relevant, but goes into unnecessary detail or backstory.
- You have to view adverts in order to read it?



### FINDING GOOD QUALITY INFORMATION?

It's important to think about the information we read online, especially if we intend to share it. It's not enough to say it sounds believable to you; some people are drawn in by fake news and then struggle to identify real information. Equally, the truth is sometimes strange or shocking.

Here are some questions to think about:

- Have they provided sources?
- Are you able to look at them without using the links they provided?
- Is there potentially an agenda? (for example, what do you think the agenda might have been for the site referenced here?)
- Can you find the same information reported elsewhere?
- Are the key facts the same everywhere it has been reported?
- Is the information up to date?

