

Agenda

Welcome everyone and offering technical support if needed

Short **introduction of the facilitator**

Short **presentation of the Wake UP!** project

Exercise 1: Each participant says their name, if participants do not know each other, and will share which was the last article read on the internet and its title (participants could be challenged to think about this before the start of the workshop in order to save time).

Considering the examples given by participants, the facilitator observes if there have been mentioned situations of clickbait and encourages discussion on this topic. In case there are not mentioned cases of clickbait, the facilitator will share an example and will ask participants if they have dealt with a similar situation. Then continues asking questions such as:

- What made you read that article?
- When did you realise the article had a different content than what the title was suggesting?
- Who wrote the article? What website promoted such article?
- Why do you believe content writers do this?

Exercise 2: Participants are split in pairs of 2. Each pair has the task to create a short article a clickbait title, on a preset topic, within 10 minutes. After they finish the task, the pairs send their work to the facilitator via private message.

The facilitator will then send the article and the title to another pair (other than the one that wrote them) and will give them a new task. Each pair will take a video of their reaction when they read the title and will say what they expect the article will be about, and then will read the article and will say what the article actually was about and how they feel after reading it.

Plenary, the videos (or just 1-2, depending on the time left) are watched by all, having the conversation focused on:

- How easy was for you to create a clickbait?
- Which are the benefits content writers wish to achieve by practicing clickbait?
- What effects does a clickbait title have upon the public? – here we can discuss how misinformation can be spread when public reads only the title of the article.
- How can we avoid clickbait? – here it is recommended to encourage young people not to share clickbait articles but also to check the source of information before reading an article etc.

Evaluation – a thing they discovered through this workshop

Ending and good bye!