

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
00:00 10'	Welcome	Welcome participants	Welcome everyone in the online meeting and support those who face technical issues
00:10 5'	Introduction of the facilitator	Brief introduction: name, organisation, something funny etc.	
00:15 5'	Presentation of Wake UP! project	A short presentation of the project consisting of a brief description of the main objectives and project activities.	After this short presentation, if the facilitator considers necessary, they can propose to participants to make together some stretching moves for more energy in the group. Recommendation: add some fun exercises as well După finalizarea acestei scurte prezentări, dacă facilitatorul consideră necesar, poate să le propună participanților să facă împreună câteva exerciții de stretching. Recomandare pentru facilitator: introdu și exerciții mai amuzante.
00:20 25'	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?	It depends on the number of participants, but for groups not larger than 10 it is suitable this exercise. If there are more participants, then participants can use the chat to share the title and the main idea of the article.

TIME	TITLE	DESCRIPTION	ADDITIONAL INFO
00:45 35'	Exercise 2	<p>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.</p> <p>Plennary, the videos (or just 1-2, depending on the time left) are watched by all, having the conversation focused on:</p> <ul style="list-style-type: none"> - How easy was for you to create a clickbait? - Which are the benefits content writers wish to acheive by practicing clickbait? - What effects does a clickbait title have upon the public? – here we can discuss how missinformation 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. 	<p>5 minutes of explanations</p> <p>10 minutes to create the clickbait articles</p> <p>5 minutes to create the video (although the video should not take longer than 1 minute)</p> <p>15 minutes of discussions</p>
01:20 10'	Evaluation	Each participant shares a thing they discovered through this workshop	
01:30 1'	Ending	Thank you and goodbye!	
01:31			

TOTAL LENGTH: 01:31

Clickbait workshop - block details

00:00
10' **Welcome**

Welcome participants

ADDITIONAL INFORMATION

Welcome everyone in the online meeting and support those who face technical issues

00:10
5' **Introduction of the facilitator**

Brief introduction: name, organisation, something funny etc.

00:15
5' **Presentation of Wake UP! project**

A short presentation of the project consisting of a brief description of the main objectives and project activities.

ADDITIONAL INFORMATION

After this short presentation, if the facilitator considers necessary, they can propose to participants to make together some stretching moves for more energy in the group. Recommendation: add some fun exercises as well

După finalizarea acestei scurte prezentări, dacă facilitatorul consideră necesar, poate să le propună participanților să facă împreună câteva exerciții de stretching. Recomandare pentru facilitator: introdu și exerciții mai amuzante.

00:20
25' **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?

ADDITIONAL INFORMATION

It depends on the number of participants, but for groups not larger than 10 it is suitable this exercise. If there are more participants, then participants can use the chat to share the title and the main idea of the article.

00:45
35' **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.

ADDITIONAL INFORMATION

5 minutes of explanations

10 minutes to create the clickbait articles

5 minutes to create the video (although the video should not take longer than 1 minute)

15 minutes of discussions

01:20
10' **Evaluation**

Each participant shares a thing they discovered through this workshop

01:30
1' **Ending**

Thank you and goodbye!
