



Navigating Mis- and
Disinformation at an Older Age

LEARNING KIT

CLICKBAIT



Nordplus



JYVÄSKYLÄN
KESÄYLIOPISTO



Vanhustyön keskusliitto
CENTRAL BUREAU OF THE AGING VOL. BY



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Exercise: Create a Clickbait title

Making a headline interesting is often about adding **immediacy, emotion, or controversy**, which sometimes is how bias is introduced.

The focus is on making the headline more engaging without resorting to outright falsehoods.

Instructions - make headlines engaging

In the table there are 10 examples of headlines showing a "Boring/Factual" version and a "More engaging" version, along with the specific technique used.

	Boring/factual headline	More engaging headline	Technique used
1	Government decided to raise taxes	The government just reached into your pocket: details on the new tax plan	Focus on the reader (uses "you" to create personal relevance/impact).
2	New report details decline in local bird population	Silent skies: why experts say your backyard birds are disappearing	Add emotion/mystery (uses evocative language like "silent skies" and "disappearing").
3	Company x announces new CEO appointment	Meet the power broker who just took the top job at company x	Intrigue/labelling (replaces a dry title with a descriptive, dramatic label like "power broker").
4	Scientists publish findings on ocean plastic	We're eating plastic: the shocking new science of ocean microparticles	Sensationalism (via warning) (creates urgency and direct threat: "we're eating plastic").
5	Government releases 2025 budget	Who wins and who loses? The hidden fights in the new 2025 budget	Introduce conflict (frames the report as a battle with clear sides: "who wins and who loses?").
6	Construction on new public cultural centre to start next month	After a decade of delays, will our new cultural centre finally get built?	Introduce drama/history (highlights the long struggle and past tension, using a question).

7	Study on teenagers' social media usage	Is TikTok making our teens unhappy? What the latest study reveals	Ask a leading question (presents a charged hypothesis that makes the reader need to know the answer).
8	Local schools will be closed	Find out if your child's school is on the closure list	Increase stake (elevates a procedural meeting to a high stakes "battle" for immediate importance).
9	Interest rates raised by the banks	The fed hikes rates again: get ready to pay more for your mortgage	Immediate impact (connects the abstract economic action to the reader's wallet or life event).
10	Local store closes due to poor sales	The amazon effect claims another victim: why this beloved local store shut down	Relate to a bigger trend (connects a small local event to a well-known, large national narrative).

Tasks for the learners

1. Look at a reputable, factual news source (like a business report or local council minutes) and choose one headline that is purely descriptive and lacks emotion.
2. Rewrite the headline in three ways, using three different techniques from the table above (use conflict, focus on the header, introduce drama).
3. Which of your three rewrites is **most effective** at making someone click, and why?