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BEL and ARM



Introduction into **Media and Information Literacy**



WARNING
GRAPHIC IMAGE



How false news can spread

HOW FALSE NEWS SPREADS



What is Misinformation?

Main Types of Misinformation on Social Media

What is Clickbait?

EXAMPLES:

- “10 Tricks for Perfect Skin (You Won’t Believe #4!)”;
- “12 Uses for Avocados You Never Thought Of”;
- “The Biggest Tax Tricks Your CPA Isn’t Telling You About.”
- “11 Surprising Examples of Clickbait Headlines That Work (Don’t Use #2!)”
- “23 Reasons Why Celebrities Love THIS Skin Protector Cream”

BREAKOUT SESSION

Please discuss in the group some clickbait headlines you would create about our activity here.

You have just 5 minutes to discuss!

Misleading Headlines

Propaganda

Satire

ANY QUESTIONS?



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