

รายวิชา ภาษาอังกฤษ

รหัสวิชา อ22102

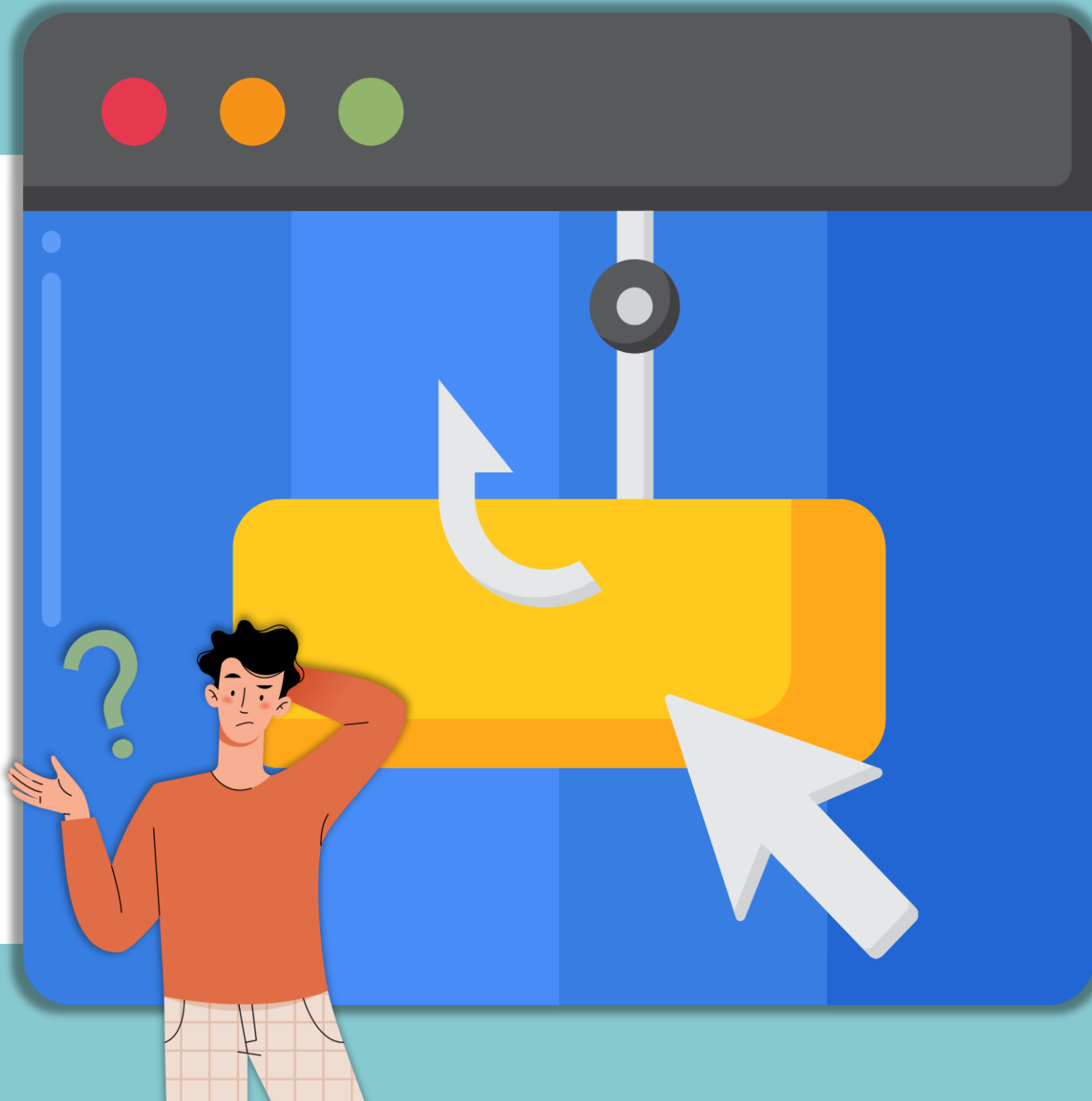
ชั้นมัธยมศึกษาปีที่ 2

The Clickbait

ครูผู้สอน ครูศุภณัฐ รักพงษ์

ครูสรวรยา อุดรพรหม





**Have you ever
clicked on a link
that you are not
sure about it ?**

The Clickbait



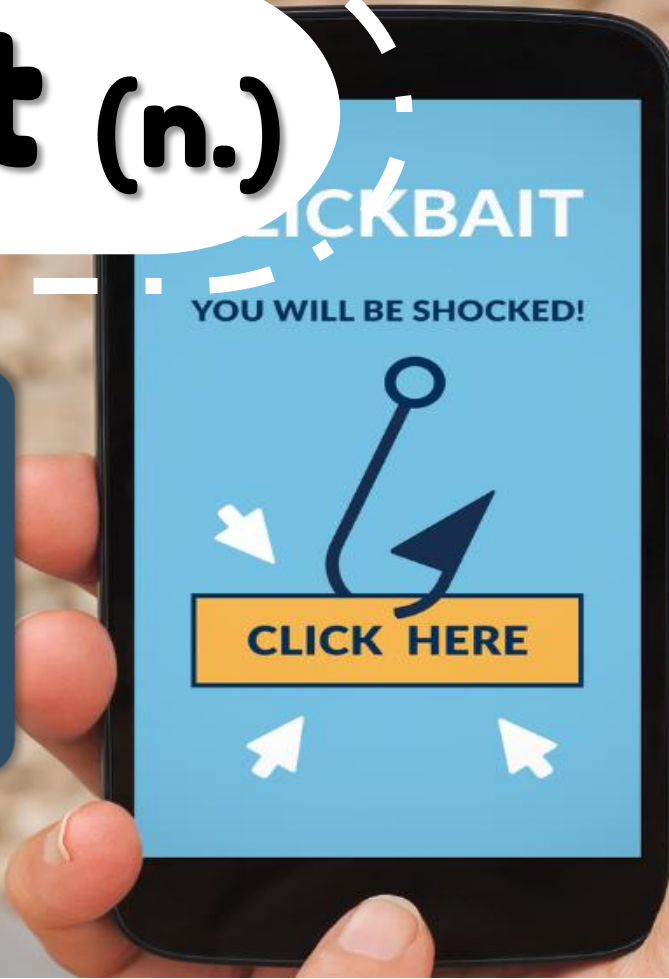
จุดประสงค์การเรียนรู้

อ่านและตอบคำถามเกี่ยวกับลักษณะของการใช้คำ
หรือรูปภาพพาดหัวที่จูงใจให้ผู้ใช้งาน (Clickbait)
และการเลือกรับข้อมูลข่าวสารได้



clickbait (n.)

- materials
- attract to click



Teenagers click on **clickbait because they want to know.**

lure (v.)

- trick someone
- promising a reward



Most of us might have been lured and clicked on a catchy headline.

frustration (n.)

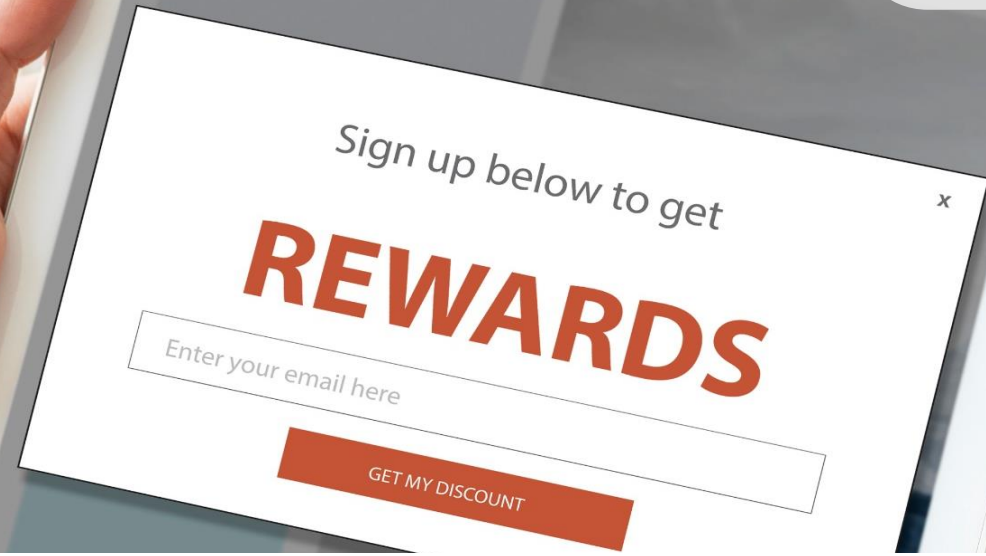
- the feeling of
being annoyed



**Clickbait can be a minor frustration
and time-waster.**

appeal (v.)

- to interest
- to attract (someone)



Headlines are created to appeal to our sense of curiosity.

curiosity (n.)

- a strong need to know something



Headlines are created to appeal to our sense of **curiosity.**

identify (v.)

- to know something
- to say what they are

**There are tips to identify
clickbait headlines.**



scam (n.)

- plan to make money
- tricking people

VIRUS ALERT



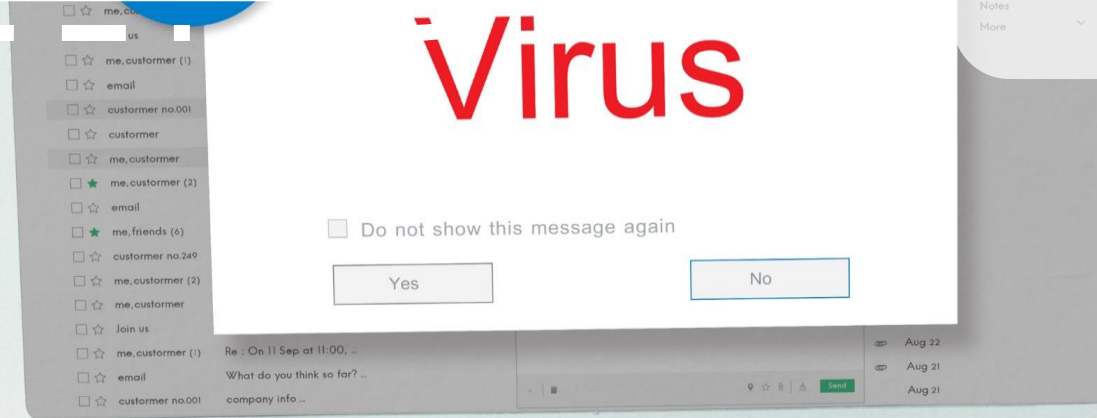
Clean Virus



On your social media, report **scam posts and other suspicious activity.**

suspicious (adj.)

- a wish to know
or to learn



**On your social media, report scam posts
and other suspicious activity.**

unfamiliar (adj.)

- not having
knowledge or
experience of
something



Something went wrong.
Please try again .

Close



Never click on unfamiliar links.

prevent (v.)

**- to stop something
from happening**

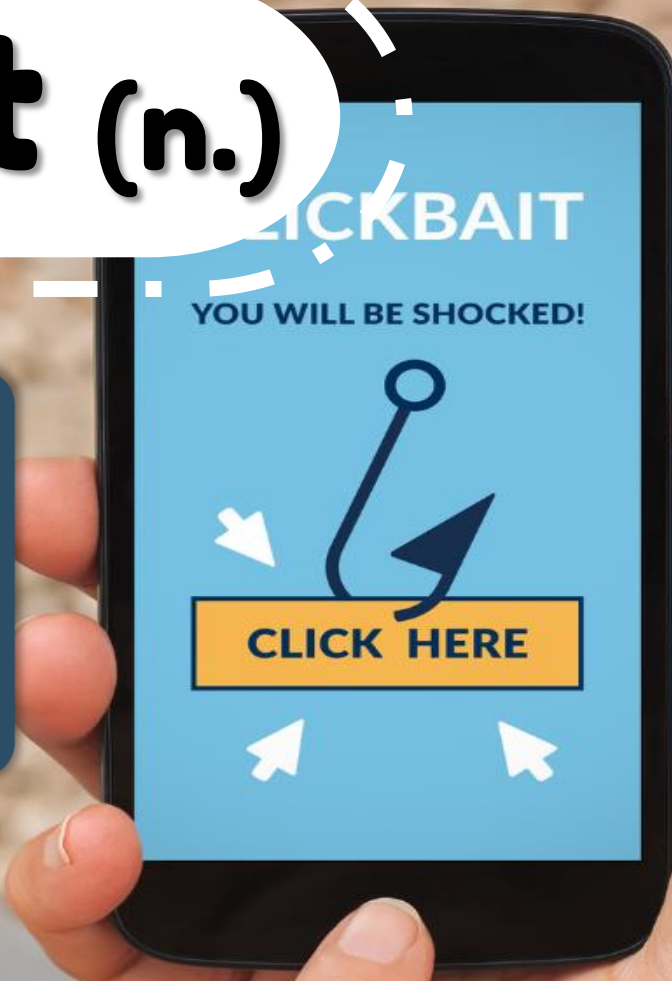


**You can prevent your computer
from clickbait.**

Check Your Memory



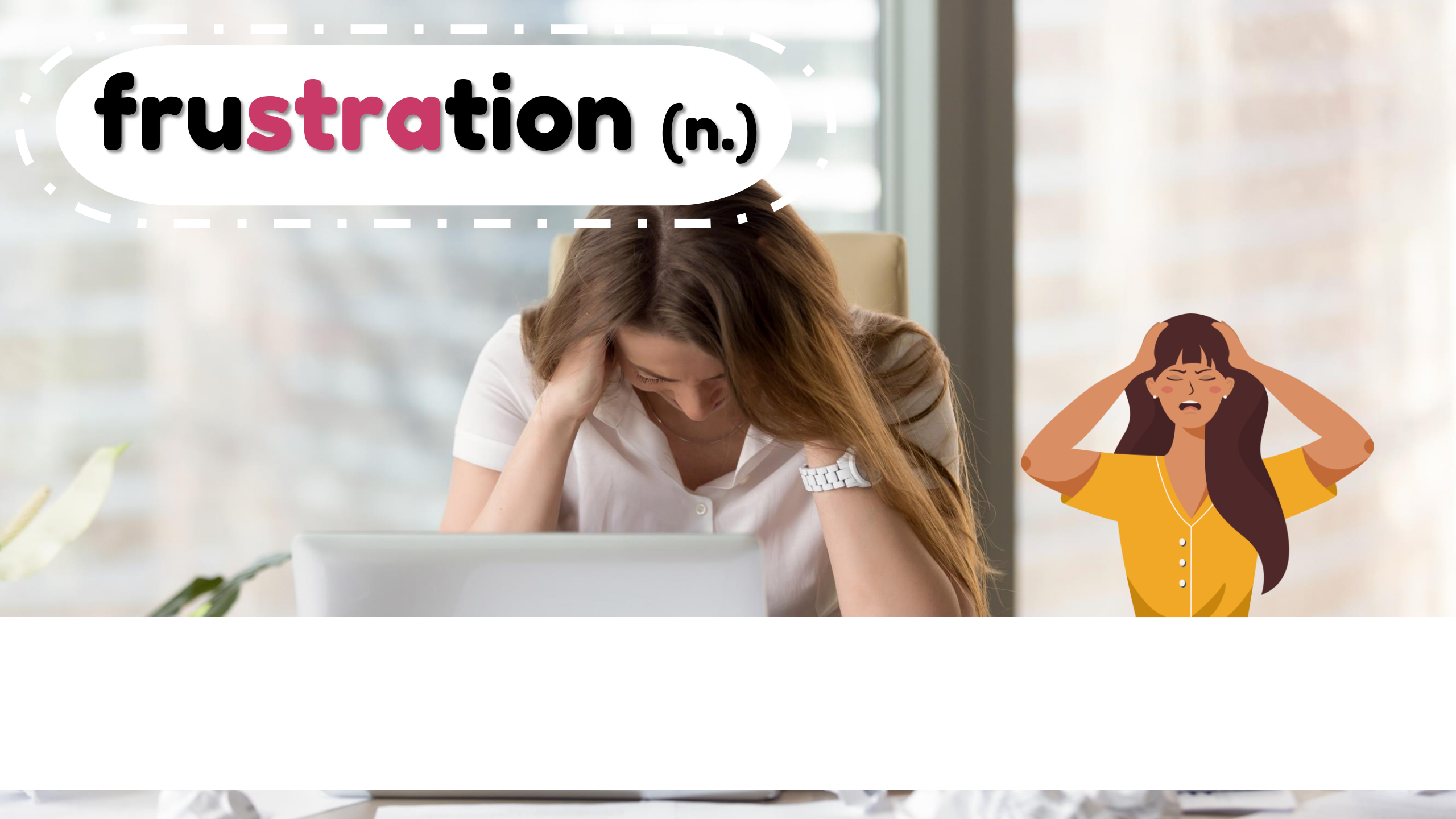
clickbait (n.)



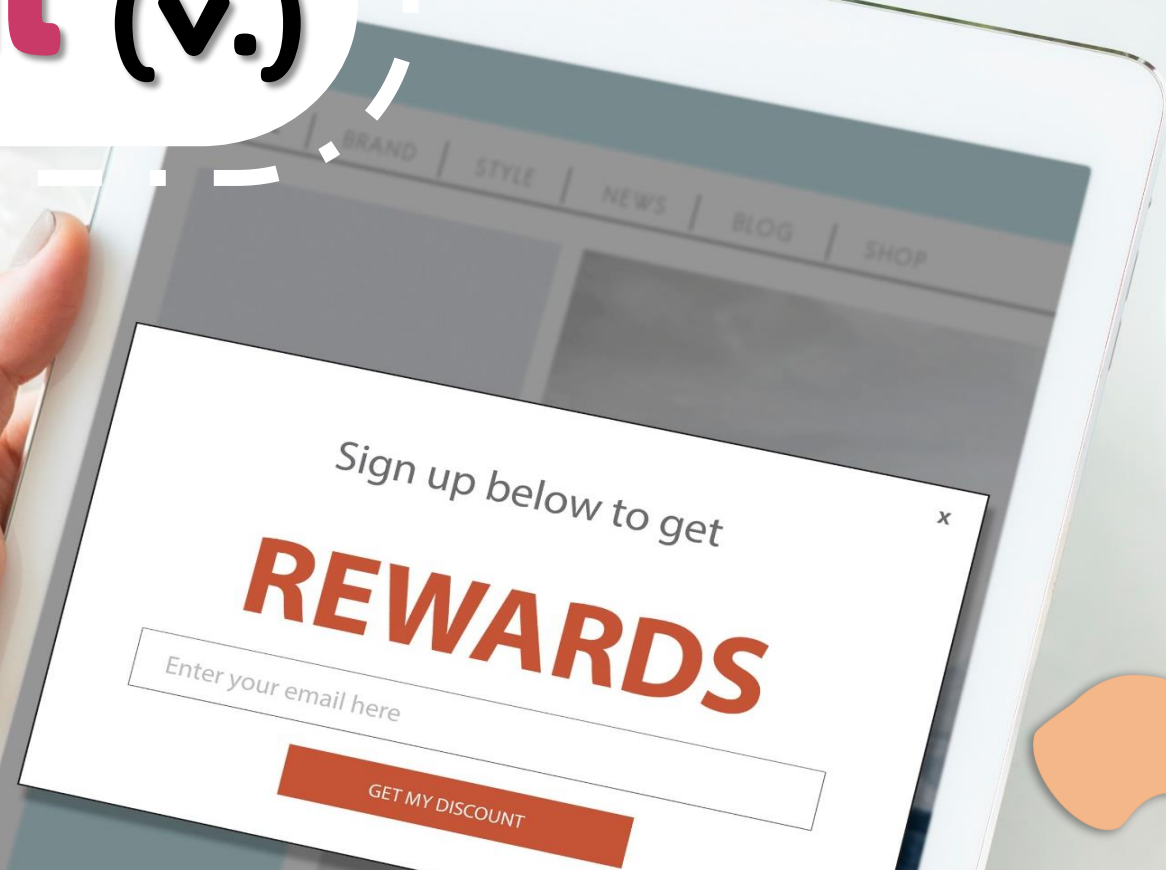
lure (v.)



frustration (n.)



appeal (v.)



curiosity (n.)



identify (v.)

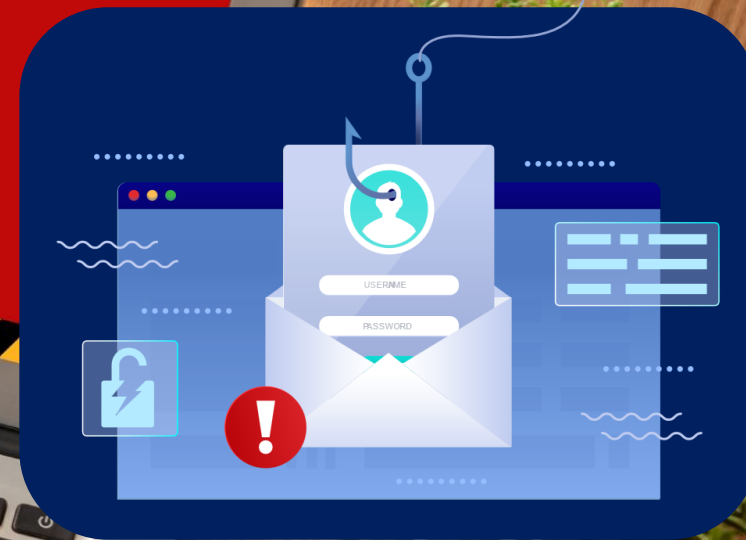


scam (n.)

VIRUS ALERT



Clean Virus



suspicious (adj.)



unfamiliar (adj.)



Something went wrong.
Please try again .

Close



No	Marketing Budget	
1	10460	Benefits
2	35246	Payroll taxes
3	76745	Salaries
4	76023	Commissions and bonuses
5	23674	Personnel Total
6	14678	Web Research
7	10567	Independent Reasearch
8	96643	Firm Research Fees
9	17695	Market Research Total
10	94015	Promotions
11	75321	Branding
12	95235	Web Advertising
13	32564	Direct Marketing
14	68508	Newspaper Advertising
15	06342	Communication Total
16	89063	Travel
17	07421	Phone
18	93012	Computer/Office Equipment
19	24601	Postage
20	35151	Other Total
21	10460	Benefits
22	35246	Payroll taxes
23	76745	Salaries
24	76023	Commissions and bonuses
25	23674	Personnel Total
26	14678	Web Research
27	10567	Independent Reasearch
28		

prevent (v.)





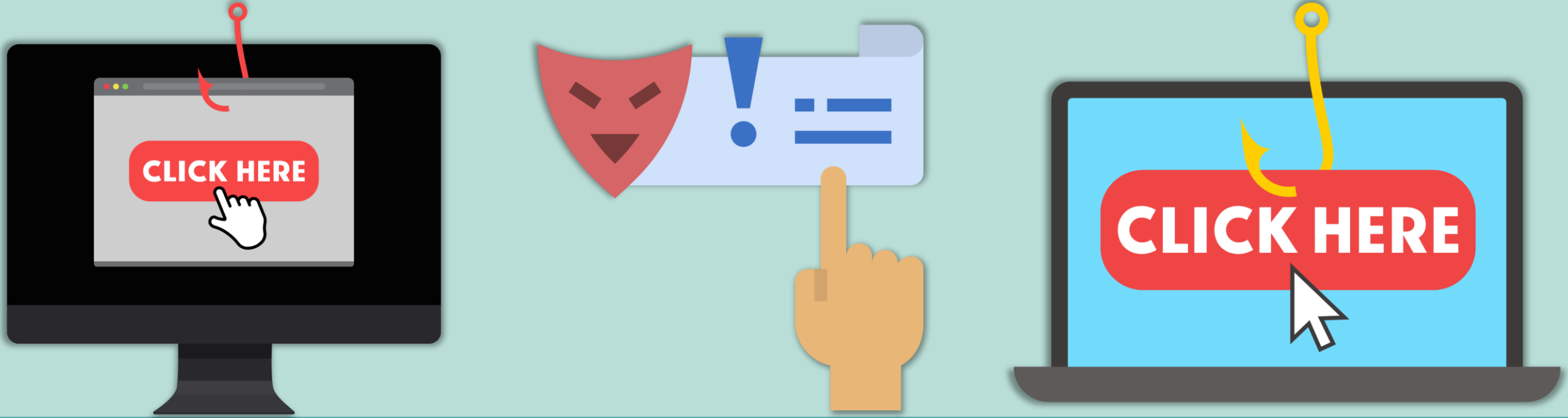
THIS IS CLICKBAIT AND HOW TO PREVENT IT!

Before Reading



What is the notice about?

What are the key words you find?



WHAT IS CLICKBAIT ?

Clickbait means material put on the internet in order to attract attention and encourage visitors to click on a link to a particular web page.



WHY IS IT DANGEROUS?

Most of us might have been lured and clicked on a catchy headline, only to find a piece of fake news or links we do not need to see. If you are lucky, clickbait can be a minor frustration and time-waster. However, if not, it can harm your computer with viruses.

CLICKBAIT HEADLINES

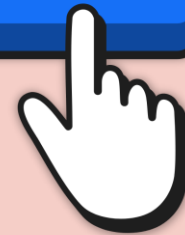
Headlines are created to appeal to our sense of curiosity, which makes them a natural for children and teens to click on. Here are the tips to identify clickbait headlines.

- too positive
- too terrifying
- too anything else,
not related to the content
- too funny

PAYBACK



COMMENT



CLICK HERE



SUBSCRIBE



HOW TO PREVENT IT?

- **Never click on unfamiliar links.**
- **Before you click, mouse over the link to see where it comes from.**
- **Don't trust your friends' taste online.**
- **On your social media, report scam posts and other suspicious activity.**
- **Protect your computer.**



Worksheet 1

Vocabulary Check

ใบงานที่ 1 เรื่อง Vocabulary Check
หน่วยการเรียนรู้ที่ 5 เรื่อง Social Media
แผนการจัดการเรียนรู้ที่ 8 เรื่อง The Clickbait
รายวิชา ภาษาอังกฤษ รหัสวิชา อ22102 ภาคเรียนที่ 2 ชั้นมัธยมศึกษาปีที่ 2

Instructions: Match the vocabulary with the meaning.

- | | |
|----------------------|--|
| 1. _____ clickbait | a. to stop something from happening |
| 2. _____ lure | b. a strong desire to know about something |
| 3. _____ frustration | c. to recognize somebody/something and be able to say who or what they are |
| 4. _____ appeal | d. the feeling of being annoyed or less confident because you cannot achieve what you want, or something that makes you feel like this |
| 5. _____ curiosity | e. an illegal plan for making money, especially one that involves tricking people |
| 6. _____ identify | f. material put on the internet in order to attract attention and encourage visitors to click on a link to a particular web page |
| 7. _____ scam | g. an eager wish to know or learn about something |
| 8. _____ unfamiliar | h. to persuade or trick somebody to go somewhere or to do something by promising them a reward |
| 9. _____ suspicious | i. not having any knowledge or experience of something |
| 10. _____ prevent | j. to interest or attract someone |

Instructions:
Match
the vocabulary
with the meaning.



1

clickbait (n.)

f

: material put on the internet in order to attract attention and encourage visitors to click on a link to a particular web page



2

lure (v.)

h

: to persuade or trick somebody to go somewhere or to do something by promising them a reward



3

frustration (n.)

d

: the feeling of being annoyed or less confident because you cannot achieve what you want, or something that makes you feel like this



4

appeal (v.)

j

**: to interest or attract
someone**



5

curiosity (n.)

b

**: a strong desire to know
about something**



6

identify (v.)

C

**: to recognize somebody /
something and be able to say
who or what they are**



7



scam (n.)

e

**: an illegal plan for making money,
especially one that involves
tricking people**



8

unfamiliar (adj.)

i

**: not having any knowledge
or experience of something**



9



suspicious (adj.)

g

**: an eager wish to know or
learn about something**



10

prevent (v.)

a

**: to stop something from
happening**

Worksheet 2

This Is Clickbait.

ใบงานที่ 2 เรื่อง This Is Clickbait.
หน่วยการเรียนรู้ที่ 5 เรื่อง Social Media
แผนการจัดการเรียนรู้ที่ 8 เรื่อง The Clickbait
รายวิชา ภาษาอังกฤษ รหัสวิชา อ22102 ภาคเรียนที่ 2 ชั้นมัธยมศึกษาปีที่ 2

Instructions: Read the notice about clickbait and complete the following tasks.

THIS IS CLICKBAIT
AND HOW TO PREVENT IT!

WHAT IS CLICKBAIT?
Clickbait means material put on the internet in order to attract attention and encourage visitors to click on a link to a particular web page.

WHY IS IT DANGEROUS?
Most of us might have been lured and clicked on a catchy headline, only to find a piece of fake news or links we do not need to see. If you are lucky, clickbait can be a minor frustration and time-waster. However, if not, it can harm your computer with viruses.

CLICKBAIT HEADLINES
Headlines are created to appeal to our sense of curiosity, which makes them a natural for children and teens to click on. Here are the tips to identify clickbait headlines.
- too funny
- too positive

A Read the notice and mark the sentences *T* (true) or *F* (false).

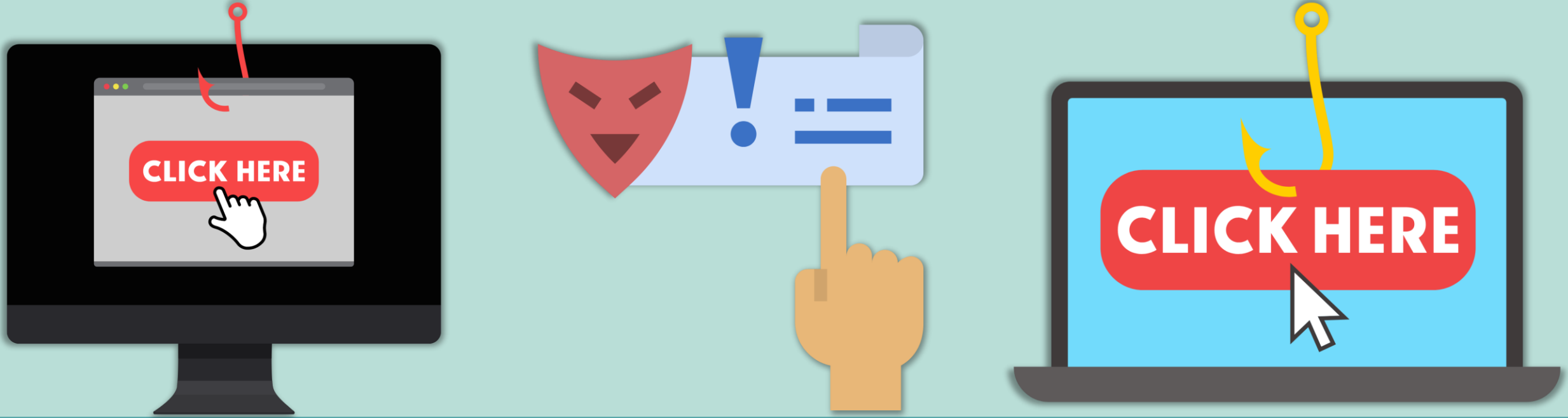
1. Clickbait attracts visitors to click the links. ___
2. We want to read fake news. ___
3. Clickbait can frustrate computer. ___
4. Teenagers click on clickbait because they want to know. ___
5. We should follow what our friends do on their social media. ___

Instructions:
Read the notice and mark the sentences T (true) or F (false).

**Clickbait attracts visitors
to click the links.**

1





WHAT IS CLICKBAIT ?

Clickbait means material put on the internet in order to attract attention and encourage visitors to click on a link to a particular web page.

We want to read fake news.

2





WHY IS IT DANGEROUS?

Most of us might have been lured and clicked on a catchy headline, only to find a piece of fake news or links we do not need to see. If you are lucky, clickbait can be a minor frustration and time-waster. However, if not, it can harm your computer with viruses.

Clickbait can frustrate computer.

3





WHY IS IT DANGEROUS?

Most of us might have been lured and clicked on a catchy headline, only to find a piece of fake news or links we do not need to see. If you are lucky, clickbait can be a minor frustration and time-waster. However, if not, it can harm your computer with viruses.

**Teenagers click on clickbait
because they want to know.**

4



CLICKBAIT HEADLINES

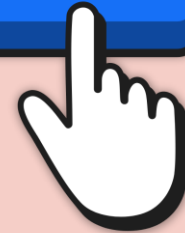
Headlines are created to appeal to our sense of curiosity, which makes them a natural for children and teens to click on. Here are the tips to identify clickbait headlines.

- too positive
- too terrifying
- too anything else,
not related to the content
- too funny

PAYBACK



COMMENT



CLICK HERE



SUBSCRIBE



We should follow what our friends do on their social media.

5



HOW TO PREVENT IT?

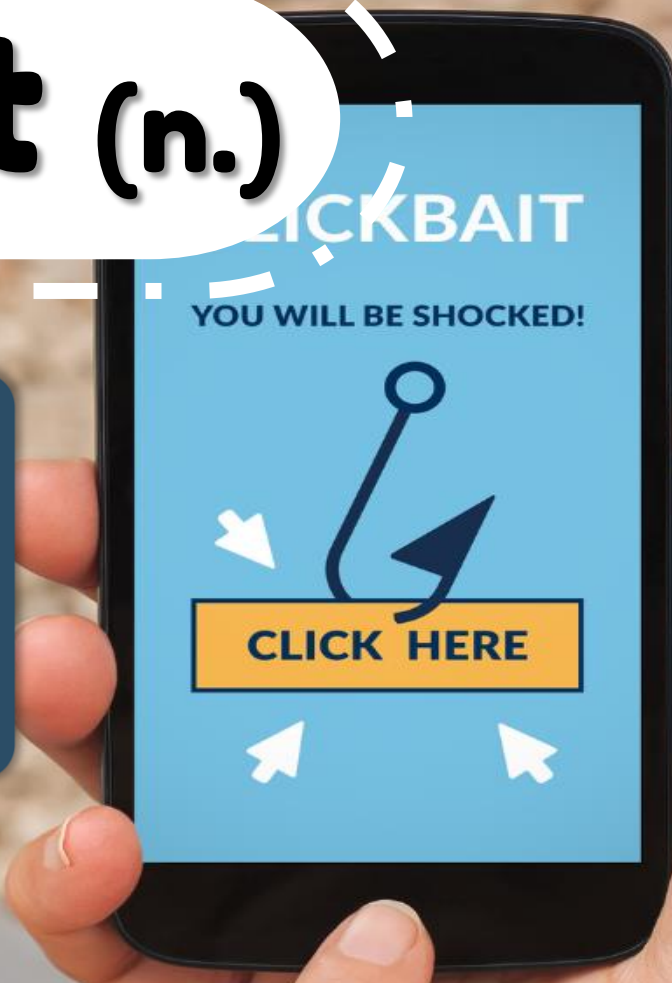
- **Never click on unfamiliar links.**
- **Before you click, mouse over the link to see where it comes from.**
- **Don't trust your friends' taste online.**
- **On your social media, report scam posts and other suspicious activity.**
- **Protect your computer.**



Let's Review!



clickbait (n.)



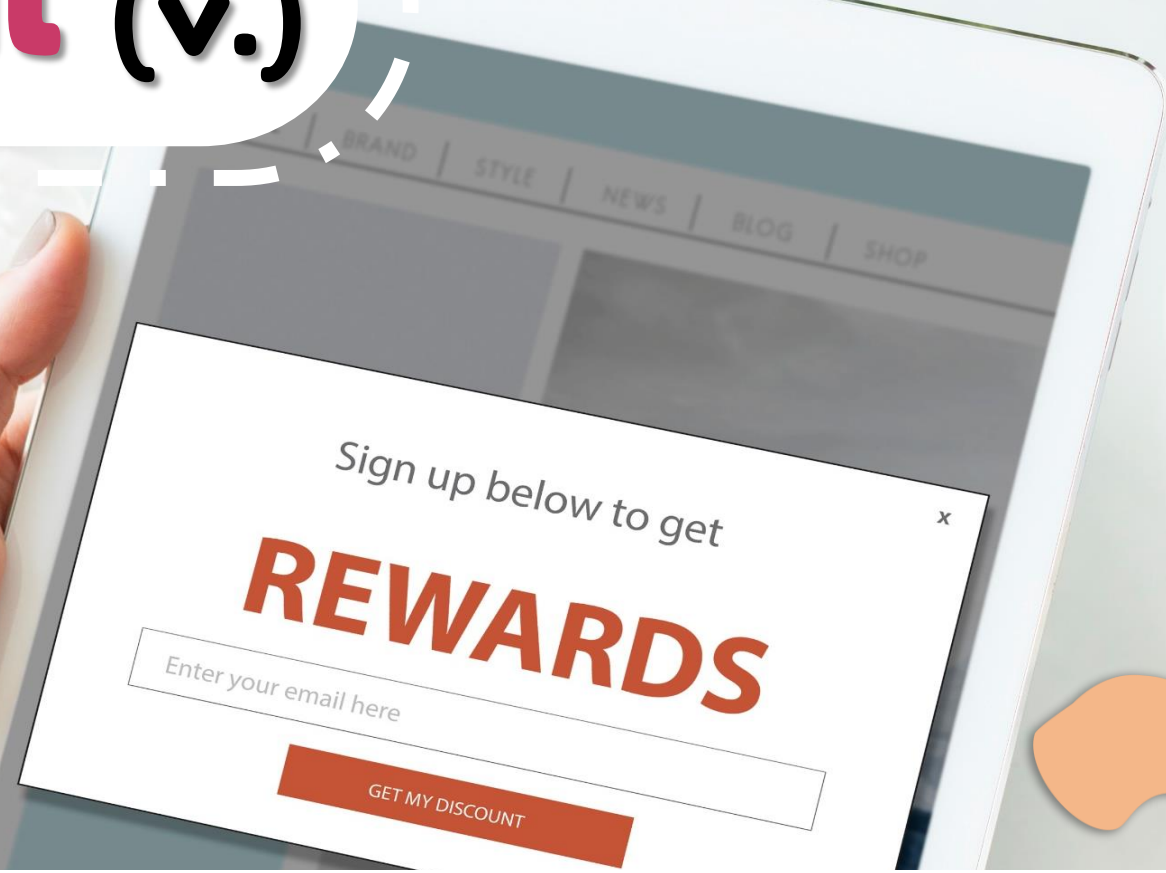
lure (v.)



frustration (n.)



appeal (v.)



curiosity (n.)



identify (v.)

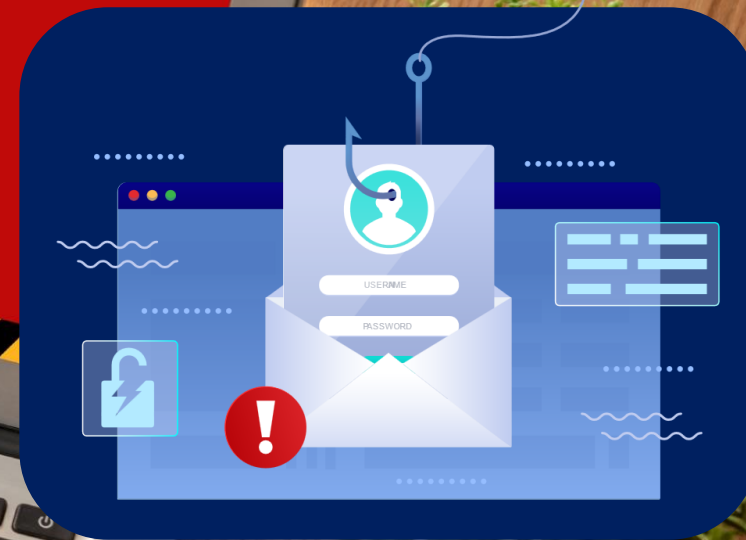


scam (n.)

VIRUS ALERT



Clean Virus



suspicious (adj.)



unfamiliar (adj.)



Something went wrong.
Please try again .

Close



No	Marketing Budget	
1	10460	Benefits
2	35246	Payroll taxes
3	76745	Salaries
4	76023	Commissions and bonuses
5	23674	Personnel Total
6	14678	Web Research
7	10567	Independent Reasearch
8	96643	Firm Research Fees
9	17695	Market Research Total
10	94015	Promotions
11	75321	Branding
12	95235	Web Advertising
13	32564	Direct Marketing
14	68508	Newspaper Advertising
15	06342	Communication Total
16	89063	Travel
17	07421	Phone
18	93012	Computer/Office Equipment
19	24601	Postage
20	35151	Other Total
21	10460	Benefits
22	35246	Payroll taxes
23	76745	Salaries
24	76023	Commissions and bonuses
25	23674	Personnel Total
26	14678	Web Research
27	10567	Independent Reasearch
28		

prevent (v.)



บทเรียนครั้งต่อไป

Digital Footprint

สิ่งที่ต้องเตรียม

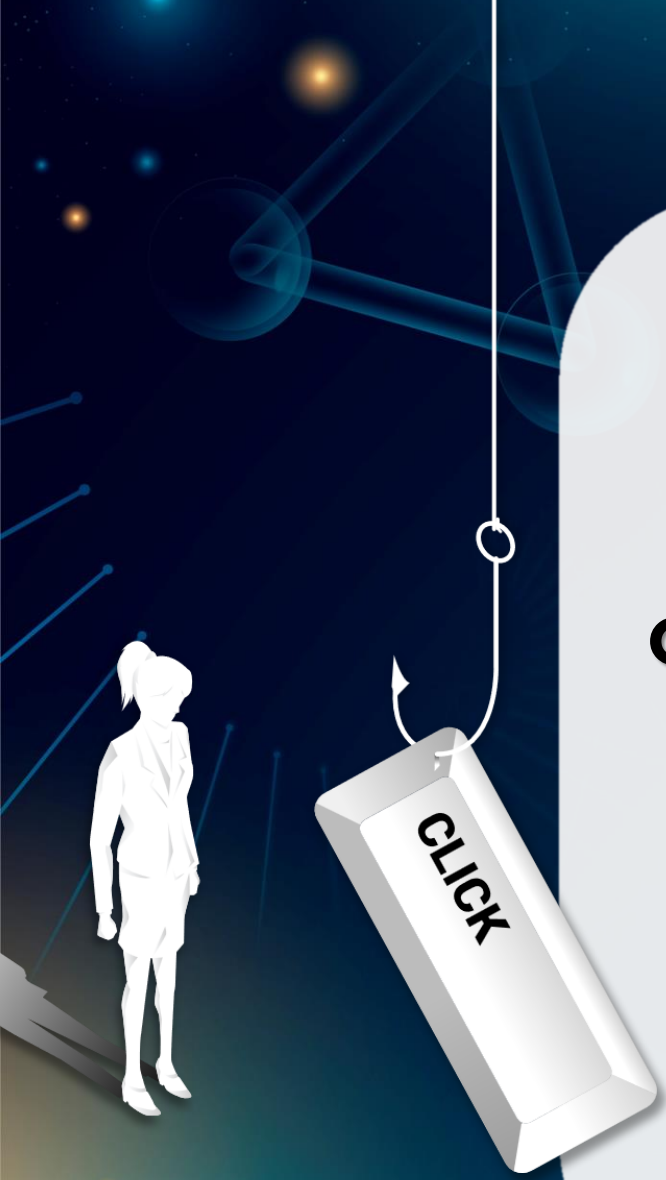
ใบงานที่ 1 “Reading Comprehension”

ใบงานที่ 2 “My Tips”



(สามารถดาวน์โหลดได้ที่ www.dltv.ac.th)





**Instead of yelling your opinion,
or telling people to shut up,
or engaging in this **clickbait**-internet culture,
have a dialogue with someone
and ask people questions
and listen to what they have to say.**

~ Aziz Ansari~