

รายวิชา ภาษาอังกฤษ

รหัสวิชา อ22102 ชั้นมัธยมศึกษาปีที่ 2

หน่วยการเรียนรู้ที่ 5 Social Media

เรื่อง The Clickbait

ครูผู้สอน ครูสรวรยา อุดรพรหม



Unit 5 : Social Media

The Clickbait





จุดประสงค์การเรียนรู้

1. บอกความหมายของคำศัพท์ที่เกี่ยวข้องกับการใช้คำ
หรือรูปภาพพาดหัวที่จูงใจให้ผู้ใช้งาน (Clickbait) ได้





จุดประสงค์การเรียนรู้

2. อ่านและตอบคำถามเกี่ยวกับลักษณะของการใช้คำหรือรูปภาพพาดหัวที่จูงใจให้ผู้ใช้งาน (Clickbait) ได้





**1. Have you ever clicked
on a link that you were not
sure about?**



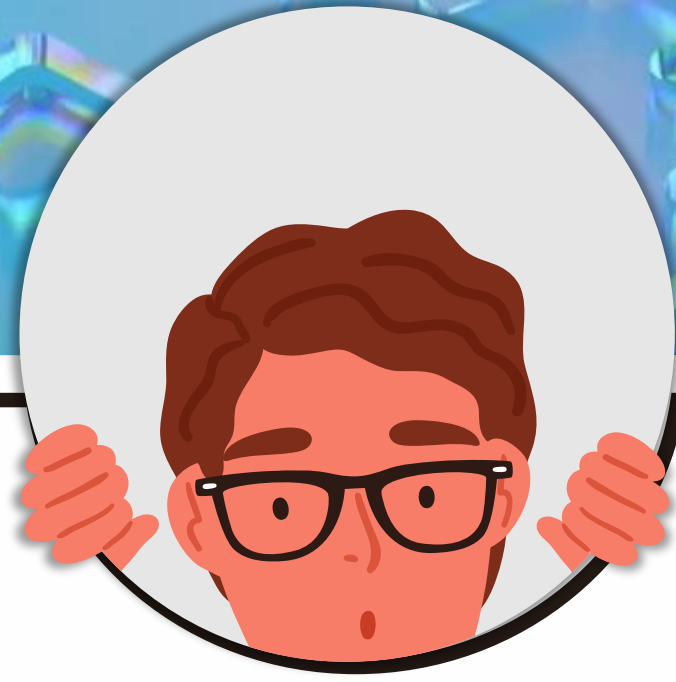


2. Why did you click on the link?



An illustration of a computer window with a blue background and vertical stripes. Inside the window is a yellow rectangular button. A white mouse cursor is pointing at the button, and a white arrow indicates a click action. The window has a dark gray title bar with three colored circles (red, orange, green) on the left. The entire graphic is set against a blue background with light blue abstract shapes.

What is
"Clickbait" ? !!!



Vocabulary Matching



click**bait** (n.)



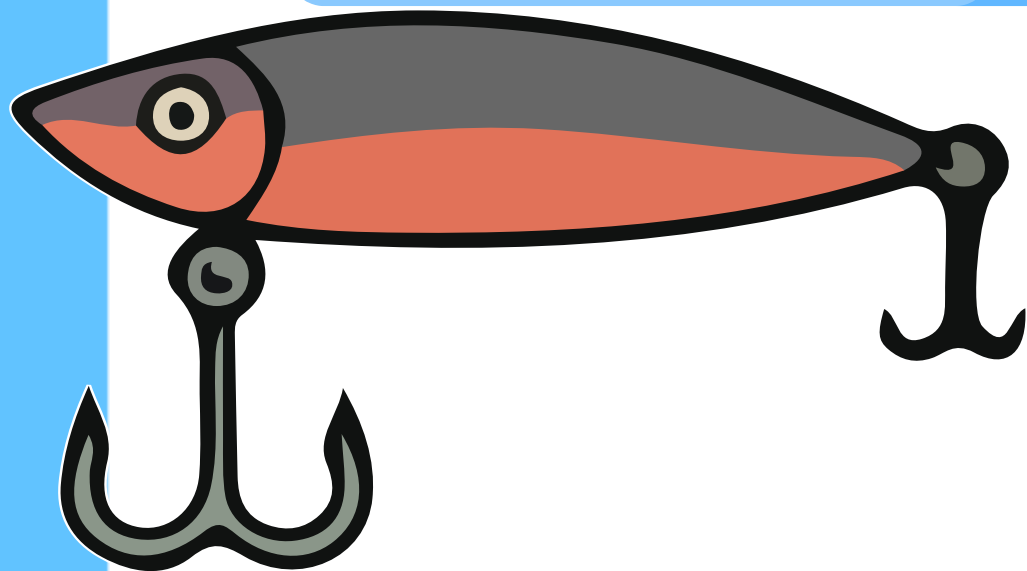
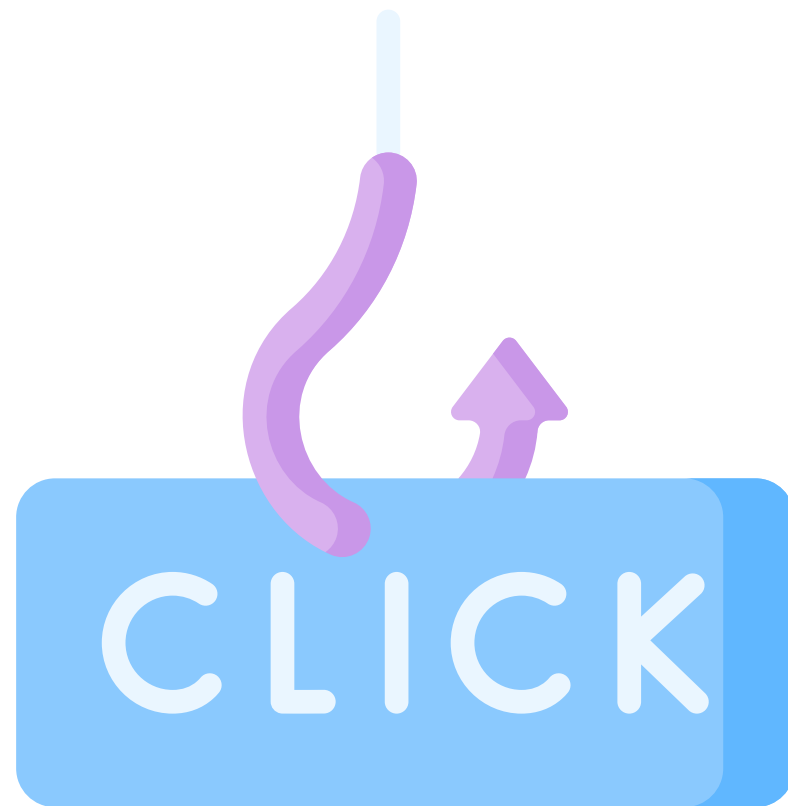
A misleading headline or link designed to get clicks.

Ex. The news site uses **clickbait** titles to boost its page views.





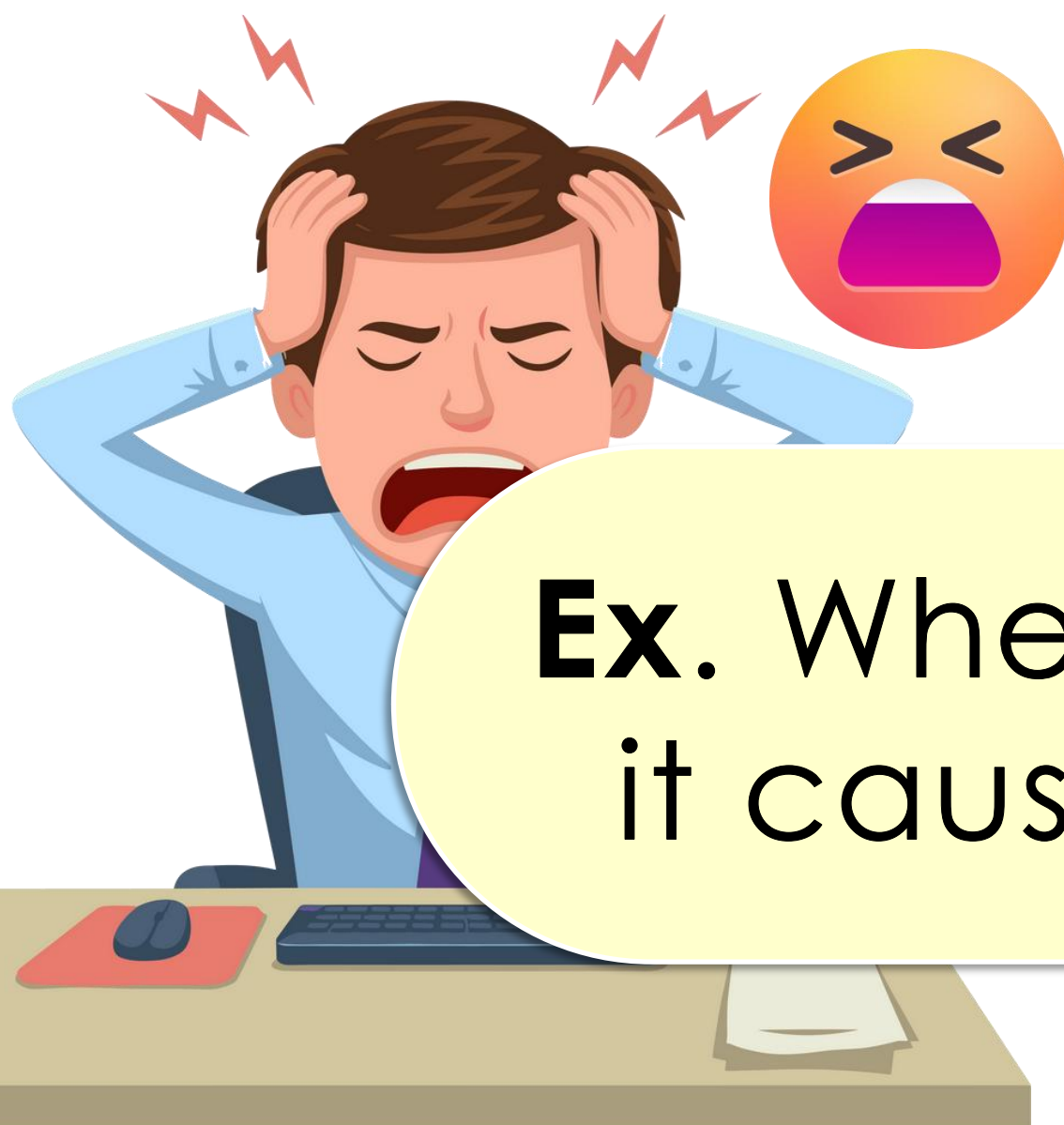
lure (v.)



To trick someone by promising a reward.

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

● ● ● **frustration (n.)**



The feeling of being annoyed.

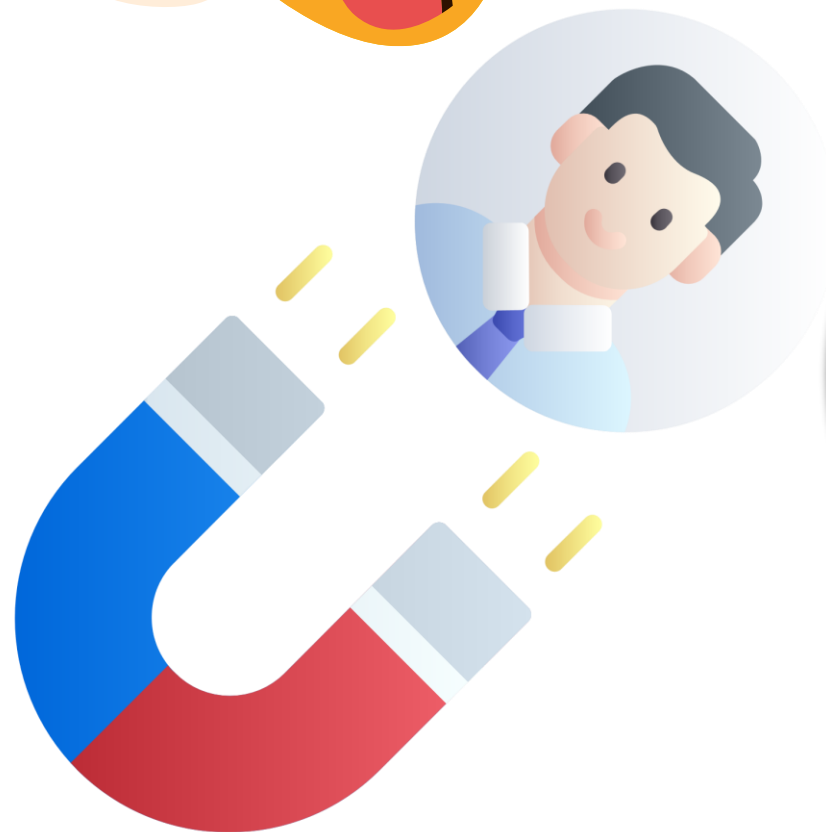
Ex. When the link did not work, it caused a lot of **frustration**.



appeal (v.)



To interest or attract
(someone).



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



curiosity (n.)



A strong desire to know or learn about something.



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



identify (v.)



To recognize and be able to name who or what something is.



Ex. We must learn to **identify** suspicious links before clicking.

● ● ●

scam (n.)



An illegal plan to make money by tricking people.

Ex. Be careful of online **scams** that promise quick money.





unfamiliar (adj.)



Not known or experienced before.



Ex. Never click on **unfamiliar** links.



suspicious (adj.)



Feeling that something is wrong or dishonest.



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



prevent (v.)



To stop something from happening.

Ex. Learning about online risks can **prevent** you from being tricked by clickbait.





ใบงานที่ 1

เรื่อง Vocabulary (This Is Clickbait.)



(สามารถดาวน์โหลดได้ที่ www.dltv.ac.th)

ใบงานที่ 1 เรื่อง Vocabulary (This Is Clickbait.)

หน่วยการเรียนรู้ที่ 5 เรื่อง Social Media

แผนการจัดการเรียนรู้ที่ 7 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 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. feeling that something is dishonest, illegal, or wrong. |
| 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 |

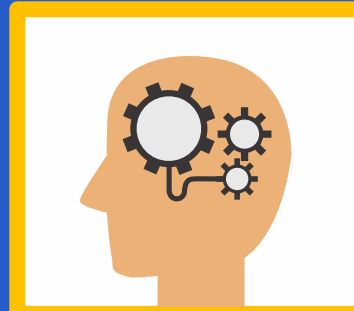


**Let's Check
Your Match!**



It's Time for the Bell!





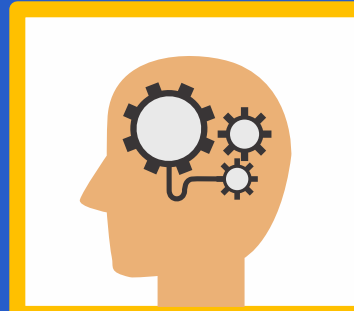
Worksheet 1

Instructions: Match the vocabulary with the meaning.

a. to stop something from happening

prevent

CLICK HERE



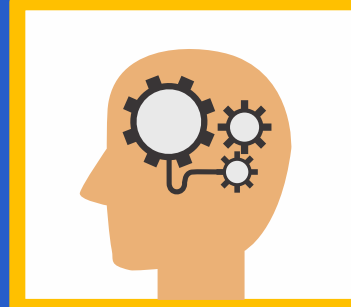
Worksheet 1

Instructions: Match the vocabulary with the meaning.

b. a strong desire to know about something

curiosity

CLICK HERE



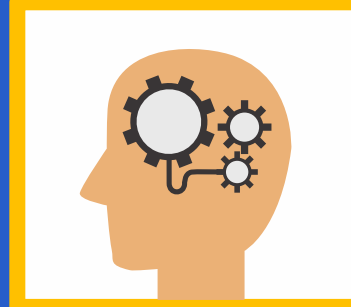
Worksheet 1

Instructions: Match the vocabulary with the meaning.

c. to recognize somebody/something and be able to say who or what they are

identify

CLICK HERE



Worksheet 1

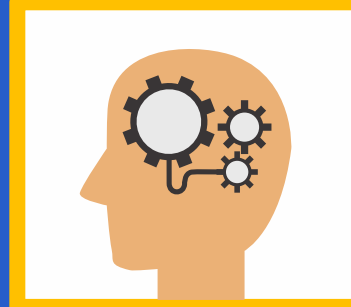
Instructions: Match the vocabulary with the meaning.

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

frustration

CLICK HERE





Worksheet 1

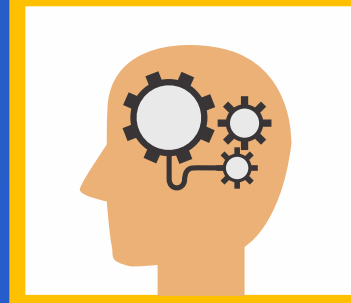
Instructions: Match the vocabulary with the meaning.

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

scam

CLICK HERE





Worksheet 1

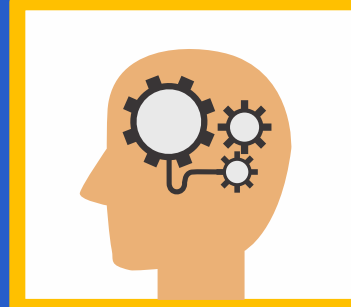
Instructions: Match the vocabulary with the meaning.

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

clickbait

CLICK HERE





Worksheet 1

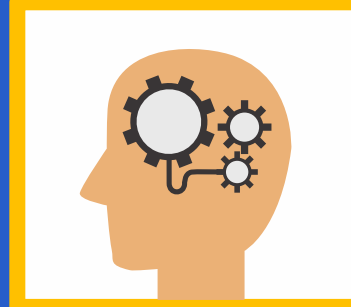
Instructions: Match the vocabulary with the meaning.

**g. feeling that something is dishonest,
illegal, or wrong.**

ssuspicious

CLICK HERE





Worksheet 1

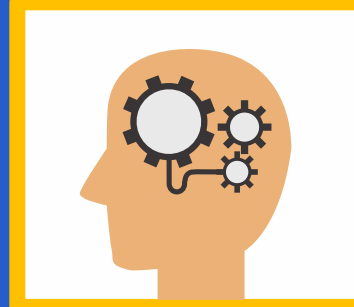
Instructions: Match the vocabulary with the meaning.

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

lure

CLICK HERE





Worksheet 1

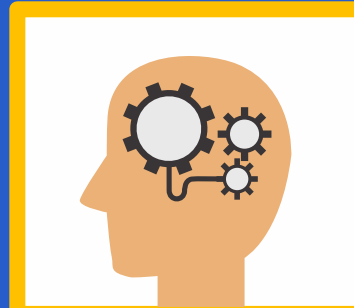
Instructions: Match the vocabulary with the meaning.

**i. not having any knowledge or
experience of something**

unfamiliar

CLICK HERE





Worksheet 1

Instructions: Match the vocabulary with the meaning.

j. to interest or attract someone

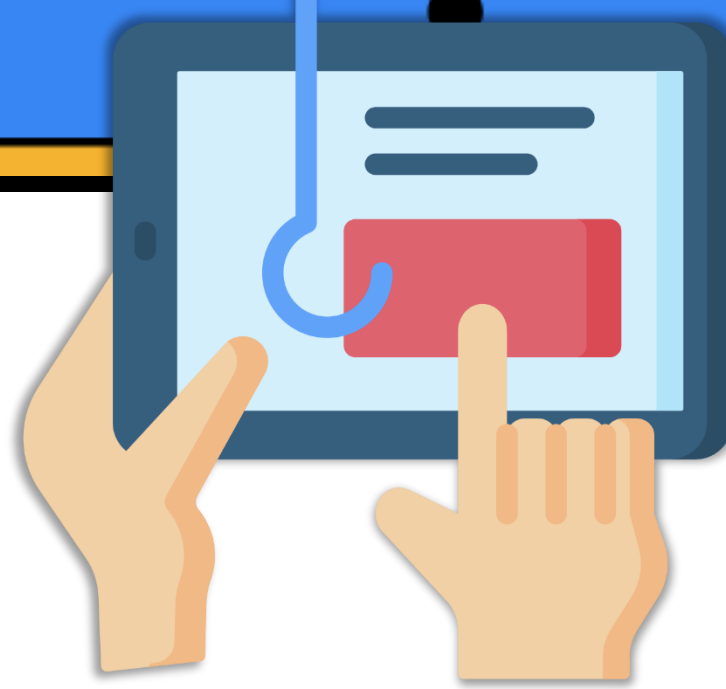
appeal

CLICK HERE



Well done!





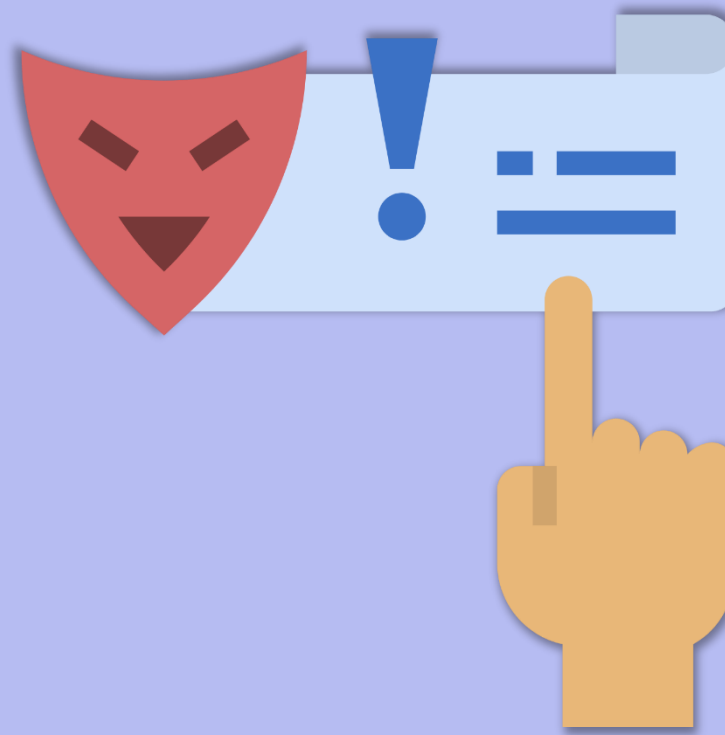
THIS IS CLICKBAIT

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.



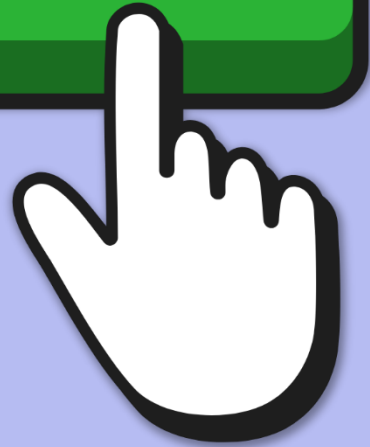
WHY IS IT DANGEROUS?

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.

PAYBACK



COMMENT



CLICK HERE



SUBSCRIBE

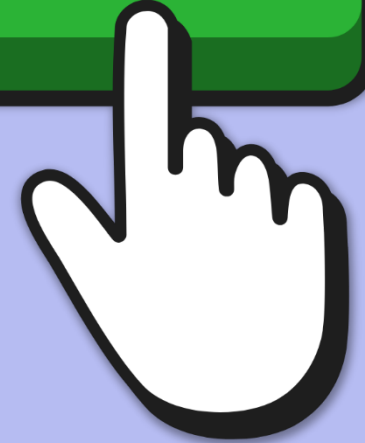


- too positive
- too terrifying
- too anything else,
not related to the content
- too funny

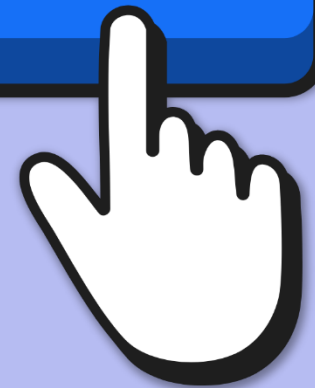
CLICK HERE



PAYBACK



COMMENT



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.**





ใบงานที่ 2

เรื่อง Vocabulary (This Is Clickbait.)



(สามารถดาวน์โหลดได้ที่ www.dltv.ac.th)

ใบงานที่ 2 เรื่อง Vocabulary (This Is Clickbait.)

หน่วยการเรียนรู้ที่ 5 เรื่อง Social Media

แผนการจัดการเรียนรู้ที่ 7 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
- too terrifying
- too anything else, not related to the content

HOW TO PREVENT IT?

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

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 the computer. ____
4. Teenagers click on clickbait because they want to know. ____
5. We should follow what our friends do on their social media. ____

B Write 2 sentences on how to prevent yourself from clicking clickbait.

Ex. *I should check where it's from.*

1. _____
2. _____



Worksheet 1

Instructions:

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



True or 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

T

F



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

T

F



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



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.





**What is one thing you
learned today about
clickbait?**



**How can we prevent
ourselves from clicking on
them in the future?**

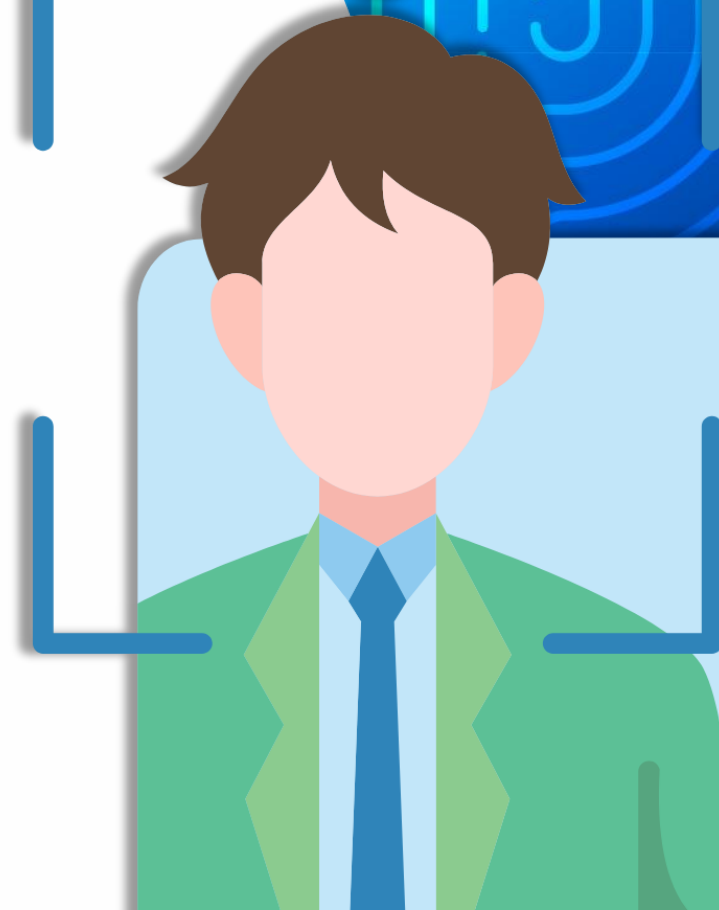


บทเรียนครั้งต่อไป

Digital Footprint



(สามารถดาวน์โหลดได้ที่ www.dltv.ac.th)





สิ่งที่ต้องเตรียม

1. ใบงานที่ 1 เรื่อง Digital Footprint
2. ใบกิจกรรมที่ 1
เรื่อง Digital Footprint



สามารถดาวน์โหลดได้ที่

www.dltv.ac.th

