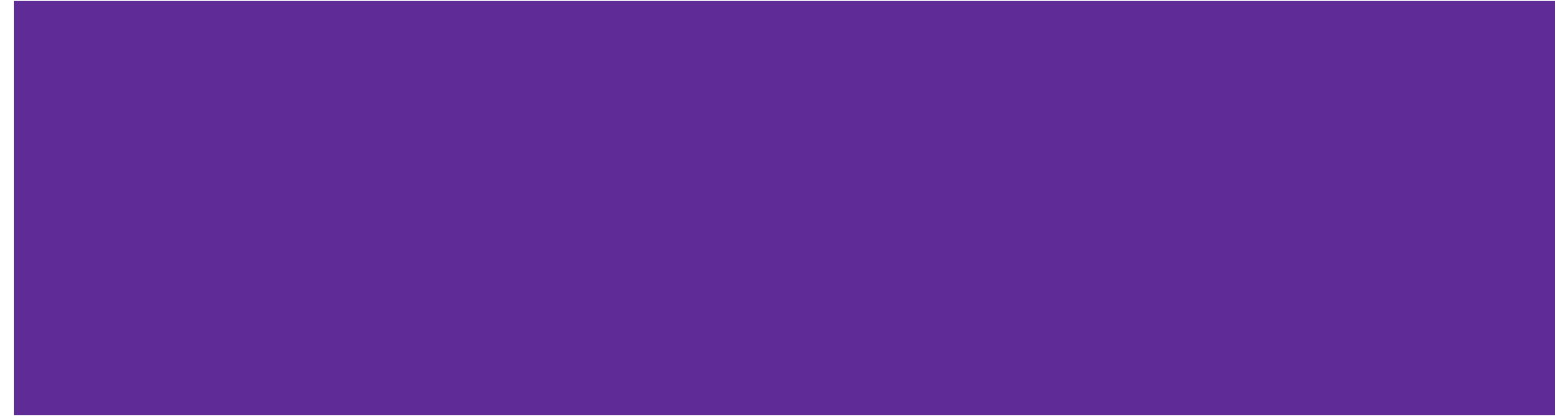


# Clicks for Cash

Media Literacy- Unit 2- Media Paradigm & Propaganda



# Learning Objectives

Describe how advertisers and publishers make money through online advertising.

Describe how clickbait can contribute to the spread of fake news and misinformation.

Take a position on whose responsibility it is to fight fake news and misinformation.

# Essential Question

How does internet advertising contribute to the spread of misinformation?

# Essential Vocabulary

**“Advertisement”**- A message that promotes a product, service, opportunity, or event using television, the internet, billboards, or other public spaces

**“Advertiser”**- A person or company that is hired to create advertisements

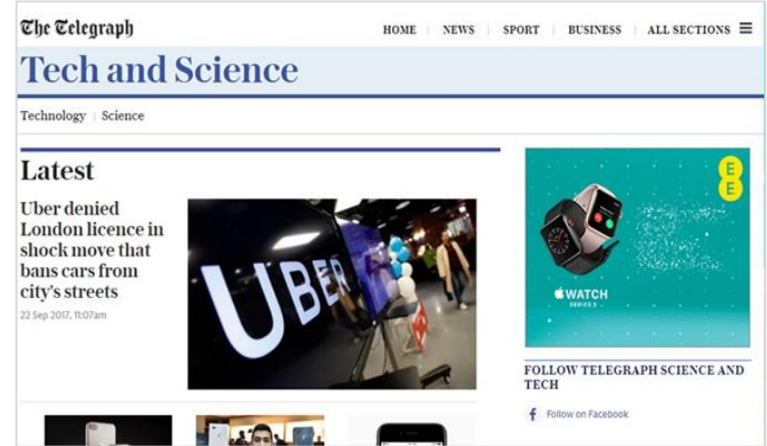
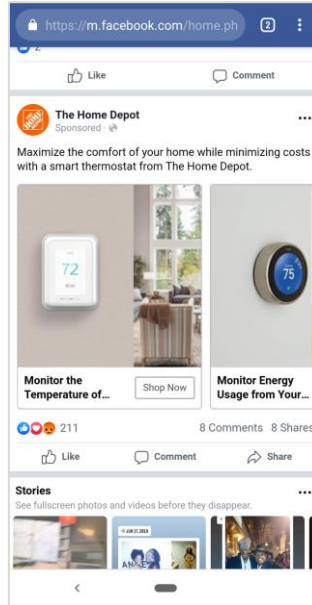
**“Publisher (website)”**- The person or company that creates a website and controls the content on it

**“Misinformation”**- False or inaccurate information, especially that which is intended to deceive

**“Clickbait”**- An image or headline that tries to get you to click on it, usually for advertising purposes

# View & Analyze

What do these images have in common?



# Introduction to Advertising

***What is an advertisement? Who usually makes them?*** - an advertisement is *a message that promotes a product, service, opportunity, or event using television, the internet, billboards, or other public spaces.* Advertisements are usually created by paid advertisers, who are hired by the company who owns the product or service and who want to increase their sales.

***Financial Obligation***- advertisers also have to pay. They pay to place their ads in places where people will see them. The price depends on how many people will end up seeing the ad. Ad space in a newspaper, with small circulation, can be cheap. But ad space during the Super Bowl, when millions of people are watching, can be really, really expensive


# Contemplate & Discuss

*One place that ads have become really common is the internet. Where do you typically see ads on the internet?*

*How do you think publishers set the price for ad space? If it's usually based on how many people will see the ad, how do they figure that out?*

# Clickbait

An image or headline that tries to get you to click on it, usually for advertising purposes. The advertiser pays every time someone opens or sees the ad.



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## Common Sense Chronicle

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### MAJOR STORM DROPS RAIN, HAIL ON AREA RESIDENTS

By *Ima Rider* | September 17, 2018



Hail and other debris cover a local resident's garden after a surprise storm.

Sacramento — Area residents were caught off guard Sunday afternoon as a major thunderstorm slammed the region with rain, wind gusts, and even marble-sized hail in some places.

The storm only lasted about 20 minutes, but because it developed quickly, many residents were caught outside without warning.

There were scattered reports of minor damage due to the storm's hailstones and unusually high winds. Local resident Wren Rudd, commented, "Thank goodness my roof wasn't damaged, but my petunia garden was torn to shreds."




According to meteorologist Jordan Lee, who was outside in his yard when the storm struck, "That was definitely one of the fastest-moving rainstorms we've seen in a long time."


Things returned to normal after about 4:30 p.m. as the storm passed, though many residents and business owners spent the rest of the afternoon cleaning up.

The forecast calls for clearer skies through the week, with highs in the upper 70's.


Comments  
Add a comment...

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-  Opinion: Time to Upgrade Our Storm Drains
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# Clickbait Catch

Clickbait is trying to get you to click to generate money for the publisher, but also to take you to another site where you can be shown even more ads. And if the clickbait is really compelling, you might even share it on social media or with other people, which gets more people to come to the site. This makes money for the publishers, but it can also create big problems when it comes to news and information.

# Directions- Part 1

Review the two resources and then answer the questions that follow on your handout for each. Pause the resources as needed to answer the questions.

**Watch-** [“How Do Fake News Sites Make Money?”](#)

**Listen or Read-** [“We Tracked Down a Fake News Creator”](#)

# Directions- Part 2

Complete the three steps below on your handout: first reflecting on your own, then sharing with your group, and then reconsidering on your own again. Use your notes from the resources in Part 2 to support your thinking.

**Step 1: Reflect on your own.** Do online publishers who make money from advertisers have a responsibility to be accurate and not spread misinformation? Do advertisers who create the fake news have a responsibility? Why, or why not?

**Step 2: Share your responses.** Take turns sharing your response in a small group. Capture new takeaways that others share in the space below.

**Step 3: Take your position.** Given what you've learned and what you think about online advertising and clickbait, who do you think is most responsible for fighting the problem of fake news and misinformation? Why?

# Why is the Spreading of Misinformation a Problem?

- *It can lead people to make uninformed decisions (political elections, health decisions, etc.).*
- *It can lead to more disagreement and divisiveness between people.*
- *It can lead to injustices if it prevents people from holding the government or other institutions accountable for their actions.*