

Module 3

Searching and selecting information



HEAL
E-HEALTH LITERACY



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Imprint

This module was developed as part of the E-HEALth Literacy project (acronym HEAL), funded by the European Commission's Erasmus+ programme. This is a KA2 Erasmus+ Strategic Partnership with reference 2021-1-DE02-KA220-ADU-000026661. Disclaimer:

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Date: August 2023

Project Result Number PR2

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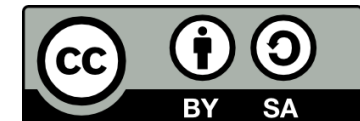
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Learning Outcomes

After this **training** you will:

- **get acquainted with ways** how to make advanced search health-related information by using **Google services&products**;
- **know** how to **distinguish safe and reliable** health information on the Internet.
- **know** the ways how **social media** supports **searching and selecting** reliable and trustful **health information** online.



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Activity 1:
Icebreaker

- Mood Barometer

Activity 2:

Search and find
information

- Audience feedback



Lecture 1:

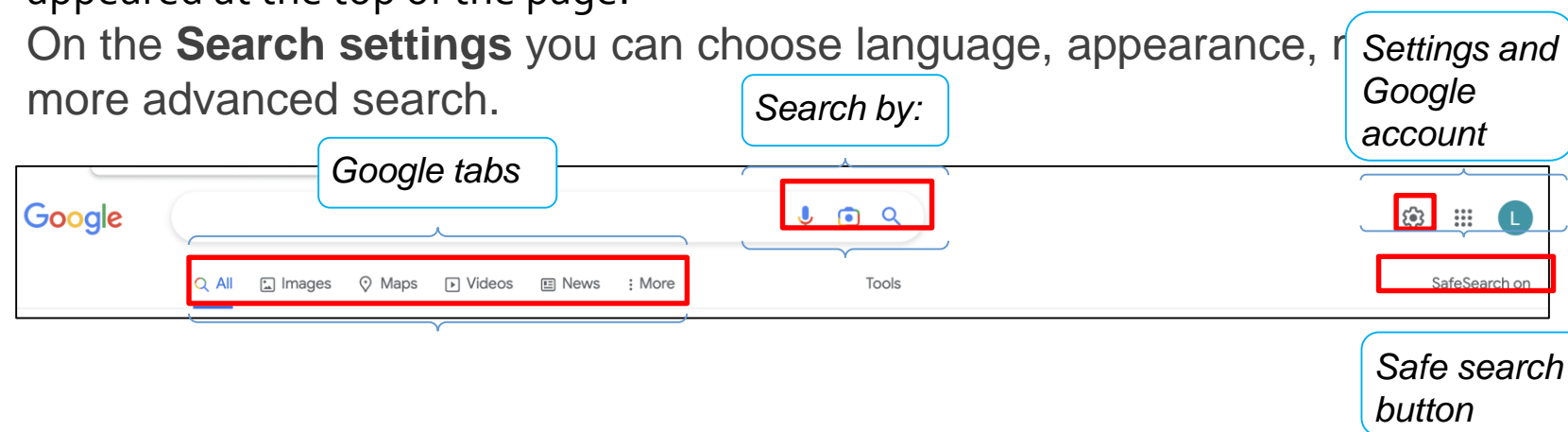
Advanced search of health-related information with Google

- It does not matter if you open **Google.com** on your smartphone's, tablet's or computer's Internet browser it seems, that you open a blank page and do not see much information. However, **billions of people come here with questions about all kind of things every single day!**
- **Health topics** are one of the most **popular subjects searched by internet users**. As estimated by Google **7 % of Google's daily searches are health-related**.
- Are **you also one of those who search for information on the conditions you are experiencing** on Google? Duration of flu, special diet, clinic, doctor, drug, etc.?
- Did you know that there are numerous very **useful tips and tricks** that can **help you** to make a **meaningful search** and find what you are looking for.
- **Get acquainted** how to search health-related information by using **Google Search, Scholar engines and Lens technology**.



General tips to maximize search on *Google* search engine

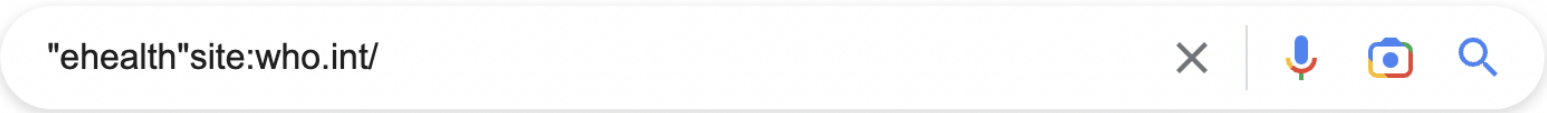
- **Use the tabs.** Below the search bar are a number of tabs: **All, Image, Videos, News and More**. Using these tabs, you can help to define what kind of search you need to do.
- **Pay attention to keywords of your search.** Keep it simple and use important words only.
- **No need** to spell words **correctly**, **no need** to use **capital letters**.
- **Browse safe** and turn on SafeSearch on Search settings.
- **Search** also by **voice** and **image**.
- **Be aware** the majority of search results pages include Google **ads**. **Ad means** that the owners of web-sites paid Google to have their web-site appeared at the top of the page.
- On the **Search settings** you can choose language, appearance, more advanced search.



- **More search tips:** <https://www.youtube.com/watch?v=LQrWW4ovsCA>

Google search operators (commands)

- You can refine your search by using **Google search operators**.
- Google search operators are **combinations of words, symbols and commands** that improve your **text search** results on Google search engine.
- In the following slides you will find **some of the most used operators with concrete samples** how to use them in search of health related information.



Let's get started!



How to use
operators as: “”;
OR; AND;
Filetype; site; -;
domain.

Search Operators	Examples
" " Exact phrase	"what is ehealth" (Search for the exact words or phrases to narrow down your results by using quotation marks.)
AND Limit results	symptoms AND coronavirus (Search for content that contains both symptoms and coronavirus.)
OR One term OR another	symptoms OR coronavirus (Search for content that contains symptoms OR coronavirus.)
Filetype: pdf, docx, txt, ppt, etc files	ehealth filetype:pdf (Search for results in filetype)
site: Include a website from the search	ehealth site:wikipedia.org (Limits results to those only on Wikipedia.)
- Exclude a term from the search	drugs for headache pain relief -ibuprofen (Limits results to only those with drugs for headache pain relief and not the term. ibuprofen)
de, lt, gr, sl domain	site: de ehealth Get a perspective from outside of where you are located.



#1 Sample. *How to use quotation marks*

healthy diet Without quotation marks

All Images News Videos More Tools

About 7,810,000,000 results (0.43 seconds)

Ad · <https://www.dietdoctor.com/>

Healthy Diet Plans - Take Charge of Your Health

Try our Custom **Diet** Plans at Home Using Simple Household Ingredients with Our Free Trial.
Sign Up to **Diet** Doctor Plus Today and Get Full Access to Our **Healthy** Plan for 30 days. 24/7
Community Support. **Healthy** Long-Term Plans. Free 1 Month Trial. Personalized Meal Plans.

Weight Loss for Women

Personalised Weight Loss Sign Up for a Free

Weekly Meal Plans

Weekly Plans to Cook at Home Sign Up for :

"healthy diet"

With quotation marks

All Images News Videos More Tools

About 56,800,000 results (0.64 seconds)

<https://www.nhs.uk> > ... > How to eat a balanced diet

8 tips for healthy eating - NHS

The key to a **healthy diet** is to eat the right amount of calories for how active you are so you balance the energy you consume with the energy you use.

You can search for **exact words** or **phrases** to narrow down your results. All you need to do is place **quotation marks** " " around the desired search terms. For example, if you search for "**healthy diet**", your search results will only include results with exact responses to your search term, instead of any healthy diet term.



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#2 Sample. How to use command site:

If you are looking for an information on specific web-site use command **site:** It will limit results to those from a specific website. For example you want to receive information about ehealth from Wikipedia. Type the key word **ehealth** insert **site:** together with the link to web-site. In this case information will be searched only in indicated web-site.

A screenshot of a Google search for the term "ehealth". The search bar at the top contains the word "ehealth". Below the search bar, the results show "About 33,700,000 results (0.36 seconds)". The first search result is from the Royal College of Nursing, titled "eHealth | Clinical - Royal College of Nursing". Below the main results, there is a section titled "People also ask" with four questions: "What eHealth means?", "What is an example of eHealth?", "What is difference between mHealth and eHealth?", and "What is eHealth and what are its benefits?".

A screenshot of a Google search for the command "ehealth site:wikipedia.org". The search bar at the top contains the text "ehealth site:wikipedia.org". Below the search bar, the results show "About 1,260 results (0.36 seconds)". The first search result is from Wikipedia, titled "eHealth - Wikipedia". The snippet describes eHealth as a relatively recent healthcare practice supported by electronic processes and communication, dating back to at least 1999. Below this, there are links to "Contested definition", "eHealth literacy", "E-mental health", and "In medical interventions". The second search result is also from Wikipedia, titled "eHealthInsurance - Wikipedia". The snippet describes eHealth, Inc. dba eHealthInsurance as a private online marketplace for health insurance, organized in Delaware and based in Santa Clara, California. Below this, there are links to "Translate this page" and "E-health - Wikipedia".



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#3 Sample. *Search for information in other countries*

You are looking into something and would like to get a perspective from outside of where you are located. For example, you are living in Lithuania and would like to know more about healthcare system in Germany. Germany domain end in “de”. So write in search site: de and healthcare and you will get number of sources from Germany.

The screenshot shows a Google search interface. The search bar at the top contains the text "site:de healthcare" and is highlighted with a red box. To the right of the search bar are icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar, there are tabs for "All", "News", "Images", "Maps", and "More", with "All" being the selected tab. Below the tabs, it says "About 23,300,000 results (0.93 seconds)". The first search result is from "https://www.salesforce.de" and is titled "The world's #1 CRM reimagined for healthcare and life sciences." The URL and title are highlighted with a red box. The second search result is from "http://www.bain.de" and is titled "Healthcare and Life Sciences Consulting | Bain & Company". The URL and title are highlighted with a red box. The third search result is from "https://t1p.de" and is titled "Universal Health Coverage - World Health Organization (WHO)". The URL and title are highlighted with a red box.

site:de healthcare

× | 🗣️ 📷 🔍

🔍 All 📰 News 🖼️ Images 📍 Maps ⋮ More Tools

About 23,300,000 results (0.93 seconds)

https://www.salesforce.de › healthcare › overview ⋮

The world's #1 CRM reimagined for healthcare and life sciences.

The world's #1 CRM reimagined for **healthcare** and life sciences. · Take patient relationships and medical innovation to new heights. · Salesforce for **Healthcare**.

http://www.bain.de › pharma-healthcare ⋮

Healthcare and Life Sciences Consulting | Bain & Company

Our **healthcare** and life sciences consultants help **healthcare** companies solve strategy, operations, organization, M&A and digital issues, while capitalizing ...

https://t1p.de › Health topics ⋮

Universal Health Coverage - World Health Organization (WHO)

Universal health coverage means that all people have access to the health services they need, when and where they need them, without financial hardship.

Text search by using Google Scholar search engine

Google Scholar

- Google Scholar search engine specializes only in academic sources;
- It is a reliable place to find credible sources.
- Google Scholar engine is searching information by using inserted Keyword.
- Therefore, It is very important before searching information create a list of acceptable keywords.



Text search by using Scholar search engine on Google

The screenshot shows the Google Scholar search results page for the query "about e-health in Europe". The page displays two search results. The first result is titled "Social, ethical and legal barriers to e-health" by JG Anderson, published in the International Journal of Medical Informatics in 2007. It has 586 citations and 6 versions. The second result is titled "Socio-technical and organizational challenges to wider e-Health implementation" by M Vitacca, M Mazzu, and S Scalvini, published in Chronic Respiratory Disease in 2009. It has 38 citations and 4 versions. The page includes a sidebar with filters for date and sorting options, and a top navigation bar with links to "My profile" and "My library".

You can choose date for the articles

Type keywords for your search

Sign in to Google account

Citation feature

Any time
Since 2022
Since 2021
Since 2018
Custom range...

Sort by relevance
Sort by date

By pressing start You can save articles to your library

It shows number of places it offers the article

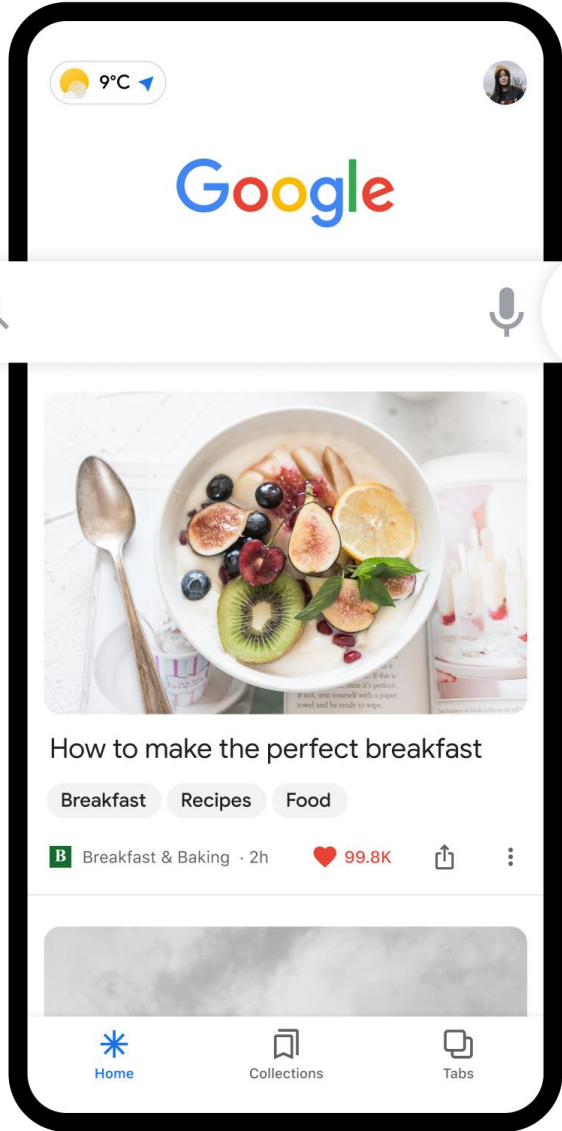
It shows the format of the article

This is the place where you can find your saved articles



Google Lens and how it can help you to be more digital health literate?

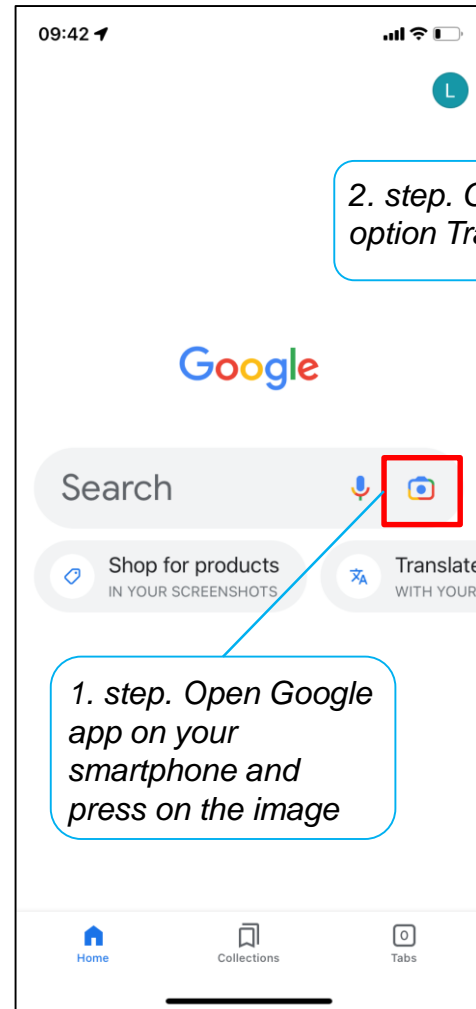
- **Google lens** is AI – powered technology that uses your **smartphone camera** to detect an **object in front of camera lens** and **offer actions** as translation, finding something specific, scanning, etc.
- If you want to use Lens you need to have **Google app** on your **smartphone or tablet**. **Google Lens works on both OS: IOS and Android**.
- You can **download** both apps from **Google Play or App Store** to your smartphone for **free**. Today, many phones already come with this software already integrated.
- Get **acquainted** with **3 concrete samples** on how Google Lens can be **helpful to you**.



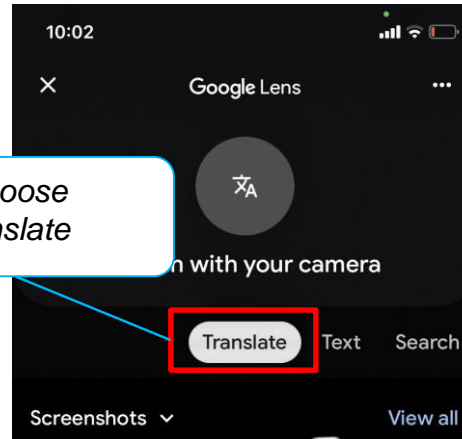
Google Lens
image

#1 Sample. Copy and translate text from the real world

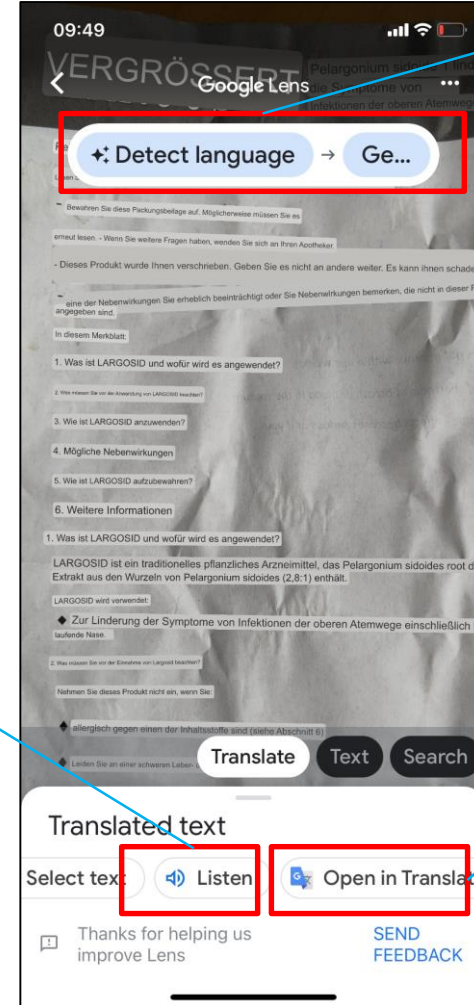
Did you know that you can use Google Lens to translate printed text or any other text, written on the wall or in the book text from one language to another? For example you have a description of medicine in one language and you want to translate to another. See following instructions how it works with Google Lens:



1. step. Open Google app on your smartphone and press on the image



2. step. Choose option Translate



3. step. Detect the language you want your text to be translated

4. step. Take the text you want to translate and make a picture

5. step. You can read translated text on the screen but you can also choose option Listen.

Note. some languages as Lithuanian, Slovenian are not supported yet and can not be listened only read.

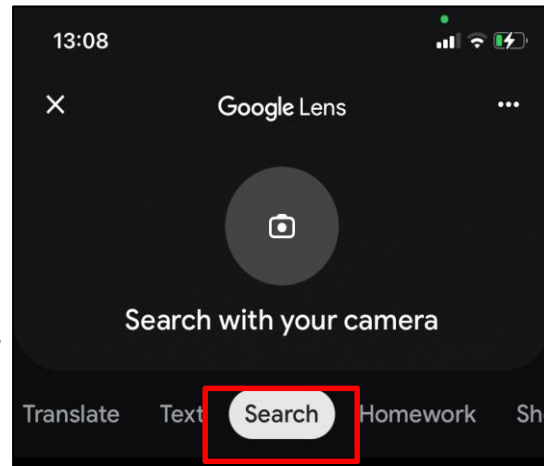
If you want you can open the text in Google Translator and also find translation there



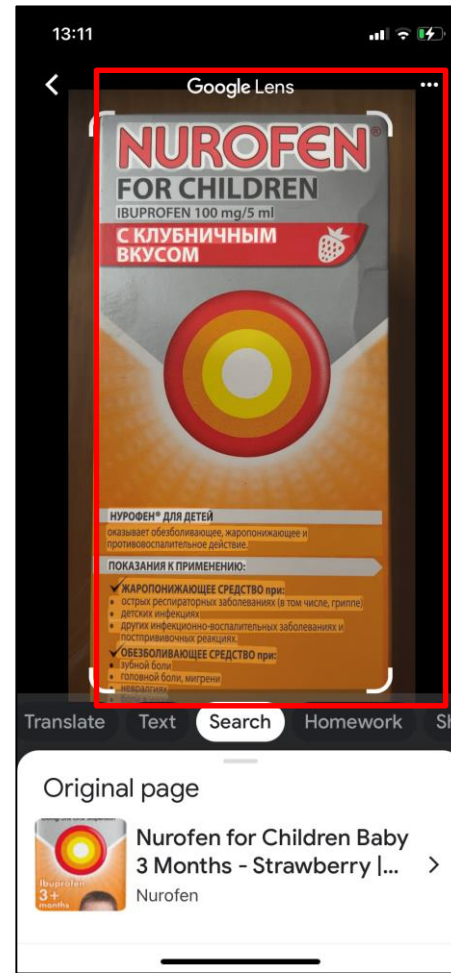
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#2 Sample. Search for similar images

Did you also know that you can use your smartphone camera or an image to search information on Google Lens? For example you are not sure what kind of medicine you have in your medicine box. You can take a photo and Google Lens is able to quickly identify objects in your image and present numerous types of information about it.

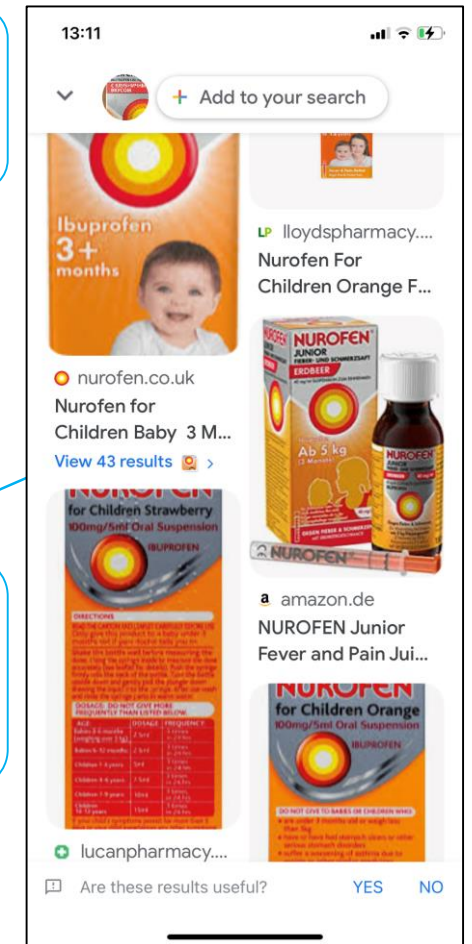


1. step. On Google Lens choose option Search



2. step. Take the image you want to find on Internet and make a picture.

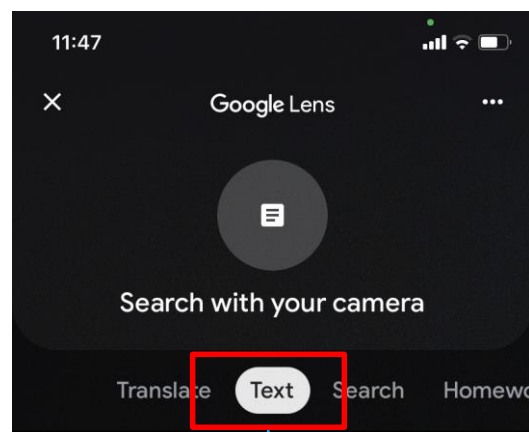
3 step. Google Lens will find you related information about your image.



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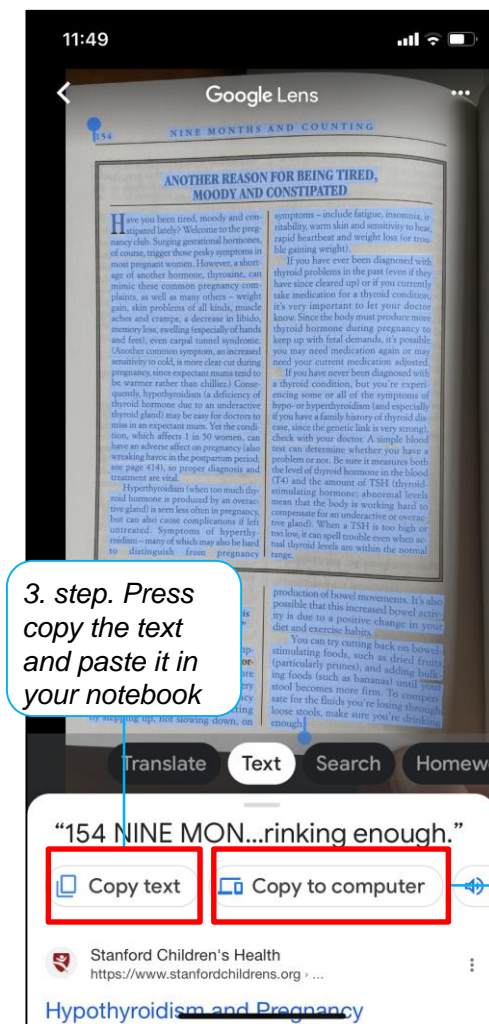
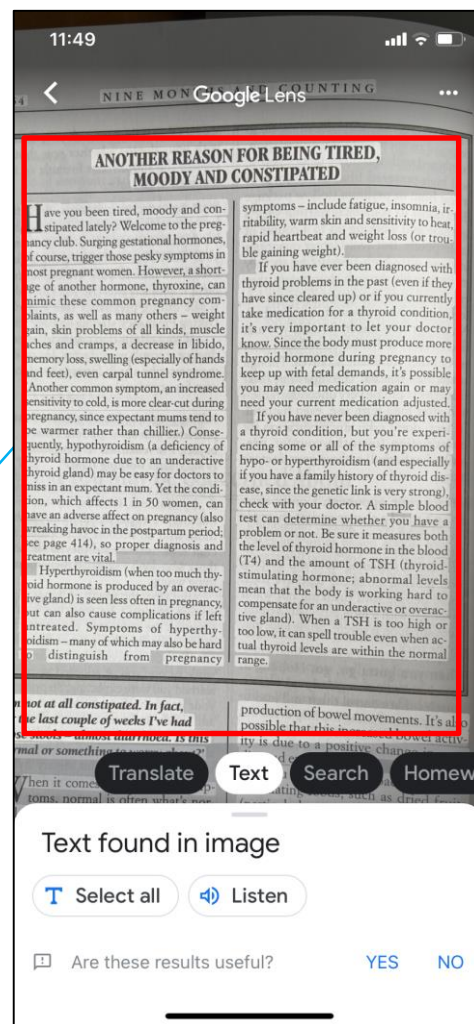
#3 Sample. Send text from the real world to your computer or notebook

Google Lens allows you to copy then paste the text into your notes or a document. For example, you are sitting at the doctors cabinet. While you are waiting for your visit you read magazines about health. Suddently you find a very useful article you would like to save. Instead of taking photo with your smartphone you can use Google Lens copy paste text in your notes.



1. step. On Google Lens choose option Text

2. step. Take a photo of the text.



3. step. Press copy the text and paste it in your notebook

Also you can copy it to your computer



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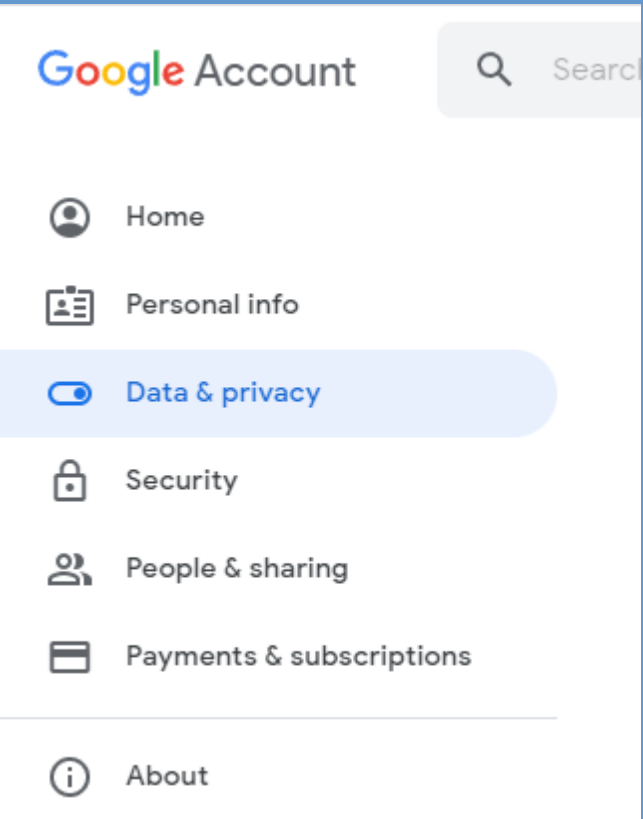
Other useful features with Google Lens




- **Google Lens** can be **used in many other ways**. It was presented only the tip of the iceberg- **Google Lens has so many more features such as:**
- It can also **read text loud** to you.
- **Shopping:** Google Lens can identify an item of clothing in a picture. Once it has scanned the item, it will show you that piece of clothing and similar items. You then have the option to purchase the item.
- **Call:** if you've scanned a phone number, it will give you an option to call the number.
- Many more features can be found here:
<https://www.computerworld.com/article/3572639/google-lens-android.html>



Be aware!



- While **Google search** is one of the **most popular** Google's **services** for billions of people **be aware** that it also **collects, stores and processes unprecedented amounts of data.**
- Google knows a lot about you and what you do each day (where you have been, topics you are most interested in, has your Youtube history, your spending habits through Google Play, etc).
- You can find detailed information about your **own data in your Google account settings "Data&Privacy page.** 
- There **you can see** the many types of **data Google collects from you.**

Activity 2:

Search and find
information

- Advanced Google search

Activity 3:

Ways to
distinguish safe
and reliable
health
information on
the Internet.

- Audience feedback

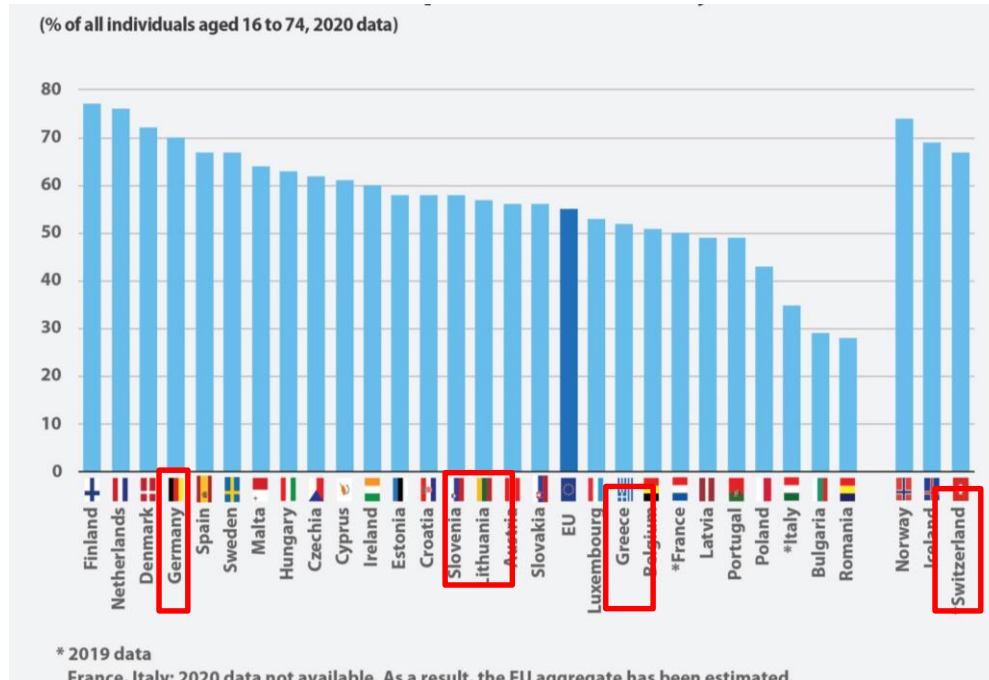
Lecture 2:

5 W's. Ways to distinguish safe and reliable health information on the Internet



Facts and figures

Share of people seeking information online

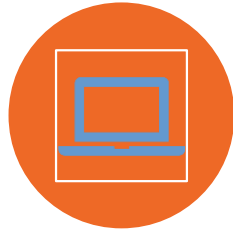


- According Eurostat data from 2021 **one in two EU citizens (55%)** aged 16-74 reported that they had sought online health information related to injury, disease, nutrition, improving health or similar.
- **20%** of EU citizens reported that they made an appointment with a practitioner over the internet.
- **13%** accessed other health services via a website or app instead of visiting the hospital or a doctor in person,
- **11%** of citizens accessed their **personal health records** online.

Increasingly **Internet** is becoming first stop for looking up **health** information.

Lecture 2.

Many of you share a common concern: “How I can trust and rely the health information I find on the Internet?”



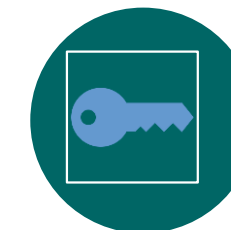
While Google can be wonderful source of information not all information on the Internet is reliable, accurate and high quality.



Finding good quality health information can help you to make better choices about your health.



The same applies if we talk about health information online. It can be very useful but it also can be misleading and possibly even dangerous to your health.



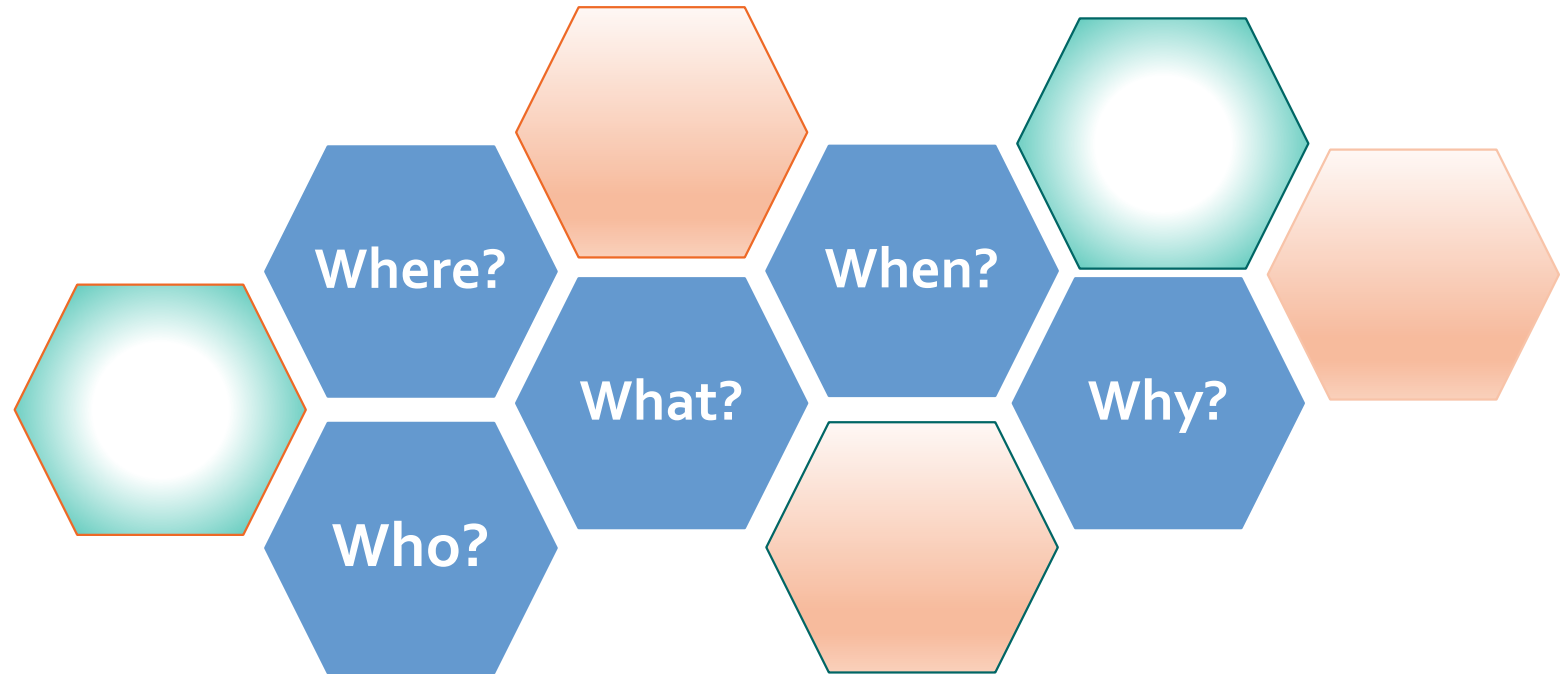
In this part you will find useful tips how to evaluate information about health you find on the Internet.



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The 5 W's

- In order to **find good quality health information** it is important to ask **yourself five simple questions** while you **search on Internet**:

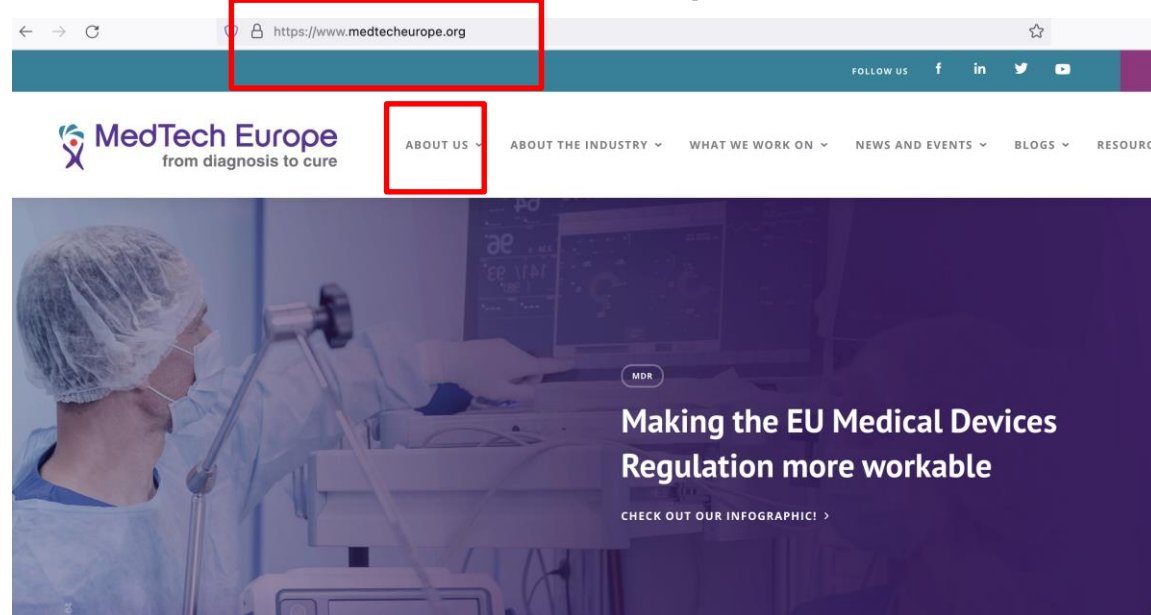


Lecture 2.

How to evaluate online health information:

Who?

- When looking at the web-site it is important to **understand who runs it: individual, group or organization?**
- It is also Important to check domain name of the website (e.g., org, edu, com, gov);
- Always look to **About us** page to learn who is in charge of the content **provided** inside the web-site;
- Web-site should **provide** contact information as **phone number, email address**.
- There are also free websites that assess if web-site is legal and provides **credible information**, for example: <https://www.scamadviser.com/>



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- If you **found an article** or any other information on personal blog, podcast, etc. **always check**:
- Who **wrote** this information?
- What **are his/her qualifications** in this subject?
- Is there any **contact details**?
- Is it **affiliated with known/trusted institution**?

Research | Open Access | Published: 14 November 2022

Early prediction model for prognosis of patients with hepatitis-B-virus-related acute-on-chronic liver failure received glucocorticoid therapy

Shuai Gao, Li-Yan Han, Yu-Chen Fan & Kai Wang

European Journal of Medical Research 27, Article number: 248 (2022) | [Cite this article](#)

[Metrics](#)

Abstract

Background

Early prediction for short-term prognosis is essential for the management of hepatitis B virus (HBV)-related acute-on-chronic liver failure (ACLF). In this study, we aim to establish a noninvasive model for predicting the 90-day mortality in patients with HBV-ACLF received glucocorticoid therapy.

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[Results](#)

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[Availability of data and materials](#)

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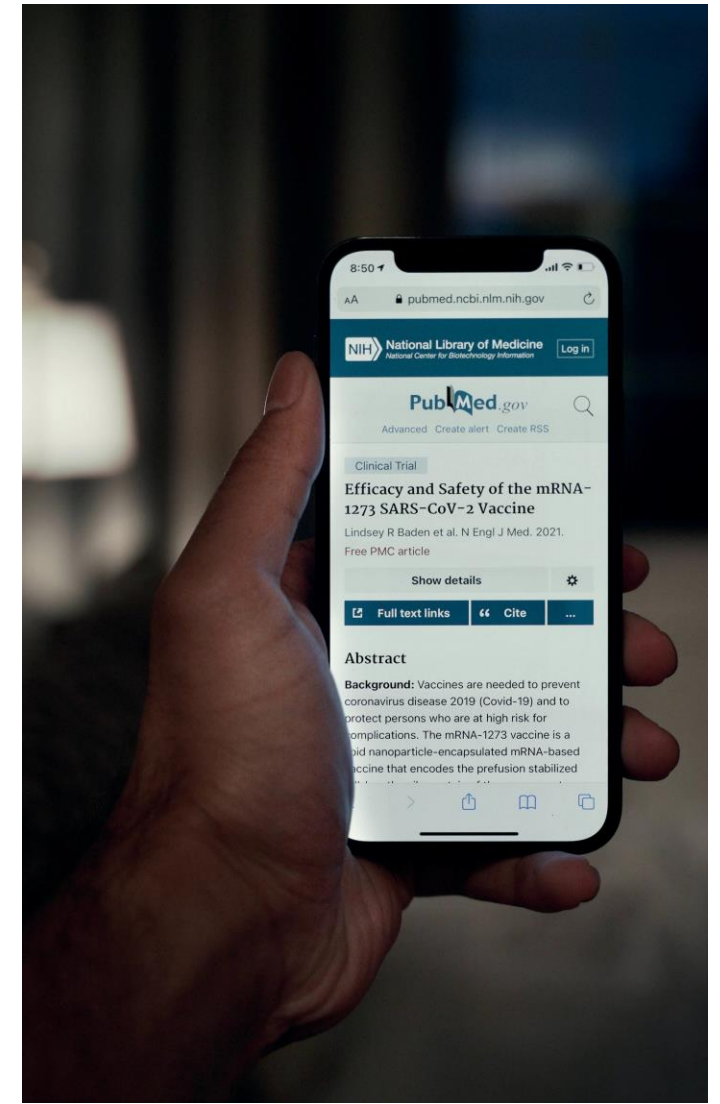
How to evaluate online health information:

What?

- It is very **important to pay attention to what** does the **website say**.
- **Check provided links**. Are they are working or broken?
- Are there **grammatical or spelling errors in the information provided?**
- Is it easy to **navigate** in the web-site and **find information?**
- Read the **website's privacy policy**. It is usually at the bottom of the page or on a separate page titled "Privacy Policy" or "Our Policies."
- If a **website says it uses "cookies,"** your **information may not be private**. You can choose to disable the use of cookies through your Internet browser settings.
- Be aware that Internet has a lot of **Scam and Fake web-sites**. If web-site you found is full of dramatic health claims and phrases like miracle happens, buy secret ingredients, etc. do not trust and do not buy anything as well as **do not provide your credit cards number, home adress, ID number and other personal data**.



- If you found an article always check:
- Does the **article agree or disagree** with **other** sources you have found?
- Does it **sound** sensationalistic or too good to be true?
- How this article is **written? In casual or formal way?**
- **Be careful about testimonials.** Personal stories may be helpful and comforting but not everyone experience health problems in the same way.
- Remember, there is a **big difference** between a website, blog, social media website developed by a single person and a website developed using strong scientific evidence.



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How to evaluate online health information:

Where?

- Check **where did the information** come from?
- Is information provided in the web-site or article is based on **specific research or sound evidence**? Was it written by a medical professional?
- Was it sourced from another website?
- Look for **citations, footnotes and links** relating to the information being provided.



How to evaluate online health information:

When?

- Probably you do not want to **make decisions** about your **health based on out-of- date information**.
- Usually each web-site has a **date establishment** or update date at the **bottom of the page**.
- The same for an article. **Check** when the **article was posted? Is it up-to-date?**
- Usually at the top or bottom of the **article** there is a **date when the content was reviewed, revised or posted**.



Lecture 2.

How to evaluate online health information:

Why?

- Why the website exist or article written?
- **Is the web-site trying to inform? Or to sell/promote a product?**
- Have a look what are web-site's sponsors? Some web-sites can be funded by pharماسutical or other companies and information provided can be bias towards using and buying specific products, services, etc.
- Is information provided **through a certain perspective or viepoint?**



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Lecture 2.

Ask healthcare professionals

- **Always discuss** what you find online with your healthcare providers.
- **They** can help you to **determine** whether **information** you found is **accurate, trustful and applicable** to your specific situation.



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Activity 3:

Ways to
distinguish safe
and reliable
health
information on
the Internet.

- Distinguish safe and reliable health information online

Lecture 3:

Social media - a new big frontier for healthcare

- People seek, share, and receive **health information** from a wide variety of sources, such as health care professionals, insurance and pharmaceutical companies, family and friends, media, educational materials, advertisements, and the internet, including

social media

- Covid-19 pandemic has taught us that **healthcare** and **social media** platforms such as Facebook, Twitter, Instagram, Snapchat, Youtube, WhatsApp **can be very powerful combination.**
- However, both **true and false health information** can be found on **social media.**

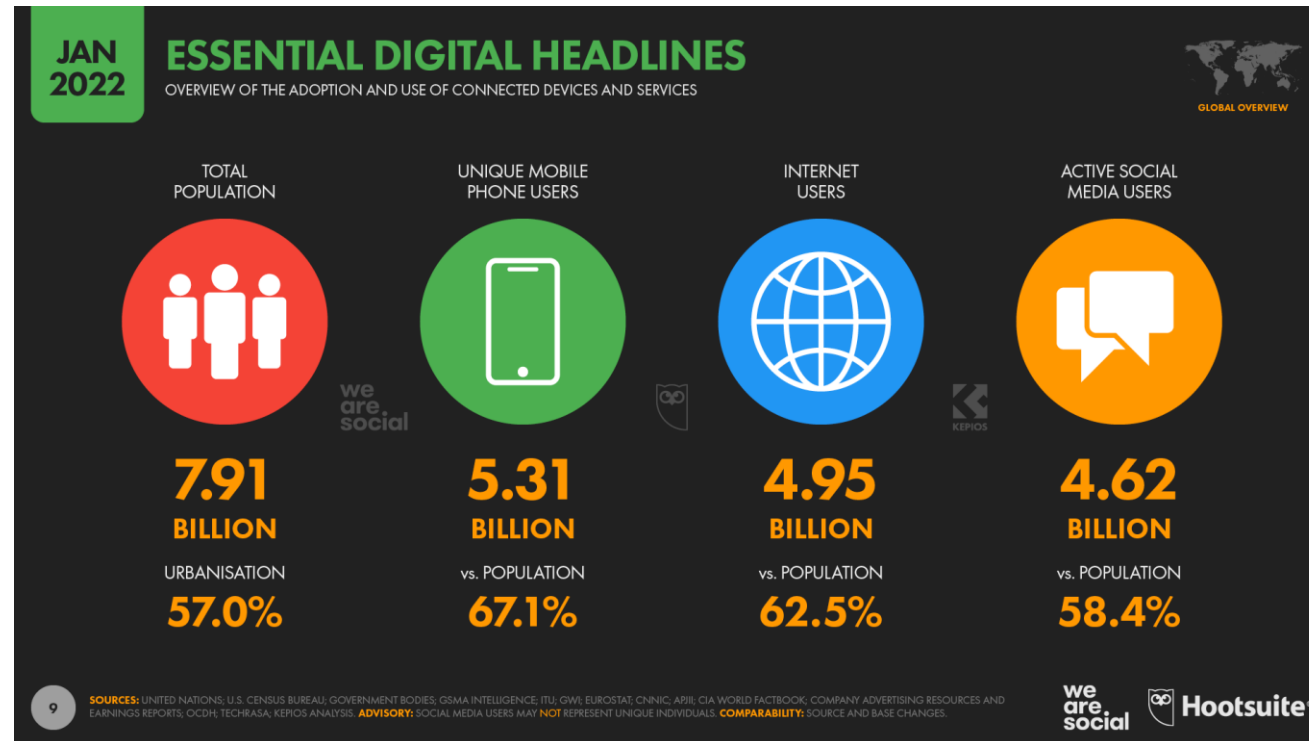


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Global digital snapshot

- The world's population stands already at **8 billion** in 2022;
- More than two-thirds (**67.1 percent**) of the world's population now uses a mobile phone;
- Global internet users have climbed to **4.95 billion** at the start of 2022
- There are **4.62 billion** social media users around the world in January 2022
- People as average spend **2.5 hours** a day using social media.

Source: <https://datareportal.com>



Lecture 3.

Data never sleeps

Amount of information generated in 1 minute on the Internet

Data is constantly being generated in ad clicks, reactions on social media, shares, rides, transactions, streaming content, and so much more. When examined, this data can help you better understand a world that is moving at increasing speeds.

Source:

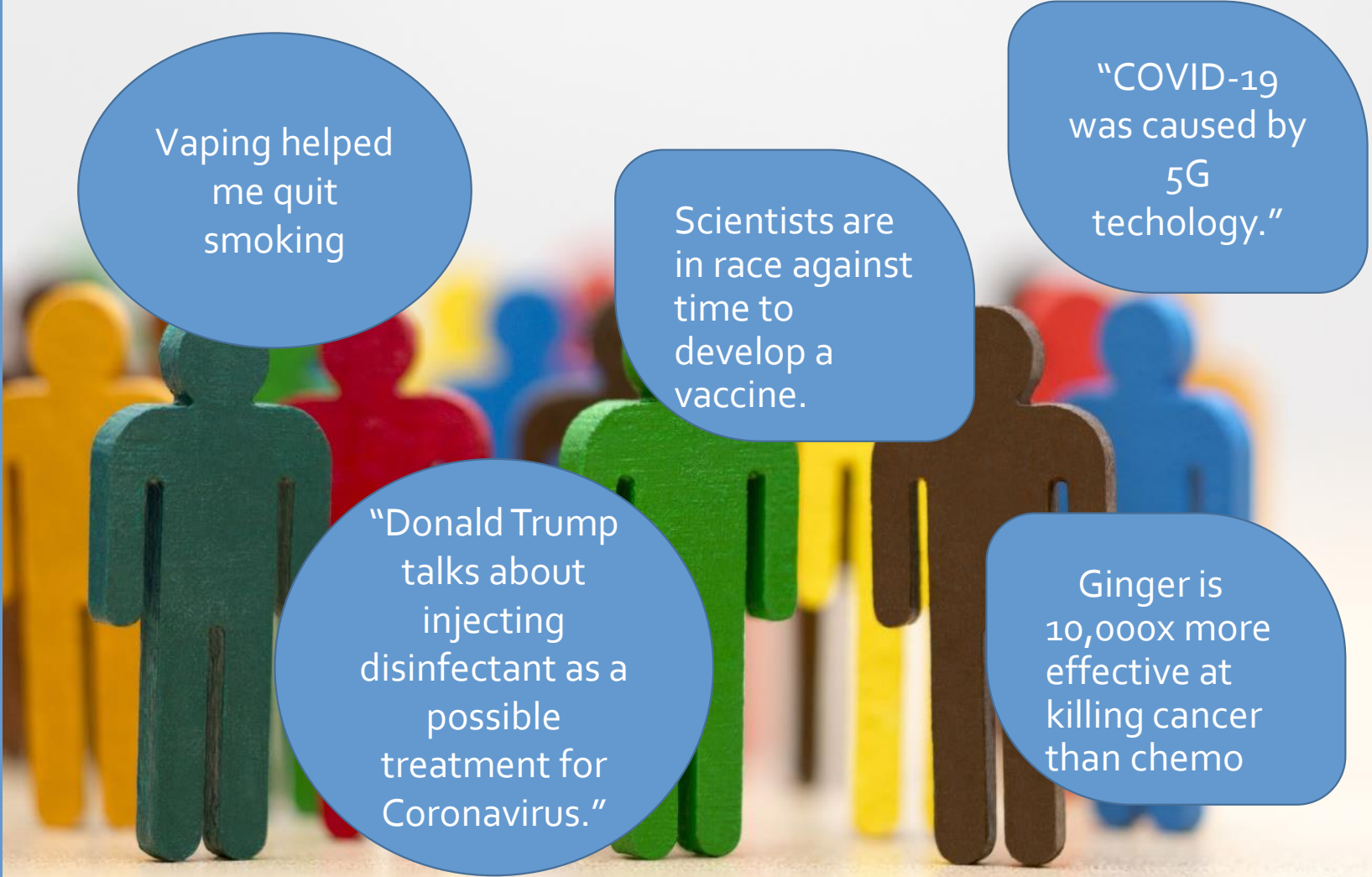
<https://www.domo.com/learn/info-graphic/data-never-sleeps-8>



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Lecture 3.

Social media and health information: empowering or misleading?



Vaping helped
me quit
smoking

Scientists are
in race against
time to
develop a
vaccine.

"COVID-19
was caused by
5G
techology."

"Donald Trump
talks about
injecting
disinfectant as a
possible
treatment for
Coronavirus."

Ginger is
10,000x more
effective at
killing cancer
than chemo

Benefits of social media in healthcare

raising public
awareness

combating
misinformation

communicating
during a crisis

expanding the
reach of existing
resources and
recruitment efforts

answering
common questions

promoting citizen
engagement



Risks on social media

Fake accounts

Social bots

Deepfake

Clickbait



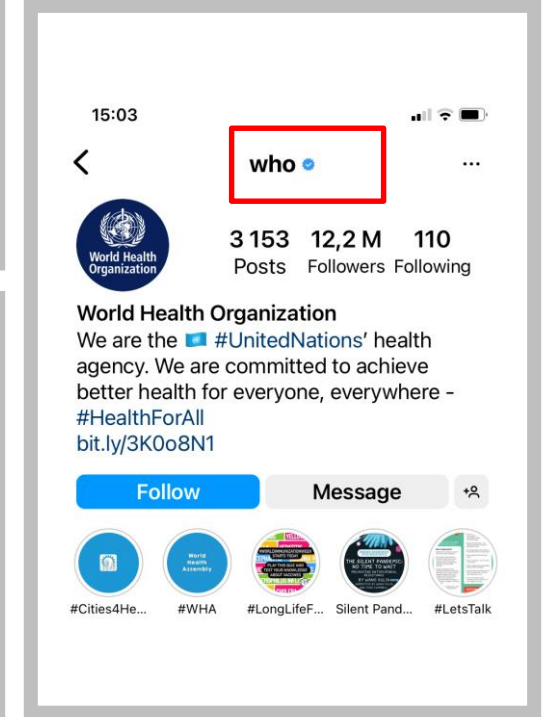
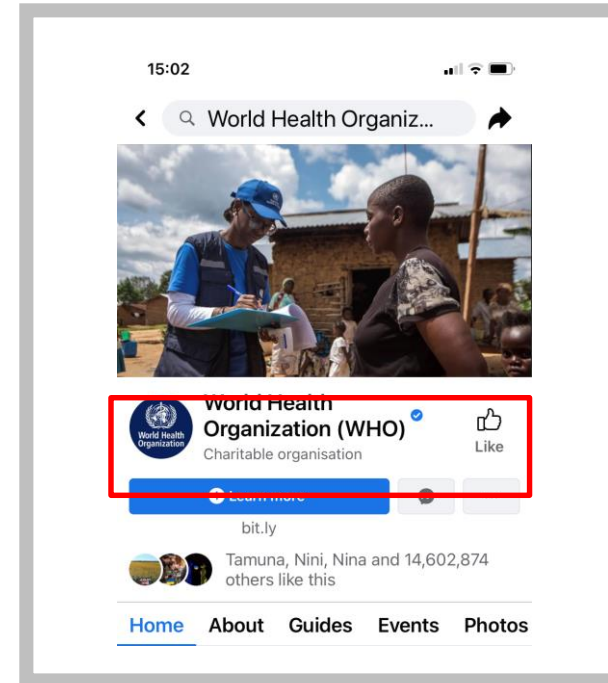
Fake accounts

- Fake accounts are unauthorized social media profiles.
- Most often fake accounts are found on Facebook, Instagram, Twitter.
- Fake accounts are created by people: to share thoughts without being judged, to spy on someone else's profile, to raise chances of winning online contests, to increase the likes on followers on real accounts, to fool friends, to scam other users.



Ways to verify fake accounts

- Always check if organizations or person uses verified badge on social media profiles FB, Instagram, Twitter;
- Outdated profile pictures or use of low resolution images;
- Check if profile has few followers, but the account is following a large number of profiles;
- All of the posts read similar to spam messages (asking for money, offering “free prizes” etc.);
- The posts contain misspellings and poor grammar.



Social bots

- Bots – short for robot - are software application that can perform automated, repetitive, predefined tasks.
- There are many types of bots on the Internet and can be used for good and bad. Example of good bot: The World Health Organization built a bot on WhatsApp and Facebook to share public information related to the coronavirus pandemic.
- Bad bots carry risk and can be used for hacking, spamming, spying web-sites, social media platforms, emails, etc.
- Specifically, bots on social media are used to automatically generate messages, advocate ideas, reply to posts as as a follower of users, and as fake accounts to gain followers themselves.
- Unlike Fake accounts that are created by real people social bots are automated and operate much faster.

<https://www.kaspersky.com/resource-center/definitions/what-are-bots>



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Ways to recognize bots

- There is very little information shown in the profile. The **#1 user name is often strange**, for example a user name with numbers.
- Often **#2 a profile picture** does not show a real person. If it shows a real person the image can be always checked by using Google Image tool and see the results that Google offers.
- **The #3 number of followers.** The account usually does not have followers or share content of other accounts that are often bots themselves.
- Bots are far **#4 more active than a human**. They can share or tween hundreds of news/tweets a day. If account has more than 50 posts/sharing a day you should be sceptical.
- **# 5 content of the profile might be misleading.** Writing style does not not sound natural, language used is simple.



Sample fake accounts



Tweets 3,272
Followers 3,185
Likes 729
Lists 1



Benefsi Bagcik

@BagcikBenefsi

Adversity and loss make a man wise

Follow



Haticenur Oner

@HaticenurOner

A closed mouth gathers no foot.

Follow



Gokturk Altinboga

@GokturkAltinbo1

Too many clicks spoil the browse.

Follow

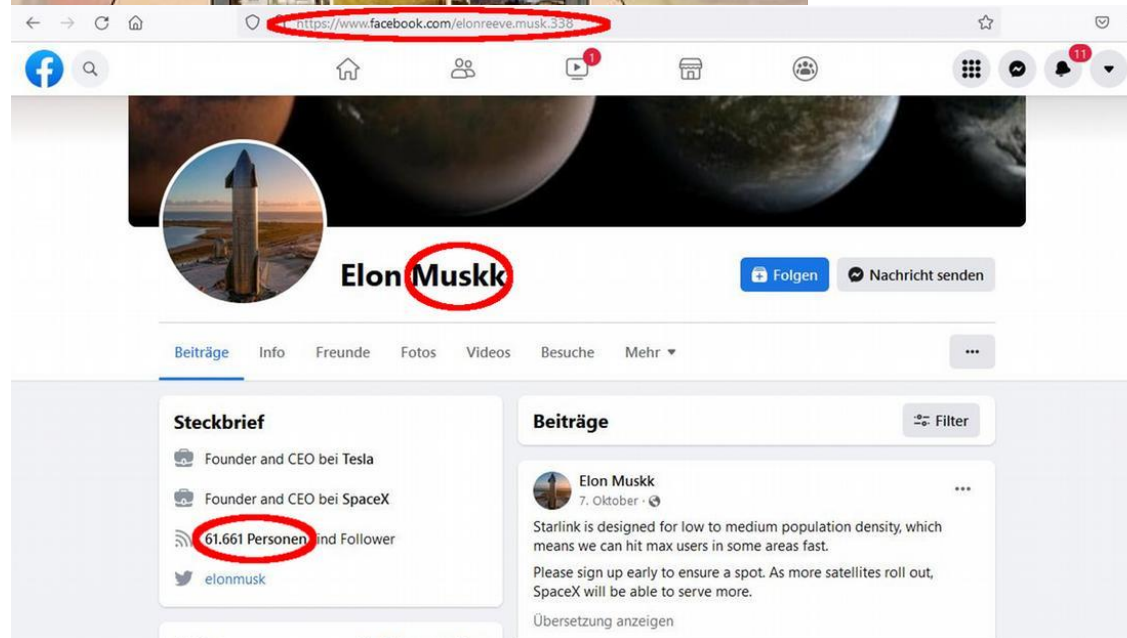


Nasim Akgun

@AkgunNasim

The hardest work is to do nothing.

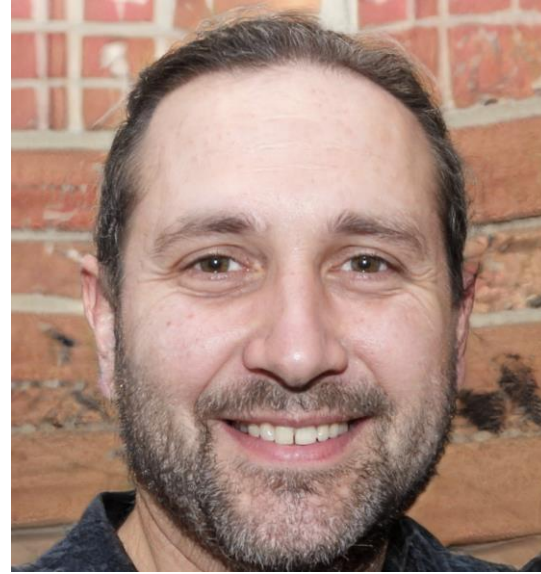
Follow



the European Union

Deepfake

- Fake images and videos are not new thing. With invention of photography in the 19th century people manipulated with images.
- However, Deepfakes are the most prominent type of 'synthetic media' meaning images, audio, video content that is generated by Artificial Intelligence (AI).
- Deepfakes are, in their most common form, videos where one person's face has been convincingly replaced by a computer-generated face.
- Let's watch video with concrete sample:
- https://www.youtube.com/watch?v=Yb1GCjmw8_8&t=53s (start at 0:54 second until 3:10 second).
- Being able to swap faces in videos or create new voice clips has a lot of possibilities but also can be used to create fake news, misleading, counterfeit videos.





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Activity 4:

How social media supports searching and selecting of health information online

- DeepFake apps

What can we do to recognize fake from real?

- To be aware of the dangers of deepfakes, synthetic media;
- While browsing on social media platforms we should be aware that some of the platforms already have deepfake policies that treat deepfakes like any other content that is misleading or could lead to people getting hurt.
- For instance, Instagram's and Facebook's policy is to remove 'manipulated media';
- Different antivirus for deepfakes or deepfake recognition programmes.





Clickbait

Imagine YOU are in the big crowded place like supermarket and suddenly you hear someone yelling or screaming. **What do you do?** Do you look? Do you go towards that sound and make sure everything is ok, etc.?

- **Clickbait** is the same thing only it is digital and found on Internet and social media.
- It is designed to attract your **attention to make you CLICK/SHARE/LIKE.**
- Clickbait can be text, videos or images.
- Clickbait has attention grabbing headlines:
 - ✓ You won't believe what happens next!
 - ✓ This blow up your mind!
 - ✓ What we found was shocking!
 - ✓and other tricks to grab **your attention and curiosity!**

Activity 4:

How social
media supports
searching and
selecting of
health
information
online

- Clickbait