



LESSON 4

CRITICAL CONSUMERS OF NEUROSCIENCE INFORMATION

Did you know?

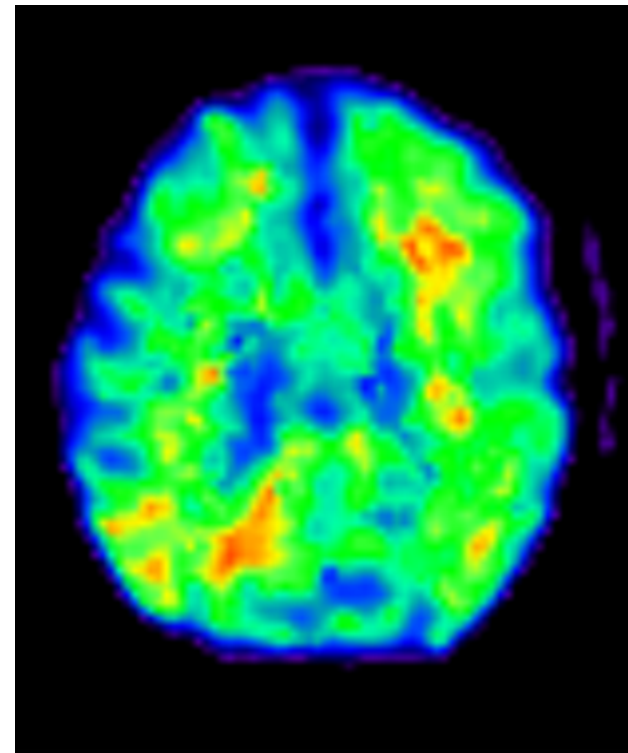
Click Bait

Information

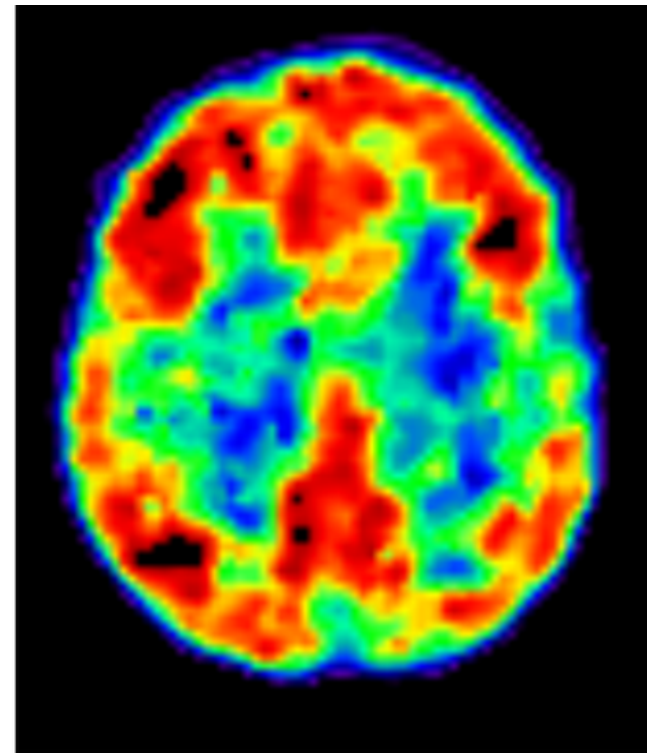
Questions

DID YOU KNOW?

Scientists discover that 4th grade students have 50% more brain function when their teachers give them candy during silent work time.



4th Grade Brain
with NO Candy



4th Grade Brain
with Candy

Did you know?

Click Bait

Information

Questions

How to critically consume information about the brain

Agenda

01

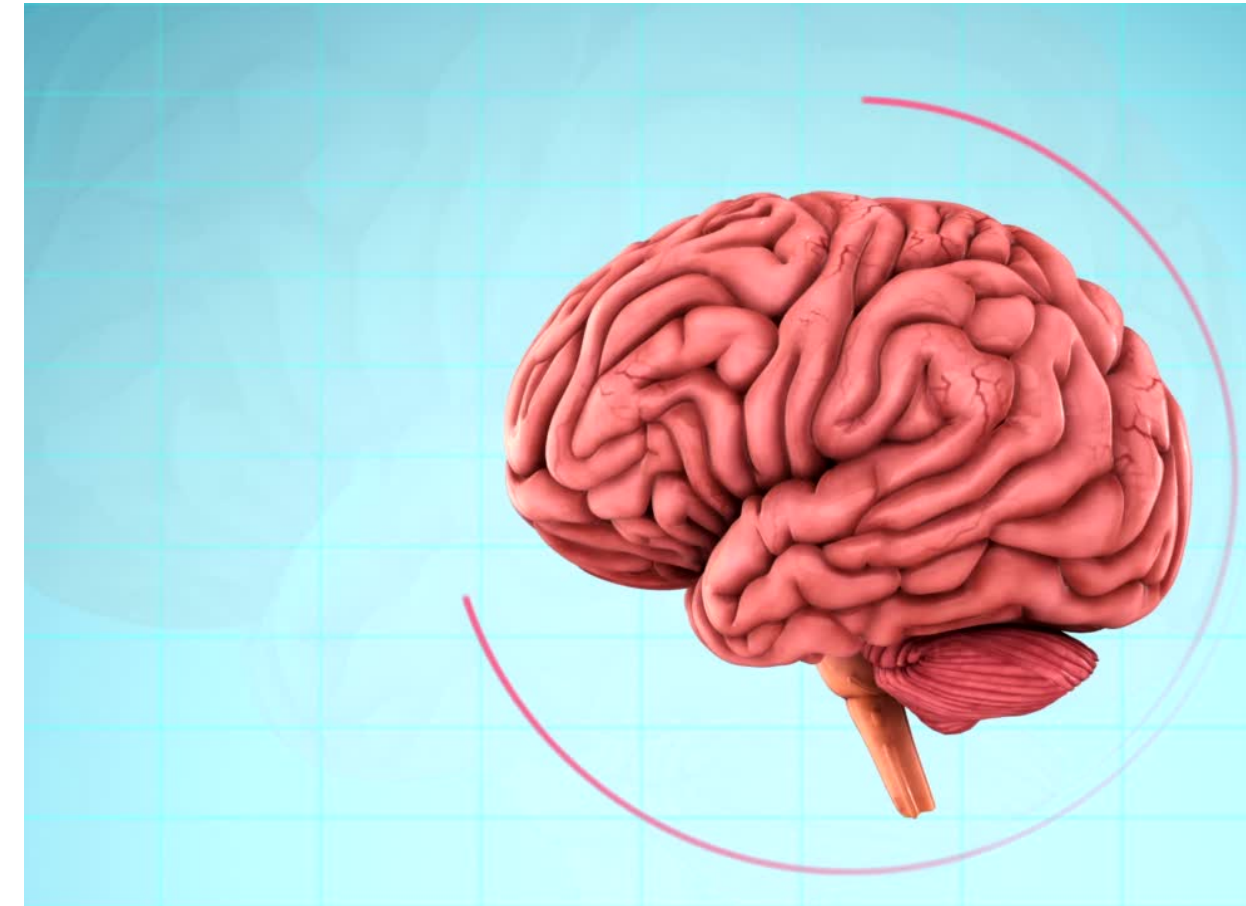
Watch out for click bait!

02

Look for information

03

Ask questions



You Need:

- Notebook
- Pencil

Goal

You will learn skills and strategies to help you critically consume information about the brain.

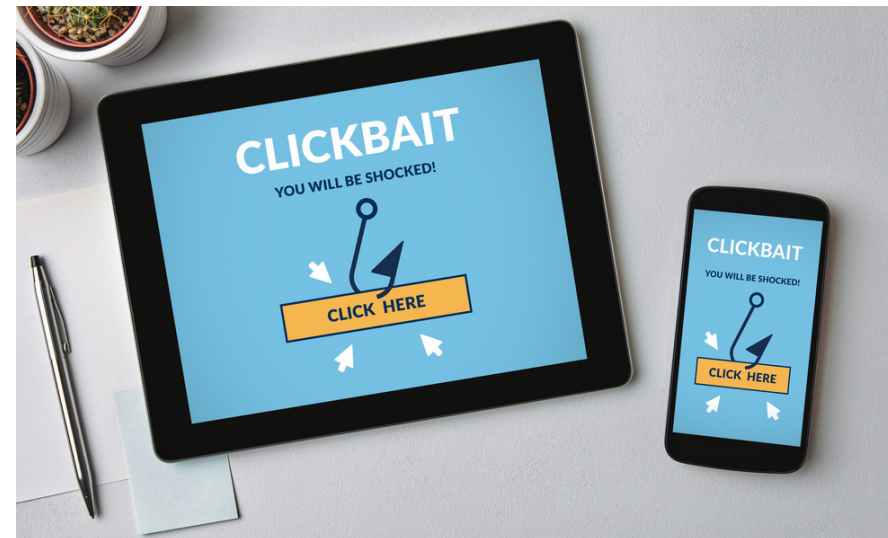
Did you know?

Clickbait

Information

Questions

1. Look out for clickbait!



- Clickbait can be pictures, videos, or text designed to make you **click**.
- It can be shocking, funny, or scary – anything to grab your attention!

Clickbait

Information

Questions

1. Look out for clickbait!

This brain food will make you the smartest person in your class!

Scientists discover all brains need THIS to survive!

Research shows only 5% of people have this brain function.. do you?

These titles are **shocking, bold** claims that make you
curious to read more!

**Can you think of a click bait title and write it on your
paper?**

Clickbait

Information

Questions

1. Look out for clickbait!



When you read headlines or titles, think about what the source could gain from you clicking. How could they benefit from you thinking their headline is true?

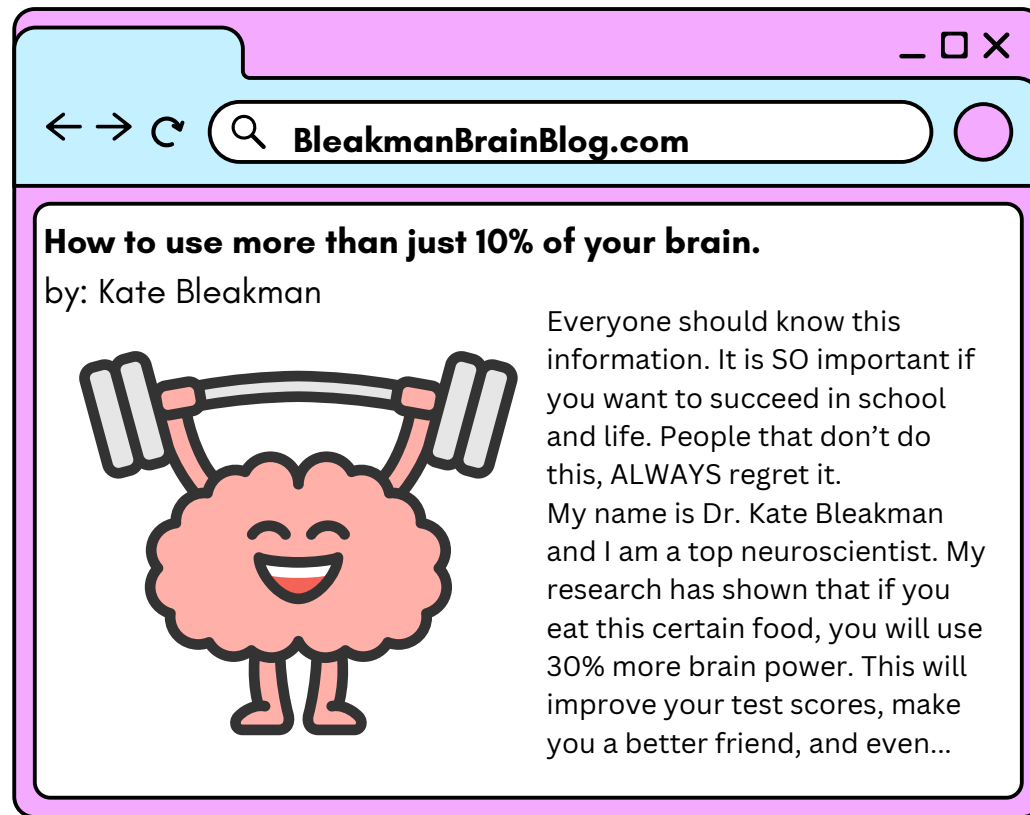
Clickbait

Information

Questions

2. Are there citations? An author? Sources?

You have to read it **side to side**.
Are there sources to verify? Authors to look up? Sources to investigate?



Before you read this from top to bottom or up and down...



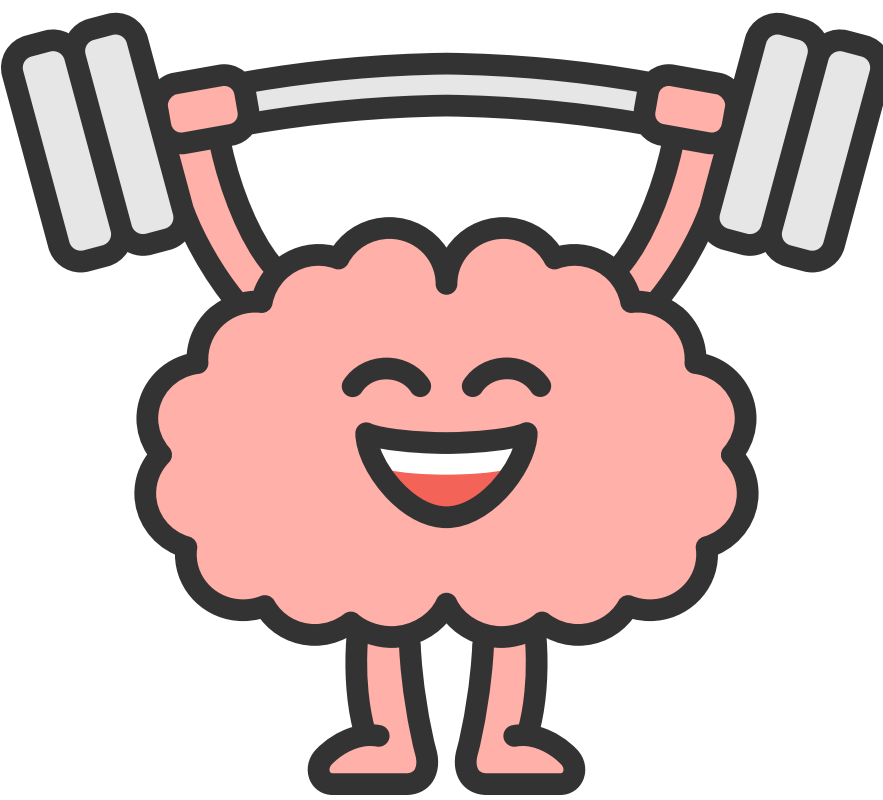
Let's investigate this article in the next slide...

Information

Questions

Are there citations? An author? Sources?

How to use more than just 10% of your brain.
by: Dr. Smartestmanalive



Everyone should know this information. It is SO important if you want to succeed in school and life. People that don't do this, ALWAYS regret it.
My name is Dr. Smartestmanalive and I am a top neuroscientist. My research has shown that if you eat this certain food, you will use 30% more brain power. This will improve your test scores, make you a better friend, and even...

Information

Questions

3. Ask questions!

What year was this discovered?

Is there a citation?

Where did you get that information?

Can you explain that more?

What does this word mean?



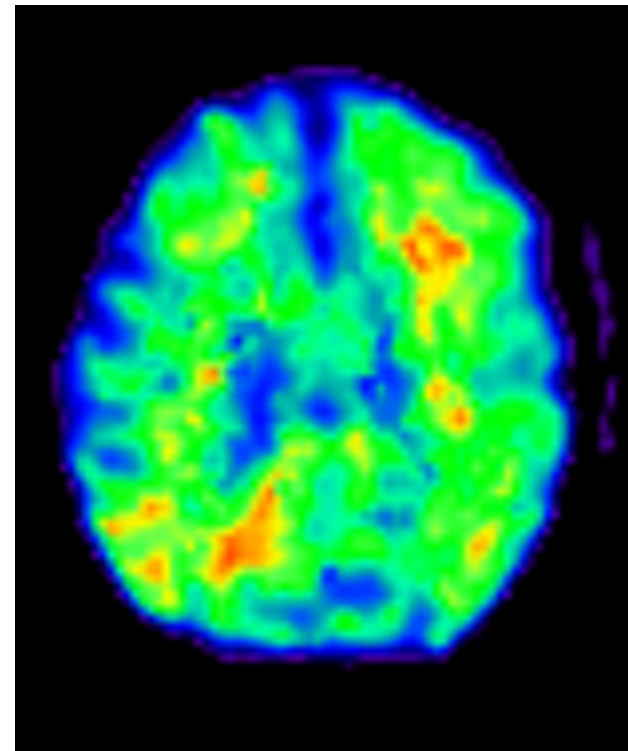
- Don't be afraid to **ask questions**. No one should make you feel bad about asking where the information came from or to explain what a term means.

HOW CAN WE CONSUME THIS INFORMATION NOW?

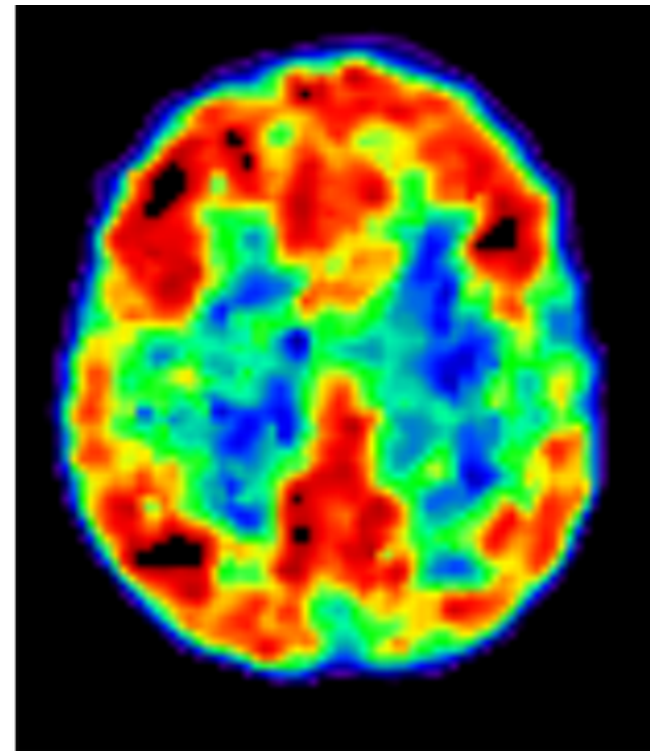
Scientists discover that 4th grade students have 50% more brain function when their teachers give them candy during silent work time.

Is this clickbait?

Is there a date?



4th Grade Brain
with NO Candy



4th Grade Brain
with Candy

Is there a citation,
author, or source?

Can you tell me
more?