



Ursuline Academy Ilford

Weekly News – 2023/2024 Issue 26
28th March 2024



Upcoming Events

Year 8 Progress Meeting
Monday 22 April 2024
4.30 – 7.00p.m.

Parent Coffee Morning 3
Wednesday 22 May 2024
9.00 – 10.00a.m.

Art, Music & Drama Exhibition
Wednesday 26 June 2024
4.00 – 6.00p.m.

Year 6/7 New Entrants' Meeting
Wednesday 26 June 2024
6.00 – 7.00p.m.

Year 11 Prom
Thursday 27 June 2024
7.00 – 11.00p.m.

Year 6 into Year 7 Transfer Day
Thursday 4 July 2024
8.40a.m. – 3.20p.m.

Music Showcase
Tuesday 9 July 2024
6.00 – 7.30p.m.

Sports Day
Friday 12 July 2024



Headteacher's Headlines

Dear Parents/Guardians,

We've reached the end of another highly successful term at the Academy. Next half term will see us begin examinations for Year 11 and 13, we pray for all our students to remain calm and focused. Please do support your daughters to be diligent in their studies over the holiday period.

This holiday break brings a number of religious celebrations for many members of the school community. Christians have started to celebrate the Easter Triduum today with Maundy Thursday, I wish all Christian members of our wider school community a very happy & holy Easter. Our Muslim families will be celebrating Eid on either 10th or 11th April, we wish them all Eid Mubarak. We also wish our Sikh brothers and sisters warm wishes for Vaisahhi on April 13th. If you are celebrating a special event in your religious calendar, which we haven't mentioned throughout the year, please do let us know. Here at the Academy we are united in harmony.

Finally, it is always sad at the end of term when we say goodbye to staff members who are moving on from the Academy. Today we say goodbye to Ms Francis & Dr. Nguyen. We wish them both well and know that they will remember their time here fondly "once an Ursuline, always an Ursuline"

I look forward to welcoming all our wonderful girls back on April 15th. God bless,

Fiona Stone headteacher@uai.org.uk



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Chaplaincy News

Pope Francis@Pontifex – 27th March 2024

Let us pray for peace. May the Lord grant peace to martyred Ukraine, as it suffers heavy bombardment, and to Israel and Palestine. May there be peace in the Holy Land. May the Lord grant all of us His gift of Peace this Easter.

Forward in Joy – 366 days with Angela Merici – Daily words of wisdom from our patron saint

29th March: Do not cease to prune this vine which has been entrusted to you.

30th March: If, according to times and circumstances, the need arises to make new rules or do something differently, do it prudently and with good advice.

31st March: Provide for everything as the Holy Spirit inspires you.

April: Charity

1st April: Charity teaches discretion and moves the heart.

2nd April: All your works, being rooted in twofold charity, can bear nothing but good and salutary fruits.

3rd April: God has ordained from all eternity that those who are united in doing good enjoy every prosperity.

4th April: Strive to act solely out of the sole love of God.





Art News

Art of the Month Layli Ali – Year 10

Layli is very accomplished at using watercolour paints and her style involves using a very delicate blend of colours. Her attention to the detail of the texture she is painting is exceptional. She has been working on pieces that relate to nature and these are some of her beautiful examples.

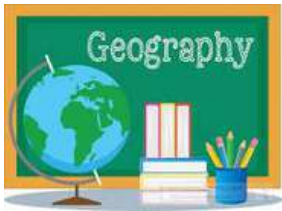
Well done, Layli.

Mr Butler

Head of Art



Mr Butler, Head of Art



Geography News

EARTH DAY

Is on Monday 22nd April!

There will be activities/talks/competitions organised by the geography department and Eco-club.

Get involved with the photography competition to be in with a chance of winning a virtual reality experience for your whole form!

Make Everyday EARTH DAY



Everybody do your share

Wildlife and Nature Photography competition!

To enter the competition over Easter take a photograph of some wildlife, such as wild animals or a photograph of nature, such as a flower/trees.

Then submit this on Satchel One before the 17th April to be in with a chance of winning a virtual reality workshop for your whole form!

There is only one entry per student. Any questions please see Miss Colder.

This is open to all year groups.



History News

British Museum Trip

On Wednesday 32 Year 7 students visited the British Museum. The students were selected to attend due to their hard work in History this year. We visited the Celtic, Roman and Anglo-Saxon Britain galleries, along with the Islamic World gallery and the ancient Egyptian galleries. It was a tiring but interesting day with a lot of walking, and the students were a credit to the school throughout.

The experience of going to the British museum was very interesting and inspiring.

Afiyah 7C

It was nice, but very busy.

Hadiya 7U

The train was very busy but the museum was very artistic.

Nhyira 7C

The museum was great and I would go again.

Mariam 7C

I liked the skeleton the most.

Aporna 7U

The Egyptian part with the mummies was the best part, although it was kind of creepy, it was interesting.

Aiyla, Riya, Nawaal 7J

Ms Mackie, Subject Lead History





Holi Event



On Monday 25th March Holi was celebrated in India and across the world. On Wednesday 27th March we held our own celebrations here at school.

Traditionally, Holi is celebrated by throwing coloured powders and spraying coloured water on each other. There are also traditional sweets and snacks associated with the festival, and people often gather to dance, sing, and enjoy festive foods. It marks the arrival of spring and the end of winter and is known as the festival of colours, and is lots of fun to celebrate.

Manjuli and the South Asian Society put on a celebration with dancing, facepainting and decorating sheets with handprints. Lots of fun was had.!



Ms Basi & The South Asian Society



Iftar Event

On the 21st March 2024 Ursuline Academy's Islamic society hosted the first ever heartwarming Ramadan Iftar event the breaking of the fast for 6th form girls. The girls had the opportunity to break their fast after 8 hours of not eating or drinking. This event not only marked a celebration of faith but also served as a beautiful testament to the spirit of inclusivity and community.

The event was adorned with exquisite decor, echoing the traditional ambiance of Ramadan. Lanterns, crafted by the Islamic Society club, adorned the venue, casting a warm and inviting glow over the gathering. The careful attention to detail in the decor set the stage for an evening of reflection, gratitude, and togetherness.

What truly made this event special was the diverse array of food and drink selection, brought in by the girls to share. From aromatic biryanis, Samosas, pakoras to delectable sweet treats and fresh fruit the tables were adorned with a feast fit for the occasion. This culinary variety not only showcased cultures within the Ursuline community but also served as a reminder of the joyous tradition of breaking fast together during Ramadan. Jessica (Head girl) also fasted for the event - well done to her.

A massive thank you to **Mr Uddin, Mrs Adam, Ms Chowdhury** and **Ms Khondoker** whom all contributed **to the preparations of the event. Among the attendees were Ms Stone, Ms Herbert, Ms Finlay, Mr Donovan** and **Ms Kodi- Pecku** who were deeply moved by the sense of camaraderie and solidarity that permeated the event.

Ms Stone mentioned "It was truly heartwarming to see students from all backgrounds come together to celebrate Ramadan,"

Mrs Ahmed Lead teacher for Islamic Society mentioned "The atmosphere was filled with warmth and acceptance; all I wanted the girls to experience was an opportunity of unity, building memories and sisterhood and it was a beautiful reminder of the values of compassion and understanding for one another."

In addition to the students, **Mr Challis and several members of the governing body** joined in the festivities, further emphasising the school's commitment to fostering an inclusive environment where all traditions are respected and celebrated.

As the evening progressed, there were several talks and presentations about Ramadan, patience, Jannah (Heaven), Quran and duas (prayers). Laughter and conversation filled the air as students shared stories, exchanged cultural insights, and bonded over the shared experience of breaking fast together. The event not only provided an opportunity for students to learn about the significance of Ramadan but also encouraged dialogue and mutual respect among peers.

In a world often marked by division and misunderstanding, events like the Ramadan Iftar at Ursuline Ilford Academy serve as beacons of hope, reminding us of the power of unity and empathy. Through shared experiences and open hearts, barriers are broken down, and bridges of understanding are built.

As the event ended, the sense of community lingered long after the last morsel of food had been enjoyed. As students tidied up and bided farewell to one another, they did so with hearts full of gratitude for the opportunity to coming together in celebration of diversity and faith.

In a world hungry for connection and understanding, events like these remind us of the transformative power of coming together, regardless of background or belief.

Huge shout out and a heartfelt thank you to the Leads who worked tirelessly to make this event a success **Nuha, Asra, Amani, Waania, Israt, Aaminah, Sumayah, Spozhmai, Maisha, Nashrah, Miethursha, Mahima** and **Hawwa** and many others who supported and attended their hard work and dedication throughout the event was impeccable.

Mrs Ahmed (Islamic Society)



Our Jack Petchey winners for February and March are **Chidera** in Year 7 and **Aishwarya** in Year 8.

Both students epitomize what it means to be SERVIAM "I will serve" They are incredibly hard working students who have shown great resilience in the past and are fantastic role models to their peers and staff. They are very kind and friendly to everyone around them and are a joy to teach. Well done girls ! We are very proud of you.





Library News

THE READING AGENCY

World Book Night

THE READING AGENCY Quick Reads 15

MALORIE BLACKMAN ²³
BOYS DON'T CRY

Without Warning and Only Sometimes
A story of laughter, love and hope
Kit de Waal

THE READING AGENCY Quick Reads 15
You can't choose your house. Not your neighbours.
THOSE PEOPLE NEXT DOOR
Kia Abdullah

THE READING AGENCY Quick Reads 15
MATT CAIN
GAME ON
Can you save the game, if you have the goal?

THE READING AGENCY Quick Reads 15
Karen Swan
The Last Summer
An island full of secrets
An unforgettable love story

THE READING AGENCY Quick Reads 15
THE NUMBER ONE BESTSELLER
JO NESBO
THE JEALOUSY MAN

worldbooknight.org #WorldBookNight

Discover Quick Reads

In 2024 we're creating a nation of readers, and we're thrilled to feature the new [Quick Reads](#) series as the next World Book Night booklist. Quick Reads are short books and great stories by bestselling authors, written in an accessible and easy to read style. They're a valuable tool for boosting reading skills, confidence and engagement in learning, and have led to thousands of adults reading, completing and enjoying a book for the first time.



MFL News

Escuchando y Atento! (Listening and Attentive in Spanish)

This half term, our Ursuline value in focus was Listening and Attentive. This is Year 7U interpretation in Spanish.



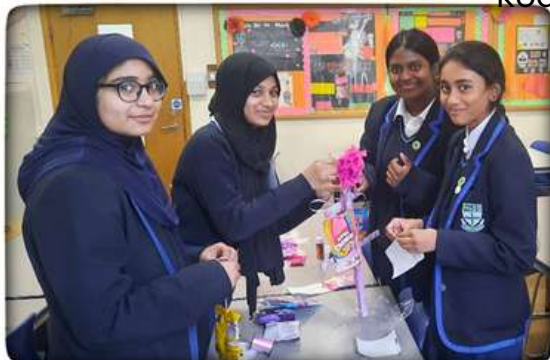
Les Rameaux (Palm Sunday)

Six days before the feast of Passover, Jesus comes to Jerusalem. The crowd cheers him as he enters the city. She carpeted the floor with coats and Palm Sunday green, forming a sort of royal path in his honour. It is in memory of this day that Catholics wear Palm Sunday. The tradition of Palm Sunday is to go to church with a branch in hand to have it blessed and set out in procession: the journey towards Easter of the people of God in the footsteps of Christ. This branch can be a palm (palm branch), a willow branch, a laurel, a boxwood branch or an olive branch depending on the region.

In Provence, which is where I am from, children attend mass and go home with twigs filled with sweets and small toys. I wanted to give Year 7 French students the opportunity to participate in a fun project reflecting this exciting French tradition so 7C and 7J brought some goodies in so we can create 2 amazing branches, once for each class. After the holiday, we will have a lucky draw and there will be 2 winners. Watch this space!



Here is Safaa-Khadeejah Patel, Cailyn Mutesi-Abigaba, Great Eleagu and Chidera Ntochukwu (7C) painting and decorating the branches. A special THANK YOU to Ms Kodi-Pecku to helping us!



Fatima, Farzana, Hariniy and Aarani (7J) attaching goody bags to the branches.



and Sofiia (7C) adding her final touch.

Ms Grassi, Subject Lead MFL



Music News

Visit to Our Lady of Lourdes Primary School in Wanstead

The Worship Band had a fantastic time singing with all the students at Our Lady of Lourdes Primary School on Thursday 21st March. We sung lots of lovely hymns together, including Here I Am Lord, Servant King and This Little Light of Mine, and we were so impressed at how many songs the OLOL students knew and how wonderful they all sang! Our Worship Band are a blessing to Ursuline as they lead our worship on a weekly basis in assembly and at other important events. This was another opportunity for them to shine and represent our school and they did so with pride and passion. Well done everyone, Serviam!



Above (left to right): **Harshikaa 7U, Bianca 10U, Tareena 10U, Malaika 9C, Annabel 10T, Eunice 10C, Charis 9U, Tolu 10U, Caoimhe 7J, Katherine 10T, Christine 9J.**



Well done everyone in the Choir and Worship band for leading the Easter service today. You were fantastic!

Ms Deller, Subject Lead Music

Our Year 8 students have been showing us their wonderful presentations this week in lessons based on the topic of Easter.

We have been learning about the importance of Easter and how it is significant in our lives today. We have also been learning about the many different ways that Easter is celebrated around the world which includes Easter parades, egg painting and flying Easter kites!



And...

Our students have been focusing on our Ursuline Student Profile Value " - Listening and Attentive" They have been thinking more about how they listen to others in class and in their homes and communities. Are we always focused and taking in information or are we distracted by other things? Some of our students have created these displays which highlight some of their thoughts on this very important value.

"We can actively listen by focusing on what others are saying. We should try not be distracted by our surroundings"

"When we are speaking with others we should not be distracted by using our phones. We should try to be present in the moment and make the other person feel like we are really listening to them"



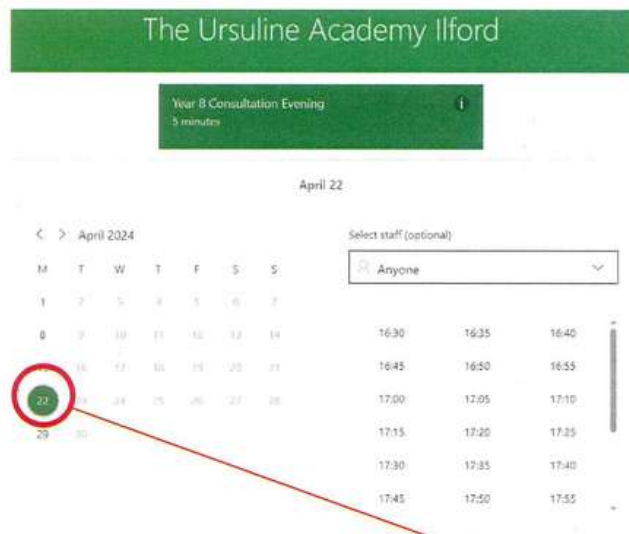
Year 8 Consultation Evening – 22nd April

We are trialling a new online booking system for our upcoming consultation evening with the parents/carers of our year 8 students. This system can be accessed via the link below:

<https://outlook.office365.com/owa/calendar/TheUrsulineAcademyIlford@uai.org.uk/bookings/s/rKlugvsQyE-kz63kKTweE5w2>

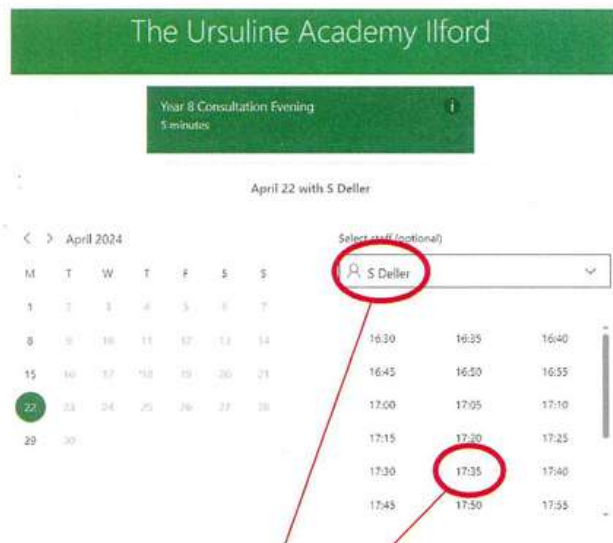
Instructions for making your bookings:

1. Click on the link above.



The screenshot shows the Outlook calendar interface for The Ursuline Academy Ilford. At the top, there is a green header with the text "The Ursuline Academy Ilford" and a sub-header "Year 8 Consultation Evening" with a "5 minutes" duration. Below this is a calendar view for April 2024. The date 22nd April is highlighted with a red circle, and a red arrow points from this circle to the next screenshot. To the right of the calendar is a "Select staff (optional)" dropdown menu currently set to "Anyone". Below the calendar is a grid of time slots ranging from 16:30 to 17:55 in 5-minute increments.

2. Change the date to Monday 22nd April.



The screenshot shows the Outlook calendar interface for The Ursuline Academy Ilford, similar to the previous one. The date 22nd April is highlighted with a red circle. The "Select staff (optional)" dropdown menu is now set to "S Deller", also highlighted with a red circle. A red arrow points from the "S Deller" selection to the next screenshot. Below the calendar is a grid of time slots ranging from 16:30 to 17:55 in 5-minute increments. The time slot 17:35 is highlighted with a red circle, and a red arrow points from this circle to the next screenshot.

3. Select the required teacher – Ms Deller has been selected in the example above. You may want your daughter with you to ensure that you are making an appointment with the correct teachers.
4. Select a time-slot to see that particular teacher.

Add your details

First and surname *

Email *

Provide additional information

Name of daughter

Book

5. Scroll down the page and add your details – First name and surname / Email / Name of daughter.
6. Press Book to confirm your appointment time with that particular teacher.
7. Repeat this process for your daughter's other teacher.

Don't forget
parents,
evening!



Careers News

Please note, below is just a snapshot of the opportunities and information posted on Satchel this week. For full details and links please check Satchel

Exams are coming... don't panic!

Tip #1: Learn to motivate yourself - [How to motivate yourself to study as a student](#)

Tip #2: Learn good time management - [6 ways to improve your time management skills](#)

Tip #3: Improve your IT skills

- [6 YouTube channels to help you revise](#)
- [7 of the best free online revision tools](#)
- [How to improve your IT skills for work](#)



Tip #4: Think outside the box...

- [8 excellent study hacks proven by science](#)
- [How to improve your lateral thinking skills for work](#)

Deloitte - Last Chance to Apply! - Do you want to start a career in finance without going to University? Deloitte could be the place for you **Deadline: 27 March 2024**

Apprenticeships with KPMG - Considering working for one of the four largest audit and accounting firms in the world? KPMG Apprenticeships are now live! **Apply Today!**

Costain Apprenticeship - Costain are offering you the opportunity to work on a range of some of the biggest projects in the UK, such as nuclear, highways, airports and rail.

Apprenticeships with Volkswagen Group The Volkswagen Group Apprenticeship Programme offers career pathways within the retailer network of more than 1,000 dealerships including Audi, SEAT, ŠKODA and more!

JLR Retail Apprenticeships - Start your career at the UK's largest automotive manufacturer. With opportunities nationwide,

Digital Financial Audit Apprenticeship - The NAO has launched a BRAND NEW Level 6 Apprenticeship in Digital Finance. Do you want a fully-funded BSc Applied Digital Technology Degree, a competitive salary, and a Level 1 ACA Qualification?



MARCH PARENTS & CARERS PACK

This month's edition of the Parents & Carers Pack includes the latest apprenticeship news, gives insights into apprenticeships with Arnold Clark, shares Alex's story as a former T Level student moving into a Civil engineering apprenticeship and much more.

Click [here](#) to download the pack.

Did you know...just registering your daughter for Free School Meals means that our school gets extra money!!

You can register your daughter for Free School Meals if you receive any of these benefits:

- Universal Credit (provided you have an annual net earned income of no more than £7,400, as assessed by earnings from up to three of your most recent assessment periods)
 - Income Support
 - Income-based Jobseeker's Allowance
 - Income-related Employment and Support Allowance
 - Support under Part VI of the Immigration and Asylum Act 1999
 - The guaranteed element of Pension Credit
- Child Tax Credit (provided you're not also entitled to Working Tax Credit and have an annual gross income of no more than £16,190)
- Working Tax Credit run-on – paid for four weeks after you stop qualifying for Working Tax Credit

If you want your daughter to have a free, healthy meal at lunchtime that's great – she will get a free meal (saving you more than £400 per year!). There is NO stigma attached and no one will know because we operate a cashless payment system in our Dining Hall.

If you qualify but don't want your daughter to have Free School Meals, please still register as the school will get additional funding. Your daughter can still continue to have her packed lunch as normal!

To apply please complete the on-line Free School Meals application on the Redbridge.gov.uk website. You can apply regardless of which borough you live in because your daughter attends a school in Redbridge. It is a simple 1-page form, so don't delay, apply today!!

It is important to note that:

- Taking the meal is recommended but not compulsory
- Your daughter may receive additional help as a result of being registered, for example, help with the cost of music lessons or school trips
- No one will know and it will not affect any other benefits you are claiming
- Registering your daughter for Free School Meals will bring in more money to our school.

Thank you for your co-operation.



Extra-Curricular Activities

Day	Activity	Time	Room	Year
EVERYDAY	Library Club: CFI	Lunchtime & After School	Library	Years 7 - 13
EVERYDAY	IT Club: RGO/HGU	12.40 – 1.10p.m.	F6/F7	Years 7 - 13
MONDAY				
BREAKTIME	Music Practice (Invitation only): SDE	10.40 – 11.00am	S5	Years 7-11
LUNCHTIME	Music Practice (Invitation only): SDE	12.40 – 1.10pm	S5	Years 7-11
	Guitar Ensemble: SDE	1.10 – 1.40pm	S5	Years 7-11
	Indoor Rowing: JMA	12.40 – 1.10p.m.	Gym	All Years
AFTER SCHOOL	Netball Club: JMA	3.30 – 4.30p.m.	Playground/Gym	Years 7-8
	English 5 O'Clock Club	3.30 - 5.00p.m.	F8	Year 11
TUESDAY				
BREAKTIME	Music Practice (Invitation only): SDE	10.40 – 11.00am	S5	Years 7-11
LUNCHTIME	Music Composition Club: SDE	12.40 – 1.10pm	S5	Years 9 - 10
	Violin Ensemble: SDE	1.10 – 1.40pm	S5	Years 7-11
	STEM Club: AKO	1.00 – 1.30pm	G12	Years 7-11
Fortnightly	Debating Team: EDO	12.40 – 1.10pm	F19	Years 12-13
	Maths Club: TKA	12.40 – 1.40pm	S6	Years 7-11
	Chemistry Club: JOS	12.40 – 1.10pm	G8	Years 10-13
	GCSE PE Intervention: SFR	12.40 – 1.30p.m.	G18	Years 10-11
	Newspaper Club: NAS	12.40 – 1.40p.m.	F9	Years 7-11
AFTER SCHOOL	Subject Champions: RBA	3.30 – 4.30pm	G15	Years 12-13
	Netball Club: SFR	3.30 – 4.30p.m.	Playground/Gym	Years 9 - 13
WEDNESDAY				
BREAKTIME	Ukulele Group: DEA	10.40 – 11.00a.m.	S5	Years 7-8
	Vocal Group: SDE	10.40 – 11.00a.m.	Practice Room 3	Years 9 - 13
LUNCHTIME	Music Practice (Invitation only): SDE	12.40 – 1.00p.m.	S5	Years 7-11
	UAI Choir: SDE	1.00 – 1.40p.m.	S5	Years 7-11
	Mindfulness and Wellbeing: NKA	12.40 – 1.10p.m.	G9	Years 12-13
	Indoor Athletics: JMA	12.40 – 1.10p.m.	Gym	Years 7-8
	LGBT Club: HMA/EDO	12.40 – 1.10p.m.	F19	All Years
	Spanish Speaking Club: SCL	12.40 – 1.10p.m.	G5	Year 11
	SEN Science Club: MUD	12.40 – 1.10p.m.	G11	Year 8
	Islamic Society: AAH	1.05 – 1.30p.m.	F8	All Years
AFTER SCHOOL	DT Catch Up: AKO	3.30 – 4.30p.m.	G12	Year 11
	Football Club: LBU/DOK	3.30 – 4.30p.m.	Playground/Gym	All Years
	Peer Mentor: NKA/RBA/HCO/SFR	3.30 – 4.30p.m.	G15	Years 7-13
THURSDAY				
BREAKTIME	Music Practice (Invitation only): SDE	10.40 – 11.00a.m.	S5	Years 7-11
LUNCHTIME	Worship Band: SDE	12.40 – 1.10p.m.	S5	Years 7-11
	Woodwind Ensemble: SDE	1.10 – 1.40p.m.	S5	Years 7-11
	Art Club: RBU	12.40 – 1.40p.m.	S2	GCSE Students
	Knitting Club: HMA & Mrs Mackie	12.40 – 1.40p.m.	F18	Years 7-11
	Charity and Enterprise: LBU	12.40 – 1.10p.m.	F10	Years 12-13
	Sports Ambassadors: SFR	12.40 – 1.10p.m.	Dance Studio	Years 12-13
Fortnightly	African Caribbean Society: TKA/SFR/NKA	1.10 – 1.40p.m.	S6	All Years
Fortnightly	ECO Club: HCO/JMC	12.40 – 1.00p.m.	G3	Years 7-8
AFTER SCHOOL				
FRIDAY				
BREAKTIME	Music Practice (Invitation only): SDE	10.40 – 11.00a.m.	S5	Years 7-11
LUNCHTIME	UAI Band: SDE	12.40 – 1.10p.m.	S5	Years 7-11
	Glee Club: SDE	1.10 – 1.40p.m.	Dance Studio	Years 7-11
	Art Club: RBU	12.40 – 1.40p.m.	S2	Years 10-13
	Chess Club: BFA	1.00 – 1.30p.m.	F13	All Years
AFTER SCHOOL				

What Parents & Educators Need to Know about CLICKBAIT

WHAT ARE THE RISKS?

Clickbait is a controversial online marketing strategy which uses sensationalist (and frequently misleading) headlines to encourage engagement with an article, image or video – often playing on users' emotions and curiosity, while much of the actual content is of questionable accuracy. Clickbait is also sometimes used to disguise scams, phishing sites and malware.

HARMFUL MISINFORMATION

Clickbait tends to play fast and loose with the truth, opting for eye-catching content over objectivity. This is particularly dangerous for younger internet users, who are generally more susceptible to that type of material. A child could be presented with fake news, misleading articles and – in some cases – outright lies without fully understanding what they're viewing and why it's harmful.

INAPPROPRIATE CONTENT

Due to the misleading nature of many examples of clickbait, what may seem to be innocuous and child friendly could actually contain age-inappropriate material such as extremist political views or violent, pornographic or sexually explicit content. This is clearly a hazard for young people, who could be upset, disturbed or influenced by exposure to such subject matter.

HIDDEN MALWARE

While most clickbait is simply trying to promote engagement to earn companies additional revenue, some of it does redirect to dubious sites with the potential to infect devices with viruses or malware. This could put a child's sensitive data – such as their name, their location and their date of birth – at risk of being accessed and exploited by malicious hackers.

PRIVACY PROBLEMS

Some clickbait leads to sites which could coax a child into volunteering their personal data – using pop-ups to ask them for their email address and phone number, for example, in exchange for accessing additional content or subscribing to various services. Normally, this harvested information is then sold to third parties, who often utilise it for targeted adverts and other sales schemes.

A DRAINING DISTRACTION

Clickbait encourages spiralling consumption of online content, which could easily result in a young person spending hours scrolling aimlessly instead of doing something productive or interacting with family and friends. This can leave them tired, apathetic and lacking focus – and, in the long term, can negatively impact their social skills, education and mental wellbeing.

IMPACT ON BEHAVIOUR

Depending on the type of clickbait a child is interacting with, you might notice negative changes in their behaviour. Weight loss scams, for example, are common among clickbait and have the potential to influence eating habits and body image – while deliberately inflammatory 'rage bait' articles can leave impressionable young people feeling irritable, restless or argumentative.

Advice for Parents & Educators

START A CONVERSATION

The sheer volume of clickbait can make protecting children against it quite challenging. It's vital to talk to young people regularly about the types of content they encounter online, so that they understand the risks of engaging with clickbait. If you're still concerned, it may also be wise to keep an eye on children's online activity to ensure they're not being tempted by clickbait headlines.

PROMOTE CRITICAL THINKING

Encouraging children to question the legitimacy of sensational headlines and too-good-to-be-true promises will help them to become savvier online – and far less likely to be drawn in by clickbait content. These critical thinking skills will also serve to protect them in other areas of the digital world where misinformation is becoming increasingly common.

SPOT THE TELLTALE SIGNS

There are certain common elements in clickbait, including headlines and images that use shock and outrage to grab people's attention – as well as numbered lists, such as "8 Facts You Won't Believe Are True". Some clickbait combines several of these tactics to snag users' interest. Learn to recognise these techniques for yourself so you can teach children to notice them as well.

TAKE CONTROL

Many parents opt to place limits on how long their children can spend online each day, which obviously reduces the chance of exposure to clickbait. Alternatively, most internet-enabled devices have built-in controls that allow parents to manage what sort of online content their child can access – including filtering by age, which can screen out a percentage of inappropriate material.

Meet Our Expert

Carly Page is an experienced technology writer with more than 10 years in the industry. Previously the editor of tech tabloid *The Inquirer*, she is now a freelance technology journalist, editor and consultant who writes for *Forbes*, *TechRadar* and *Wired*, among others.



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