**The Devil's Clickbait**

(Matthew 4:1 KJV)

*Then was Jesus led up of the Spirit into the wilderness to be tempted of the devil.*

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ome might wonder what exactly is the true definition of Clickbait. The term Clickbait is something such as a headline that's designed to make readers want to click on a hyperlink especially when the link leads to content of dubious value or interest. It is difficult for me to remember a time when you could scroll through the social media outlet of your choice and not be sabotaged with— "*You'll never believe what happened when MLK died—***click here**" "*This world's smallest pig is the cutest thing ever—***click here**" "*You'll lose 25 pounds in 15 days—***click here**" "*Who's your perfect match only social media—***click here**" These are all classic Clickbait ads designed to lure you— that fundamentally distracts you from focusing on the real issue at hand.

Let's be perfectly honest with ourselves that online advertisers like to lure us by posting sensational, salacious and seductive images and headlines that tempt us to click on them. It's called "Clickbait," and again fundamentally it's a real distraction from reality. Now, notice the text that Jesus was tempted with a similar form of Clickbait by the devil himself. But the way he refused to click on the Devil's Clickbait can teach us a lifelong lesson about how to deal with the temptation in our own lives—and not anyone else's.

(Matthew 7:3-5 NKJV)

***3****And why do you look at the speck in your brother’s eye, but do not consider the plank in your own eye?* ***4****Or how can you say to your brother, ‘Let me remove the speck from your eye’; and look, a plank is in your own eye?* ***5****Hypocrite! First remove the plank from your own eye, and then you will see clearly to remove the speck from your brother’s eye.*

"**CLICK**, **CLICK**, **CLICK**, AND **CLICK**"! Have you ever heard the sound of a computer mouse clicking? If there's any more ubiquitous sound in the 21st century, it's not hard to identify how it sounds. The clicking of a mouse and the tapping of the touch screen are the soundtracks of our daily lives. We get everything with a click of the mouse—from the news to ordering groceries to checking in with a distant friend, family members and other too numerous to name.

While the internet networking has brought us simplicity of communication, it's also shouldered us with the burden of diversion. You can't read an online article, for example, without being bombarded with ads or, perhaps even worse, temptations to click on another article that may take you down a rabbit trail you never planned to follow.

The well savvy internet users call this "Clickbait," which refers to any ad or link with a shocking, salacious or teasing headline or photo designed to pique your curiosity, and inquisitiveness to distract you and head you into another unproductive direction. And the headline usually doesn't deliver what it offers, and your "click" usually results in a multitude, masquerade, and deception of more ads, banners and useless information. It's called, "Clickbait!"

It's no wonder, then, that the devil himself is a master of Clickbait. He's always trying to get people sidetracked from what really matters, he doesn't deliver on what he promises and he plays havoc with people who are driven by emotion rather than by faith. Biblically speaking, there's no greater example of how his Clickbait strategy works than the temptation of Jesus in the wilderness.