

# Topic 2: Clickbait

## Answer Sheet 2 for Teachers

### **1. Choose to be Outstanding (Or Choose to Continue to Suck) – Johnny B. Truant**

Emotions:

- Curious, how do I become outstanding?
- Sad, because, unless I choose to be outstanding I am choosing to suck
- confused because I didn't know that my life sucks at the moment and that you actually have a choice to be outstanding

This essentially says: *unless you choose to be outstanding, you're choosing to suck.*

That's a provocative statement.

After all, who would actually choose to suck at something? Well, **you**, according to Johnny.

Because with this headline, there is no middle ground. Johnny is forcing you, right here and right now, to make a decision. That is why you would probably click on the headline.

**Research:** The title is a book title of a book written by Johnny B. Truant. The author is writing about ways to optimize your lifestyle. But if you dig deeper you realize, that the answers that book provides are less spectacular than once could think this might be the reason why the book is also rated quite bad (3,6 Stars out of 5,0).

### **2. 10 Reasons Men Shouldn't Be Helping Their Wives With The Housework – Aimee Ogden**

Emotions:

- angry because this sounds like a guide to outdated gender roles
- curious because I can't think of any good reasons
- amused because this can't be a serious post

This headline will certainly be outrageous to some.

If the post is true to the headline, other women may see the author as a traitor to her gender.

If it's a sarcastic post, it might be seen as baiting men.

So which is it? You're forced to read the post to find out if she's being serious or tongue-in-cheek.

**Research:** the post is very funny because the creator of the post shows in a sarcastic way that there is absolutely no reason for men to refrain from housework. But of course you have to click on the content in order to realize that, otherwise one might have the picture that there is actually a reason from man staying away from homework.

### 3. How Facebook Ruined Christmas – Jay Baer

Emotions:

- curious because it's very unlikely that Facebook really ruined Christmas. What could this mean?
- worried because this hopefully isn't true

No! Say it ain't so! First the Grinch stole Christmas; now Facebook wants to ruin it.

It's true that Facebook has had some trust issues in recent times. But it's extreme to suggest they actually ruined Christmas. And kind of funny too.

Even if you're a Facebook hater, you want to know how the author will back this up.

After all, if Facebook really ruined Christmas, wouldn't you know about it already!

**Research:** this post targets people who work in social media marketing or are interested in social media strategies. It's about a change in Facebook's advertisement policies that makes it more difficult to promote products on the social network because companies now have to provide useful content for free distribution. The article wasn't very interesting. If you do not work in these fields, it is challenging to understand why Facebook apparently ruined Christmas. What seemed like a general topic of interest turned out to be an article that addresses a specific target group.

From: Warner (2019): 36 Outrageous Headlines You Can't Help but Click. Retrieved from: <https://smartblogger.com/outrageous-headlines/>