

Topic 2: Clickbait

Answer Sheet 1 for Teachers

1.



1. **Celeb Style Weekly**
3 mins · 🌐

You'll NEVER believe which two stars got into a fight on the red carpet last night!! **CLICK** to find out which starlet they were fighting over!! ---->
<http://bit.ly/1b7quT9>

Picture: <http://glitzandgrammar.co.za/why-i-hate-clickbait/>

We are sure that there are even more than six clues. But the most obvious are the following:

- 1: You'll never:** Strong words that awake big expectations. If you are supposed to never believe something, you are triggered to get eager to know, what the article is about.
- 2: NEVER:** typical for clickbait is to use words in caps. Caps usually cream out to the reader. The reader wants to get more information on the spectacular headline.
- 3: Exclamation Marks:** Same as with caps.
- 4: CLICK:** The call to click on the link, instead of reveal the actual content in the headline is also typical for clickbait.
- 5: Provided Link:** a serious article would usually straight reveal what – so spectacular – happened in the headline.
- 6: The picture:** The picture does not reveal any content apart that three man walk on a red carpet. A serious article would have chosen a less “mysterious” picture.

2. Pros and Cons

The Pros of Clickbait

- With Clickbaits newspapers/magazines etc. get more pageviews.
- Whether or not those pageviews will return is up for debate, but usually people that use Clickbaits get a large number of new pageviews and clicks every time.
- It's easy to share on social media. Because people took the time to click (and usually see these articles on social media), they are more likely to be re-shared on social. This also helps extend the impact of the post.
- Because of the last point, it's more likely that the post will go viral.
- Because the post gets more pageviews and social shares, the post could create awareness. If a side is producing more pageviews and social shares, the message of the article can create awareness by reaching more people that without Clickbait.

The Cons of Clickbait

- It can seem tricky, which could cause to lose future readers or urge people to "unhide" the magazine's stories and posts or unsubscribe to newsletters.
- Going off of the last point, this can sometimes lead to a negative reputation. Readers may decide they can't the side, which could lead to negative reviews as well.
- Just because you get a lot of pageviews doesn't mean your conversion rates are improving, which is usually the bottom line for a serious magazine.

Task 3: The Verdict: Is Clickbait Worth It¹?

The students should reach the decision that the cons will outweigh the pros usually.

The risks are far too risky than the rewards are sweet.

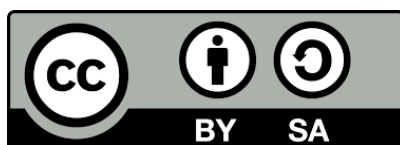
By using Clickbaits people put their credibility and trust-worthiness on the line.

Of course the page receives clicks and pageviews. But also when the story behind the clickbait is not as sensational as it looked in the first place, people will lose their trust in the side.

It is similar to the story of the lying Shepherd: The first time when the Shepherd was shouting out for help, just for fun -when there was no wolf- people came and were motivated to help. They realized that there was no wolf and were disappointed by the shepherd. The Second time, when there was actually a wolf, and he was shouting for help, no one came to help as everyone expected him to lie anyways. This is the same with clickbait for newspapers. If a paper presents every redundant topic as a sensation, it won't take long until no one will click anymore because they expect it to be redundant (even if a topic might actually be sensational).

¹ Adapted from: Clickbait: Pros and Cons ad SEO Considerations (September, 2015).

Retrieved from: <http://www.seoagency.com/clickbait-pros-cons-and-seo-considerations/>



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M4: Digital Manipulation

