

A Review of the Effects of Clickbait on Online Platforms among Society

Ainur Aiesyah Ahmad Azam, Nur Fatin Farissha Hasbullah, Nur Madina Abdul Sookor
Wardina Mohamad Hanafi, Mohd Sufiean Hassan & Noor Afzaliza Nazira Ibrahim
Universiti Teknologi MARA Cawangan Melaka, Alor Gajah

AINUR AIESYAH AHMAD AZAM

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *aaiesyah03@gmail.com*

NUR FATIN FARISSHA HASBULLAH

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *fatinnur346@gmail.com*

NUR MADINA ABDUL SOOKOR

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *shukordina23@gmail.com*

WARDINA MOHAMAD HANAFI

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *warrrdina.hanafi@gmail.com*

***MOHD SUFIEAN HASSAN**

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *mohdsufiean@uitm.edu.my*

NOOR AFZALIZA NAZIRA IBRAHIM

Faculty of Communication and Media Studies
University Teknologi MARA Cawangan Melaka
email: *afzaliza@uitm.edu.my*

ABSTRACT

Clickbait is a problem that exists throughout society. Due to the rising advancement, this clickbait problem has harmed numerous societies. This clickbait is used on multiple online platforms. For example, in social media and online news websites. In this study, our aim is to explore the effects of clickbait towards society. Besides, it is also to determine the factors of clickbait that happened in online platforms. The method of analysis we apply in this paper is qualitative, and we are scoping review of journal papers with a total of 10 articles published between 2019 and 2023. Most online platforms were used to interact with society by giving information but they misused clickbait when conveying information. When communicating information to the community, the usage of language and the incorrect style of writing might cause misunderstandings. The fact that clickbait is not just prevalent in Malaysia, but also in other countries.

Keywords: Social media, Clickbait, Society, Effect, Online news

INTRODUCTION

Nowadays, a lot of individuals solely use the internet to obtain information due to changes in the media landscape. One of the most evident reasons is the shift from print to digital media. Due to the rapid advancement of technology, people may now access news media content at any time and from any location. The mass media's primary tool for informing its audience is the news media (Bilqis & Thohiriyah, 2020). There are disadvantages to this shift, though. Use of clickbait is one of them, and the main sites for its usage are online news portals (Lider & Riyanti, 2021). As mentioned by Wang (2023) clickbait is a strategy that is often used to increase the amount of clicks and views on a piece of content by using dramatic or misleading headlines. The term "clickbait" refers to online publications that intentionally employ deceptive headlines to entice readers into clicking on the designated website. In China, clickbait is referred to as the "Title Party" and is characterized by the deliberate use of more sensational and emotive article titles on the Internet, aiming to prompt readers to click and engage with posts or articles (Wang, 2023).

The growth of clickbait on online platforms jeopardises the reliability as well as credibility of information shared on the internet. Users are being exposed to more sensationalized and inaccurate content, creating worries about a lack of trust in online information sources and their potential impact on individuals' decision-making processes. Clickbait, which is described as sensationalist headlines and false information intended to lure people to click, is more widely used by media publications as a method to promote online interaction. However, it is not limited to news organizations. Pengnate et al. (2021) state that worries about clickbait have increased over time, especially on social media websites, because of its capacity to grab users' attention and make them take notice. As is often known, people's primary sources of news stories and other up-to-date information these days are social media platforms like Facebook, Instagram, and Twitter. Since the traditional norms of veracity, impartiality, and fairness may be compromised in the quest for views and clicks, concerns about the potential erosion of journalistic standards are raised by the emergence of clickbait in online journalism.

Clickbait has become commonplace in internet media, where headlines are used as the primary attraction (Untari et al., 2023). This pattern raises doubts about the reliability and credibility of internet news sources and might have an impact on the way information is disseminated. In endorsing this statement, Scott (2023) asserted that clickbait headlines aim to obscure the line between what is pertinent and irrelevant content by luring readers in with captivating language and visuals. Although clickbaiting benefits the news media, it usually contains false information that makes headlines and content irrelevant, which is bad for readers (Bilqis & Thohiriyah, 2020). For a more detailed explanation, if the audience solely examines news headlines without considering the entire content, clickbait has the capacity to present misleading information, occasionally referred to as a hoax (Zannettou et al., 2019). This will have an impact on both the readers and the community. Therefore, in this paper we are questioning what are the effects of clickbait towards society? And what are the factors that contribute to the clickbait in online platforms? The purpose of this study is to explore the effect of clickbait towards society and to look into the factors of clickbait that occurred in online platforms.

THE EFFECTS OF CLICKBAIT

Rapid distribution of information on social media has a significant impact on the issue of clickbait. This is due to the fact that when clickbait has been used in the caption or as the issue's title, it can spread widely throughout social media without being restricted. Information spreads swiftly, which leads to issues that are currently trending becoming the talk of the community and social media to spark discussion for netizens (Sarhini, 2021). On top of that, news from online news sources. They will typically use social media to promote each of their new articles by showcasing their headlines. Clickbait in news headlines may encourage social media users to click on the news immediately, taking them directly to the online news website. Usage of titles the news media frequently uses clickbait in its online material to attract readers' curiosity and draw in readers who are curious about subjects that represent a knowledge gap (Hadiyat, 2019). Actions clickbait like these, according to Sarhini (2021), typically use unauthentic information that can lead to misunderstandings and rumors, which in turn contributes to inaccurate information spreading throughout the society.

Trust in journalist decreasing: Research from Wanda et al., (2021) demonstrate that clickbait headlines negatively affect Tanzania and Zambia perceptions of the trustworthiness of journalists. Previous studies have found that the negative impact of clickbait on society is that society's trust in journalists is decreasing. A more critical and less ambiguous response to the clickbait-style headlines was found in a later study (Muddiman & Scacco, 2019), indicating that the audience was at ease with the headlines and did not associate them with low quality or lack of credibility. According to the data for Tanzania and Zambia, the study was able to establish that, while "clickbait-styled" headlines may have the power to negatively impact views of reliability and quality of professional journalism practices (Wanda et al., 2021). A clickbait-styled headline was defined by (Molyneux & Coddington, 2020) as the practice of producing headlines that cover information or advertise the article in order to get people to click through. Reading only clickbait headlines had an impact on the ability to determine the correct emphasis of a news story, as well as the ability to apply the information in the article to a real-world issue (Carciooppolo et al., 2022). Since readers are unable to apply what they see or read in the real world because they do not understand the story that the journalist who reports the news seeks to tell, trust in journalists weakens as a result of this.

Readers disappointed: Furthermore, clickbait causes reader frustration. This occurs when the reader obtains a certain amount of satisfaction from the information being presented. According to Hadiyat (2019) clickbait represents an author's or editor's attempt to construct a title that can capture attention and influence emotions to the point where the reader finds it impossible to ignore the title. The study also mentioned that, in general, the use of title clickbait articles is frequently employed by the media online to pique readers' attention by teasing curiosity caused by information gaps between what the reader knows and what the reader wants to know. A clickbait headline is one that is frequently featured in online media or in a post on social media or official media, and a good deal of clickbait is only created for social media posts like online media sharing to persuade readers to click on the provided link (Potthast et al., 2016). The concept of clickbait has caused frustration since the content looks to be very different from true information worthy of being offered to the public (Arnold et al., 2017). Readers are disappointed when the item does not live up to the original expectations they had when reading

the article headlines (Hadiyat, 2019). Although clickbait is said to have negative effects, there are also positive effects of clickbait to society.

Clickbait does not influence readers: Furthermore, the positive effects of clickbait is that it does not influence the reader's action. Even though, expertly constructed using language and structure, clickbait headlines present a question and often include real or imagined spoilers to get readers to click on the story (Kaushal et al., 2022). Clickbait is stated as the catchy headlines that encourage people to click on them and hyperlink to further information (Chakraborty et al., 2016), but a study by (Kaushal et al., 2022) showed that articles with non-clickbait titles receive more visual attention than articles with clickbait headlines. There has been research into whether clickbait headlines are more engaging than non-clickbait headlines, and the results indicate clickbait failed to attract more attention than non-clickbait headlines (Molina et al., 2021). However, this issue of clickbait causes people not to click because some of them are unaware of the issue, despite the fact that it is commonly used on online platforms. For example, (Shinkhede, 2019) conducted a study of 30 people from Pune City, India, and discovered that, while clickbait is thought to have spread throughout the Indian news media, the majority of the participants were unfamiliar with the term but were familiar with its functions.

Lead to read interest: Another positive effect of clickbait to society is that it can attract their interest to read. There is research doing experiments towards generation Z and showing good results to it. According to Rahmatika & Hidayanto (2020), the usage of clickbait methods in journalism has a beneficial and significant influence on generation Z's interest in reading, with a percentage of 55.2%, while the balance of 44.8% is generation Z's interest in reading influenced by other variables. The generation referred to as Generation Z was born between 1995 and 2012. The findings of this study are further supported by other research from Hastuti et al., (2023), which involved 819 students and demonstrated that clickbait headlines on online news portals strongly and positively effect students' interest in reading. Karaca (2019), states that clickbait journalistic products are filled with junk information, but now the study's findings indicate that this tactic can also pique someone's interest in reading (Rahmatika & Hidayanto, 2020). This study on how clickbait captures people's interest is also related to the Loewenstein theory (Anand et al., 2017). This theory defines the basis of clickbait journalism, which is exploiting human curiosity that humans will never be able to meet, and at this moment, clickbait functions as a trigger of human curiosity, where when human see journalistic product that use clickbait methods, they become inquisitive and want to know more about the substance (Rahmatika & Hidayanto, 2020).

THE FACTORS OF CLICKBAIT

The Internet and television are the two main places where people get their news, with a sizable minority also using social media. There are some key distinctions between getting news via social media and traditional sources, such as print, broadcast, or even news websites (Newman et al., 2021). Besides, social media offers news from a variety of new "digital-born" venues with distinct journalistic standards and practices in addition to well-established legacy media and it is no secret that social media is becoming the primary source of news for anyone seeking

to learn about current developments (Edgerly & K. Vraga, 2020). Hence, clickbait is becoming increasingly popular, particularly on internet news sites (Lider & Riyanti, 2021). However, this has raised a concern to us factors that drive the use of clickbait of online news on online platforms. Based on the research that we have done, there are few factors we identified to be reasons behind the use of clickbait.

The influence of shifted news media in gaining profit: Based on multiple studies, news organizations use clickbait to gain audiences and profit due to media industry rivalry as media companies now prioritize grabbing the public's attention over maintaining a competitive edge in the media landscape. Therefore, this is called the attention economy according to Rahmatika and F. Prianto (2022) to make profit for the company, the media in the attention economy must take a stance that puts attention-grabbing over readership. This has caused the team of editors must come up with a strategy that would efficiently attract readers to their material and encourage them to share it on these various platforms (Lider & Riyanti, 2021). This has also been supported by Bilqis & Thohiriyah (2020) they claim that these days, clickbaiting is a strategy used to pique readers' interest and encourage them to engage with the news. If more people click on it, the news medium will make money and become more well-known. Internet users may be persuaded to click by such titles, which pique their curiosity (Wang, 2023).

However, Pengnate (2019) claimed that because clickbait has the potential to be a successful marketing tactic for bringing in money from advertising on websites or drawing in new visitors, companies will also be interested in it. The study conducted by Mormol (2019) concluded that news organizations prioritize making money by using attention-grabbing headlines above giving the audience factual information. In spite of that, the value of journalistic ethics and the necessity of preserving high-quality news sources is very crucial since the majority of journalists are today competing to create attention-grabbing headlines based on the quantity of views and clicks on their stories (Wang, 2012). This practice drives media sources even farther towards partisanship, with headlines primarily meant to get readers to click. The focus on news relevancy has decreased as clickbait becomes a strategic tactic to pique readers' interest. The ultimate goal is to generate a large amount of clicks so that news organizations may make large sums of money and get more notoriety (Bilqis & Thohiriyah, 2020). As a result, we found that the influence of shifted news media in gaining profit was one of the factors.

News organizations may utilize sensationalist headlines to attract attention and generate click: A news headline has to be intriguing since people tend to click on stories that pique their curiosity and news that fascinates them. Based on the findings we have found that, to attract attention and generate clicks, news organizations may utilize sensationalist headlines. Anand et al. (2017) found that human curiosity functions on two levels to close the gap between the known and the unknown, in line with Loewenstein's (Information Gap) hypothesis. People will find a gap in their knowledge when they come across a startling news article, and they will click on the news to fill it. Hence, the key to drawing people to click on news articles lies in crafting a title that sparks curiosity, as humans are naturally inclined to be intrigued by the unknown. Therefore, the tendency in today's news headlines is flashy but meaningless, using eye-catching images as illustrations to pique readers' interest and encourage them to read the

article in its entirety (Lider & Riyanti, 2021) which is known as a successful tactic pique an individual's interest.

As mentioned by Bilqiis and Thohiriyah (2020) clickbaiting headlines with questions were employed by certain news outlets. In question-based headlines, the question mark serves as the primary element that readers must click. This is because the title leaves the reader puzzled and lacks information, as a result the reader clicks the headline in an attempt to satisfy their curiosity. However, several kinds of studies have found that different news websites use different clickbait methods in their news headlines. Based on a study that has been conducted by Mormol (2019) discovered that various websites employ different techniques when it comes to clickbait in their headlines. For example, BuzzFeed creates titles that are clearly misleading an overview of the content, whereas E!Online employs clickbait judiciously. In addition, a study done by Lider & Riyanti (2021) investigation on Tribunnews.com revealed that the news website employs an ambiguous method, with the headline left uncertain to pique readers' interest and encourage them to continue reading the news material. Based on Mormol (2019) investigation, clickbait headlines often include strong lexical units, hyperbolic language, forward reference, and emotional appeal in order to attract readers. This has shown that to attract attention and generate clicks, news organizations may utilize sensationalist headlines.

Clickbait strategies in ensuring virality: The transition from print to digital media has streamlined the spread of news. The idea of clickbait is to get readers to click and share the story, which in turn encourages others to do the same, creating a viral cycle. As mentioned Vasterman (2005) by sensationalization is used to generate media attention and ensure virality which is known as "Media-hype" that refers to the exaggeration of news reporting in the media that results in news that is not scientific because it involves bias. In a journalism context, clickbaiting, according to Bazaco et al. (2019), does to ensure virality through story sensationalization and headline eye-catching-ation. Based on these tactics, emotives are important in luring readers in to click on the text's or image's bait. Attention-grabbing headlines pique readers' curiosity. According to Bilqiis and Thohiriyah (2020), this results in the media's partisanship and tendency to create headlines that are only intended for clicks. Thus, it works in ensuring virality if it generates more social media retweets and comments, which draws more new users to the news website.

As confirmation of this, according to studies conducted by Lider and Riyanti (2021) on the news ofTribunJateng.com page with the "Innalilahi Wa Innalilahi Raajiun, Bolot was Found Dead, killed full of Wounds, His child was Limp". The term "Bolot" is linked to a well-known comedian, and the online news utilized it in the headline. As a result, it will prompt readers to link the comedian with the murder victim right away. Despite the fact that the Bolot in the headlines was really Lukito, a Bekasi man was discovered dead in his store. This news article demonstrates the use of clickbait of the "wrong" kind, since the name of a well-known comedian was used to create confusion in the headline. This indicates that the nickname was used in a bombastic way (exaggerated language) in the news headline, primarily referring to a well-known public person. As stated by Wang (2023) it doesn't take much work to determine that the purpose of clickbait is to draw in viewers or to obtain certain rewards. A news piece with a lot of emotion may benefit from the usage of clickbait to become viral or blow up. Enache et al. (2022) have noted that all clickbait titled articles favor the spectacular and strive for an emotional response, while the media shapes emotions and reactions and evaluates the

impact of their product based on readership. Here, it is quite clear that one of the factors of clickbait is to ensure virality.

Clickbait usage is based on public demand: However, since the news media wants to attract as many readers as possible, the spectacular title generates a lot of attention and excitement from the general audience (Bilqiis & Thohiriyah, 2020). This indicates that media goods are produced and consumed in a way that reflects the laws of supply and demand; if there was no market for this kind of journalism, there would be no supply (Curran & Hesmondhalgh, 2019). Numerous subjects, especially those that pertain to lifestyle, may pique the interest of readers. The more concerns that can be addressed with clickbait the larger and more diverse the audience. According to Enache et al. (2022), tales that focus on events, grab our attention, and are meant to be amusing are prime instances of clickbait. Without the public realizing that clickbait news arose primarily in response to the needs of popular culture, as large numbers of individuals seek, use and enjoy them. Then, this is not entirely the news organization's fault in the factor of using clickbait because it follows the public's demand as well. As support, Untari et al. (2023) has discovered three clickbait techniques: bombasting, which involves using fancy or excessive language; referencing, which involves making comparisons to popular things; and utilizing emotive language. The study also revealed that sports and entertainment rubrics are more likely to use this strategy. which is acknowledged as the topic of people interested in.

According to a study conducted by Bilqiis and Thohiriyah (2020), which analyzed three types of clickbait headlines focusing on people's economic well-being, human tragedy, and lifestyle, the first and third types involve celebrity names. This suggests that if articles include celebrity names or notable deviations from the norm, coupled with advice endorsed by an expert with a renowned name, the articles gain credibility. Consequently, these findings highlight that the two most popular clickbait topics cater to readers' interests or their concerns for personal well-being. Information generation and the attention economy are related, according to Ciampaglia et al. (2015) the attention economy, according to the research, creates online media content by examining supply and demand elements like providing information in response to audience requests or social media trends. This indicates that it may also contribute to respondents' increasing trust in online media. However, according to Rahmatika and F. Prianto (2022) respondents may be critical of media that uploads news as an up-to-date alias for tracking current events based on personal relevance. It is clear here that another factor in using clickbait is based on public demand.

RESEARCH METHODOLOGY

The current scoping review was driven by Arksey and O'Malley's (2005) methodological framework. The framework describes a five-step process that includes establishing the research topic, searching for relevant studies, selecting studies, charting data, and collecting, summarizing, and publishing the results.

Identifying the Research Question (Stage 1)

The main focus on current scoping view based on this research question: How much influence does clickbait have on social attitudes, behaviors, and the factual accuracy of information available on online platforms? Furthermore, how do users navigate and respond to clickbait, and what factors contribute to its fame in online platforms? This paper is qualitative research.

Identifying Relevant Studies (Stage 2)

We searched Google scholar, Emerald insight, and Research Gate for journal articles publications between 2019 and 2023 to conduct a scoping review on clickbait. We employed a broad research expression ("clickbait" OR "impact" OR "society" OR "online"), which was adjusted for each database. Following completion, each database's searches were documented, and references were imported into database-specific folders, where duplicates were removed.

Selection of Studies (Stage 3)

The approach employed generated 8927 items. There were 102 articles from ResearchGate, 8720 from Google Scholar, and 105 from Emerald Insight. Journal articles that did not meet the criteria were excluded. Relevant articles were picked, and duplicates in the folders were deleted. The remaining items were read through. Four independent authors conducted a preliminary search and rejected any titles and abstracts that did not address the study's research issue. At this point of the evaluation, anything unclear in the title or abstract would not rule out the study.

Then, 40 studies were advanced to the next level of screening. In this step, studies were excluded if they (1) were not published in English, Indonesia, or Bahasa Melayu; (2) focused on a specific topic related to clickbait; (3) focused solely on clickbait detection; (4) did not focus on the effects on society; or (5) were reviews, experimental, or intervention studies (20 studies were excluded for any of these reasons). Four reviewers independently analyzed the complete text of papers considered relevant or unclear. This scoping review includes ten full-length studies on prevalence. The flow diagram (shown in Figure 1) was utilized as a guide in reporting on this scoping review.

Charting Data (Stage 4)

We gathered and organized key information from the selected articles. The standard information to be collected from the huge number of published journal articles includes author, year of publication, country, title, page numbers, and findings. Furthermore, data on prevalence (by group of society, if available) and the effects of clickbait on online platforms were taken from the articles.

Collating, Summarizing, and Reporting Results (Stage 5)

We synthesized the data in response to the previously established research topic. Initially, the effects of clickbait on society were described using tables and graphs. Then, based on the results, the negative and positive impacts were summarized and displayed.

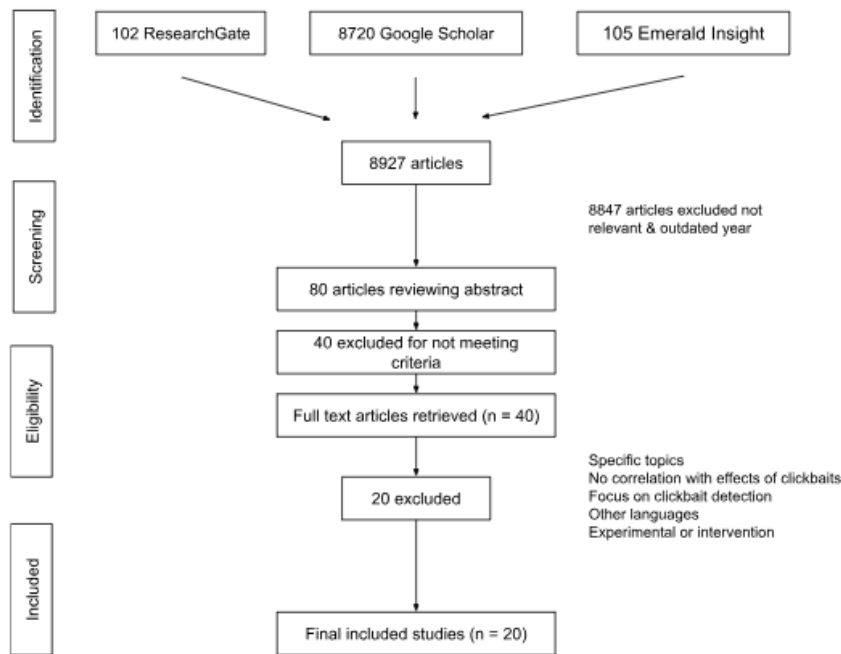


Figure 1: Flow diagram of the study selection process.

FINDINGS

Despite the negative impact of clickbait on misinformation and sensationalism, it is essential to acknowledge its positive effects on online engagement and information dissemination within society. Not all early studies focus solely on the negative aspects of clickbait; some also highlight its positives. For example, Lider and Riyanti (2021) highlight the drawbacks of clickbait on online news portals. However, Rahmatika and F. Prianto (2022) shed light on how clickbait, with its enticing titles, can stimulate readership and interest, contributing to a more detailed understanding of its dual impact on contemporary society. Therefore, we have identified some of the effects of clickbait that exist and are often expressed to society in several early studies, regardless of whether it is negative or positive, where it has its own pros and cons. The table below represents our overall outcome of the scoping paper of the effects of clickbait on society that we have completed.

Table 1: The effect of clickbait towards society

| Author | Title | Theme | Result |
|--|---|--|--|
| Vivek Kaushal, Sawar Sagwal, Kavita Vemur (2022) | Clickbait’s Impact on Visual Attention – An Eye Tracker | The effect of clickbait headlines on the distribution of visual attention on | Clickbait headings lower visual attention on news stories significantly. Non-clickbait headlines attract |

| | | | |
|--|---|---|---|
| | | hyperlinked news items. | more visual attention than clickbait headlines. |
| Yayat D. Hadiyat (2019) | Clickbait on Indonesia Online Medi | Learn how online media clickbait articles effect on reader and factor why news organization use clickbait | <p>- The findings of this study reveal that, in general, clickbait article titles are commonly employed by online media to pique readers' attention by arousing their curiosity about the information gap between what the reader knows and what the reader wants to know.</p> <p>-News organizations utilising a clickbait article title is to attract online media consumers to raise visit statistics, which are subsequently utilised to generate cash through advertising.</p> |
| Judith Flora Wanda, Baraka Samson Chipanjilo, Gregory Gondwe and Joseph Kerunga (2021) | 'Clickbait-style' headlines and journalism credibility in Sub-Saharan Africa: Exploring audience perception | Audience perceptions on clickbait headlines in regard to media credibility. | Clickbait headlines have a negative impact on Zambian and Tanzanian perceptions of journalistic ethics. "Clickbait-styled" headlines have the potential to damage public perceptions of the reliability and quality of professional journalism techniques. |
| Nurisma Rahmatika, Syahrul Hidayanto (2020) | Pengaruh Clickbait Journalism terhadap Minat Baca Generasi Z | Impact of clickbait journalism on the reading interests of Generation Z. | Clickbait journalism has a positive influence on generation Z's reading interest, which means that as clickbait in journalism increases, so does generation Z's reading interest. |

| | | | |
|--|---|--|--|
| <p>Olih Solihin, Rahmawati W, Farida Haryati, Yuni Mogot, Zikri Fachrul Nurhadi, Efendi Agus Waluyo (2022)</p> | <p>Tinjauan tentang Clickbait Media</p> | <p>Phenomenon of clickbait by the media.</p> | <p>Clickbait is a method set up by the media to attract their readers to visit their website, and the number of reader visits is then used to compete with media organisations' business partners.</p> |
| <p>Syifa Tri Hastuti, Sri Wahyu Ening Handayani, Ali Arif Setiawan (2023)</p> | <p>Pengaruh Clickbait Headline Portal Berita Online terhadap Minat Baca Pelajar (Studi Kasus Pada SMA Negeri 1 Karanganyar)</p> | <p>Figure out how students' interest in reading is affected by clickbait headlines on online news portals.</p> | <p>Clickbait headlines on online news portals have a positive and significant effect on SMA Negeri 1 Karanganyar students' reading interest.</p> |
| <p>Supavich (Fone) Pengnate (2019)</p> | <p>Shocking secret you won't believe! Emotional arousal in clickbait headlines</p> | <p>Clickbait headlines affect the emotional and behavioural responses of online users, specifically emotional arousal and desire to read news.</p> | <p>The findings of this study show that clickbait headlines increase emotional arousal, which influences the intention to read clickbait news.</p> |
| <p>Nurisma Rahmatika, Guntur F. Prisant (2022)</p> | <p>Pengaruh Berita Clickbait Terhadap Kepercayaan pada Media di Era Attention Economy</p> | <p>Determining whether clickbait news has an effect on public trust in the media.</p> | <p>As a result, clickbait news acts just as a hook to draw readers' attention.</p> |
| <p>Igor Kanižaj, Boris Beck, Stela Lechpammer, Igor Weidlich (2022)</p> | <p>Disappointed and Dissatisfied – the Impact of Clickbait Headlines on Public Perceptions of Credibility</p> | <p>Audience's feelings after receiving the content 'hidden' behind clickbait headlines</p> | <p>When respondents realise that a headline is clickbait, they are either fully or mainly unsatisfied. Along with discontent, the majority of responders report feelings of disappointment.</p> |

| | of Media in Croatia | | |
|--|--|---|--|
| Supavich Fone Pengnate, Jeffrey Chen, Alex Young (2021) | Effects of Clickbait Headlines on User Responses: An Empirical Investigation | The awareness of online users' attitudes towards clickbait headlines. | Clickbait headlines are proven to have lower levels of perceived knowledge quality than traditional news headlines. However, as expected, clickbait headlines have much higher degrees of arousal and curiosity than regular news headlines. |
| Yulia Privalova, Anastasia Manoylo, Alexey Yakovlev, Victoria Ovcharenko, David Erben (2022) | Teaching earth science students to recognize communicative intent in media headlines: clickbait phenomenon | Factor in news sites that are trusted to use clickbait | According to the findings of the study, the New York Times' journalists use clickbait in their headlines more frequently than the Washington Post's journalists, it shows even the most trustworthy independent news organisations use clickbait strategies to attract readers. |
| Alton Y.K. Chua and Anjan Pal (2020) | “This Will Blow Your Mind”: examining the urge to click clickbaits | The information gap triggered the reader’s curiosity. | This study found that the users’ urge to click is fueled by personal rather than social reasons. Curiosity, perceived enjoyment and surveillance were significant predictors of the urge to click. In terms of information richness, the urge to click was higher for thumbnail text-only clickbaits |

| | | | |
|---|---|---|--|
| Vivek Kaushal, Kavita Vemuri (2021) | Clickbait -Trust and Credibility of Digital News | | Results indicate that, when the content of a news piece is controlled for, a clickbait headline dramatically reduces the news article's credibility. |
| Paulina Mormol (2019) | 'I Urge You To See This...'. Clickbait As One Of The Dominant Features Of Contemporary Online Headlines | The different clickbait strategies used in their headlines and insights on the presence and methods of clickbait across various online platforms, recognising it as an important part of internet media adaption. | Different websites use different approaches to determine the amount of clickbait in their headlines. Some websites, such as Buzzfeed, use titles that are obviously deceptive teasers of the topic, but others, such as E!Online, use clickbait judiciously. Clickbait headlines commonly include strong lexical units, hyperbolic language, forward reference, and emotional appeal in order to entice readers. Numbers and visualisation methods are very commonly used in clickbait headlines. Clickbait has become an important part of internet media adaption. |
| Ritya Rasta Bilqiis & Thohiriyah (2020) | The Power of Clickbait: Questioning Indonesian Online News Media's Stand Point in the Digital Era | The Indonesian online media is focusing on a variety of strategies to attract clicks through click-baiting headlines, including unpleasant tactics for generating opinions from readers. | Thes news organizations emphasize multiple kinds of strategies to attract clicks through click-baiting headlines, including unpleasant tactics to encourage reader comments. |
| Nurisma Rahmatika & | Pengaruh Berita Clickbait Terhadap Kepercayaan pada | The effects of attention economics on the creation of clickbait news and its potential | Clickbait news simply serves as a hook to catch readers' attention, and confidence in the media |

| | | | |
|---|--|---|--|
| Guntur F.Prisanto (2022) | Media di Era Attention Economy | to weaken public faith in the media. | relies on the full material of the news, including topic selection, fact presentation, information portrayal, and journalistic judgement. |
| Kate Scott (2021) | You won't believe what's in this paper! Clickbait, relevance and the curiosity gap | Clickbait fulfilled the information gap but gave nothing to the readers | Clickbait encourages readers to get new information that represents anything referenced in the title while offering little or no substance for that article. The reader is thus driven to visit the landing page in the belief that the article will contain information that will address their information gaps. |
| Maria D. Molina, Shyam Sundar, Md Main Uddin Rony, Naeemul Hassan, Thai Le & Dongwon Lee (2021) | Does Clickbait Actually Attract More Clicks? Three Clickbait Studies You Must Read | Know whether non clickbait or clickbait are more engaging | The study found that clickbait did not provoke more curiosity than non-clickbait. |
| Chaitanya Shinkhede (2019) | “Digital Frailty: Proliferation of Clickbait, Beguiled Readers, and Questioning the Morality of Online Journalism” | The reaction of society towards clickbait | Most of the participants were unaware of the term clickbait but familiar with its operations. |
| Mohd Zulkanien Sarbini (2021) | Umpan Klik Dalam Tajuk Berita Palsu: | Create an information gap in a topic that readers interested in | According to the findings, clickbait headlines use vague phrases to create an |

| | | | |
|--|-------------------------|--|---|
| | Analisis Teori Relevans | | information gap that is basically filled with information that the readers are interested in. |
|--|-------------------------|--|---|

Our analysis of the previous twenty research on the social effects of clickbait finds that 25% of the effects are positive. Clickbait's positive effects on society involve developing interest in reading and society unaware of the clickbait usage. People who are unaware of clickbait are clueless of its function. Aside from that, search results demonstrate that clickbait headlines do not entice readers to click on them and link to other articles (Chakraborty et al., 2016). This is possible, perhaps because some people are unaware of the clickbait problem. In total 10% of interest in reading while 15% of society unaware of the clickbait usage. On the other hand, a total of 75 percent is a negative effect of clickbait towards society. The negative effects include a poor perception of journalists, influence on user actions, and disappointment among readers. The highest negative effect goes to influence on the reader's action with 55%, followed by poor perception of journalists with 15% and disappointment among readers with 5%.

Percentage Positive & Negative Effects of Clickbait towards Society

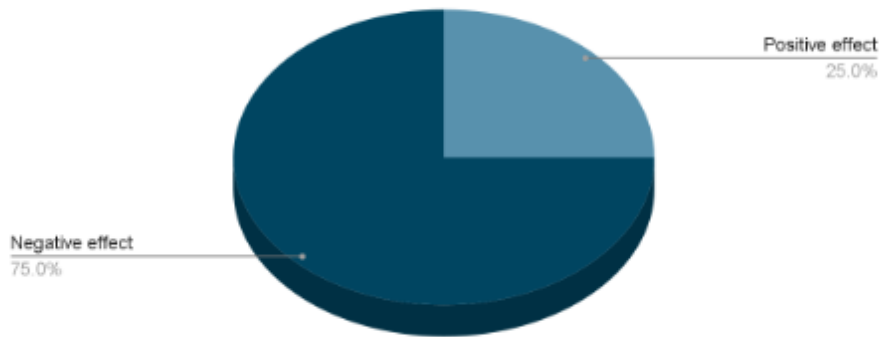


Figure 2: Percentage Positive & Negative Effects of Clickbait towards Society

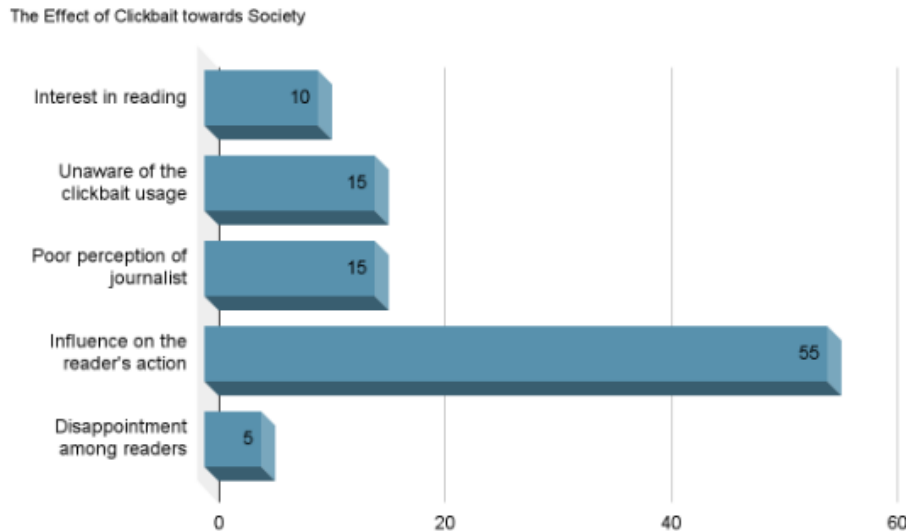


Figure 3: Percentage the effects of clickbait towards society

DISCUSSION

Based on the evidence presented above, it is obvious that the negative consequences are the most prevalent, despite research indicating that clickbait has a good impact on society. Some studies stated that most trustworthy and independent news organizations use clickbait as a strategy to attract readers (Privalova et al. 2022) because the headlines employ vague terms to fill a knowledge gap which the viewers are interested in (Sarhini, 2021), while some stated that clickbait did not provoke more curiosity than non-clickbait (Molina et al., 2021). The clickbait headline that attracts readers and arouses curiosity has the highest percentage on the graph of the effects of clickbait on society because clickbait is intended to draw in users who have a natural curiosity without going overboard with by offering sufficient details (Chua et al., 2020). Even while it has a detrimental impact on the readers' actions, it also has positives that may increase users' interest in reading, particularly among Gen Z (Rahmatika & Hidayanto, 2020). Olih Solihin et al. (2022) and Syifa Tri Hastuti et al. (2023) offer insights on media organizations' strategic use of clickbait to garner readership, presenting clickbait as a way for media entities to compete and survive in an attention-driven world. On the emotional front, Supavich Pengnate (2019) and Supavich Fone Pengnate et al. (2021) research show that clickbait titles boost emotional arousal, favorably impacting the inclination to consume such information.

However, clickbait is distinguished by a variety of unethical tactics. Readers build their own assumptions about the text's substance based on the headline, and clickbait is simply a hook to get readers' attention, and trust in the media depends on the whole content of the story. (Rahmatika & Prianto, 2022). As a result, it causes failing to achieve these expectations and leads to disappointment which affects a reader's view of the medium as a whole. Despite the fact that clickbait urges readers to obtain fresh information that reflects anything mentioned in the headline (Scott, 2021), the curiosity drives the reader to click on the page in the aim of closing the information gap, which leads to a sense of betrayal (Kanižaj et al., 2022). The media generates a false notion of higher value for poorer quality material by deploying clickbait, with

the goal of sustaining and promoting larger reading. The findings of a poll on the audience's sentiments after ingesting material 'hidden' beneath clickbait headlines will be provided. There was a study on 1009 of the Croatian public in investigating the main characteristics of their reactions to the content of clickbait headlines and the result proved that they are extremely disappointed after discovering they are not receiving the promised material. As stated by Rahmatika and Prianto (2022), clickbait news serves just as a hook to attract readers' attention, and confidence in the media depends on the entire substance of the news.

Therefore, the prevailing sentiment of disappointment among readers when encountering clickbait headlines serves as a poignant reflection of the broader issue of the declining perception of journalism. The disappointment experienced by readers in such instances contributes significantly to the erosion of trust in journalistic practices, as audiences may perceive clickbait as a deliberate manipulation tactic rather than a genuine attempt to provide credible information. This finding underscores the need for media organizations to reassess their use of clickbait, acknowledging its potential to exacerbate negative perceptions of journalism and emphasizing the importance of transparency and integrity in news reporting. As a result, clickbait headlines will dramatically reduce the news article's credibility (Kaushal et al., 2022). According to Pengnate et al. (2021), clickbait headlines have a lower perceived information quality than regular news headlines even though there is a study thinking that clickbait leads to unawareness of the clickbait usage due to the unawareness of the term clickbait but familiar with its operations (Shinkhede, 2019). The 15% demonstrates that unaware of the clickbait usage is ineffective, yet clickbait motivates the majority of readers to click on the clickbait headline.

Additionally, the target demographic for clickbait is mainly society between the ages of 18 and 50. This is owing to the regularity with which this age group is exposed to internet platforms such as Instagram, Facebook, and Twitter. According to a previous research by Kanižaj et al. (2022), about half of the respondents who genuinely feel that the media loses credibility when it utilises clickbait headlines are young individuals within the ages of 18 and 29 along with those between the ages of 30 and 39. Meanwhile, Hastuti et al. 2023 found that clickbait headlines on news sites have a beneficial and substantial impact on SMA Negeri 1 Karanganyar students' reading interest. The contradiction sparks a sophisticated debate about the ethical and cultural consequences of clickbait. There are several studies that say, the good effects lead to a more involved and well-informed public, but skeptics point to the potential harm caused by the bad effects, notably disinformation and its implications for public trust. Striking a balance between the draw of clickbait and its responsible usage in spreading correct information is critical in navigating the changing world of internet media. As society debates whether the objectives justify the methods, a thorough assessment of the repercussions of clickbait is critical for establishing educated opinions and legislation that line with the values of ethical journalism and responsible information transmission.

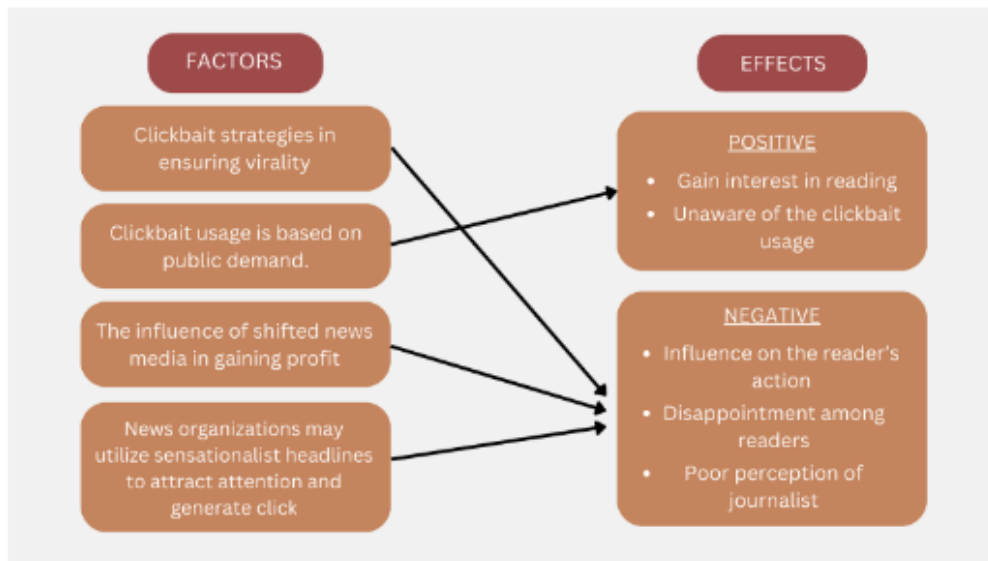


Figure 4: Framework effects and factors in clickbait

CONCLUSION

To summarize, clickbait is a significant and contentious component of internet content creation. While it effectively attracts attention and drives traffic, it has the potential to erode trust between content creators and audiences. Clickbait approaches usually promote participation over authenticity, resulting in a sensationalist and deceptive online culture. Consumers must use critical thinking and media literacy abilities to judge the reliability and value of the content given. To foster a more real and trustworthy online environment, content creators must prioritize ethical and transparent approaches. It is vital to strike a balance between the requirement for ethical interaction and the development of compelling content without resorting to deceptive clickbait approaches. The development and implementation of clickbait detection technology represents a significant step toward creating a more transparent and trustworthy online ecosystem. These technological advancements have shown promise in spotting and flagging clickbait content. The inclusion of such technology into internet platforms and browsers enables users to make more informed decisions about the content they consume by identifying and avoiding incorrect or sensationalized headlines.

In a nutshell, suddenly appearing, eye-catching headlines and thumbnails rarely live up to the hype. Clickbait is a technique used to persuade readers to click on a certain link in order to monetize the landing page or spread false information to create sensationalism. As readers encounter more sensationalist headlines that fail to deliver substantive content, a sense of disillusionment develops, circulating a shadow on the general public's view of journalism and raising questions about the industry's commitment to providing trustworthy and meaningful information. There are numerous strategies to prevent falling for clickbait, and there can be optimism for a time in the future when clickbait becomes less prevalent and people can interact with more genuine and worthwhile content online due to continuous initiatives to advance media literacy, enforce strict platform policies, and take advantage of technological advancements. At last, the impact of clickbait on society is a complicated interplay between the advantages of increased visibility and engagement and the disadvantages of decreased

information quality and critical thinking. To limit the negative impacts and develop a more informed and discriminating online community, it is critical to strike a balance between attention-grabbing strategies and ethical production of content.

***CORRESPONDING AUTHOR**

Dr. Mohd Sufiean Hassan is a senior lecturer from Universiti Teknologi MARA Melaka Branch mohdsufiean@uitm.edu.my

REFERENCES

- Anand, A., Chakraborty, T., & Park, N. (2017). We used neural networks to detect clickbaits: You won't believe what happened next! *Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 10193 LNCS, 541-547.
- Arnold, M., Gibbs, M., Kohn, T., Meese, J., & Nansen, B. (2017). *Death and Digital Media* (1st ed.). Routledge. <https://doi.org/10.4324/9781315688749>
- Bazaco, A., García, M. R., & Sánchez-García, P. (2019). Clickbait as a strategy of viral journalism: conceptualisation and methods. *Revista Latina de Comunicación Social*, 94-115. <http://dx.doi.org/10.4185/RLCS-2018-1323en>
- Bilqis, R. R., & Thohiriyah. (2020, July 16). The Power of Clickbait: Questioning Indonesian Online News Media's Stand Point in the Digital Era. *2nd Online National Seminar on English Linguistics and Literature*, 28-36.
- Carcioppolo, N., Lun, D., & McFarlane, S. J. (2022). Exaggerated and Questioning Clickbait Headlines and Their Influence on Media Learning. *Journal of Media Psychology*, 34(1), 30-41. <https://doi.org/10.1027/1864-1105/a000298>
- Chakraborty, A., Paranjape, B., Kakarla, S., & Ganguly, N. (2016, August). Stop Clickbait: Detecting and preventing clickbaits in online news media. *IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM)*, 9-16. <http://dx.doi.org/10.1109/ASONAM.2016.7752207>
- Chua, A. Y.K., Pal, A., & Banerjee, S. (2020). "This Will Blow Your Mind": examining the urge to click clickbaits. *Aslib Journal of Information Management*, 73(2), 16. Emerald Insight. DOI 10.1108/AJIM-07-2020-0214
- Ciampaglia, G. L., Flammin, A., & Menczer, F. (2015, May 19). The production of information in the attention economy. *Scientific Reports*, 5(1), 1-6. <https://doi.org/10.1038/srep09452>
- Curran, J., & Hesmondhalgh, D. (2019, August 8). Media and Society. *European Journal of Communication*, 34(4), 467-468. <https://doi.org/10.1177/0267323119863867g>
- Edgerly, S., & Vraga, E. K. (2020, May). Deciding What's News: News-ness As an Audience Concept for the Hybrid Media Environment. *Journalism & Mass Communication Quarterly*, 97(2), 416-434.
- Enache, A. C., Militaru, M. L., & Panait-Ioncica, D. E. (n.d.). The emotional appeal of clickbait headlines –between entertainment and Deception. *Dialogos*, 23, 216-230. 10.24818/DLG/2022/SP/14
- Hadiyat, Y. D. (2019, April 11). Clickbait on Indonesia Online Media. *Jurnal Pekommas*, 4(1), 1-10. <https://doi.org/10.30818/jpkm.2019.2040101>

- Hastuti, S. T., Ening Handayani, S. W., & Setiawan, A. A. (2023, January). Pengaruh Clickbait Headline Portal Berita Online terhadap Minat Baca Pelajar (Studi Kasus Pada SMA Negeri 1 Karanganyar). *Jurnal Penelitian dan Kajian Ilmiah*, 21(1), 59-65.
- Kanižaj, I., Beck, B., Lechpammer, S., & Weidlich, I. (2022). Disappointed and Dissatisfied – the Impact of Clickbait Headlines on Public Perceptions of Credibility of Media in Croatia. *Media Literacy and Academic Research*, 5, 13. <http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-7f542f68-2d03-41cc-ad1e-b24df78d7094>
- Karaca, A. (2019, May). News Readers' Perception of Clickbait News.
- Kaushal, V., & Kavita. (2021, April). Clickbait -Trust and Credibility of Digital News. *IEEE Transactions on Technology and Society*, 2(3), 146-154.
- Kaushal, V., Sagwal, S., & Vemuri, K. (2022). Clickbait's Impact on Visual Attention – An Eye Tracker Study. *Proceedings of the Annual Meeting of the Cognitive Science Society*.
- Lider, R. K., & Riyanti, E. D. (2021, December 20). Clickbait in the perspective of journalistic code of ethics: A study on tribunnews.com. *al-Mawarid Jurnal Syariah dan Hukum (JSYH)*, 3(1), 48-58. [10.20885/mawarid.vol3.iss1.art5](https://doi.org/10.20885/mawarid.vol3.iss1.art5)
- Molina, M. D., Sundar, S. S., Rony, M. M. U., Hassan, N., Le, T., & Lee, D. (2021, May). Does Clickbait Actually Attract More Clicks? Three Clickbait Studies You Must Read. *Association for Computing Machinery*, 1-19.
- Molyneux, L., & Coddington, M. (2020). Aggregation, Clickbait and Their Effect on Perceptions of Journalistic Credibility and Quality. *Journalism Practice*, 14(4), 429-446.
- Mormol, P. (2019). 'I urge you to see this...'. Clickbait as one of the dominant features of contemporary online headlines. *Social Communication*, 5(2), 1-10. [10.2478/sc-2019-0004](https://doi.org/10.2478/sc-2019-0004)
- Muddiman, A., & Scacco, J. (2019, May 16). *Clickbait Content May Not Be Click-worthy - Center for Media Engagement*. Center for Media Engagement. <https://mediaengagement.org/research/clickbait-content-may-not-be-click-worthy/>
- Newman, N., Fletcher, R., Schulz, A., Andi, S., Robertson, C. T., & Nielsen, R. K. (2021). *Reuters Institute Digital News Report 2021*. <https://ssrn.com/abstract=3873260>
- Pengnate, S. F. (2019, September 20). Shocking secret you won't believe! Emotional arousal in clickbait headlines An eye-tracking analysis. *43(7)*, 1136-1150.
- Pengnate, S. F., Chen, J., & Young, A. (2021). Effects of Clickbait Headlines on User Responses: An Empirical Investigation. *Journal of International Technology and Information Management*, 30(3), 19. <https://doi.org/10.58729/1941-6679.1440>
- Potthast, M., Köpsel, S., Stein, B., & Hagen, M. (2016). Clickbait Detection. *Lecture Notes in Computer Science*, 9626, 810-817.
- Privalova, Y., Manoylo, A., Yakovlev, A., Ovcharenko, V., & Erben, D. (2022, December). Teaching earth science students to recognize communicative intent in media headlines: clickbait phenomenon. *E3S Web of Conferences*, 1-9.
- Rahmatika, N., & Hidayanto, S. (2020, November). Pengaruh Clickbait Journalism terhadap Minat Baca Generasi Z. *Jurnalisa*, 6(2), 270-290.

- Rahmatika, N., & Prisanto, G. F. (2022, December). Pengaruh Berita Clickbait Terhadap Kepercayaan pada Media di Era Attention Economy. *AVANT GARDE*, 10(2), 190-200. 10.36080/ag.v10i2.1947
- Sarbini, M. Z. (2021, June). Umpan Klik Dalam Tajuk Berita Palsu: Analisis Teori Relevans. *Conference: Kolokium Kebangsaan Pengajian Melayu (KKPeM)*, 47-54.
- Scott, K. (2021). You won't believe what's in this paper! Clickbait, relevance and the curiosity gap. *Journal of Pragmatics*, 53-66. <https://doi.org/10.1016/j.pragma.2020.12.023>
- Scott, K. (2023). "Deceptive" clickbait headlines: Relevance, intentions, and lies. *Journal of Pragmatics*, 71-82. <https://doi.org/10.1016/j.pragma.2023.10.004>
- Shinkhede, C. (2019, July). "Digital Frailty: Proliferation of Clickbait, Beguiled Readers, and Questioning the Morality of Online Journalism". *Pen Acclaims*, 1-14.
- Solihin, O., Rahmawati W, Haryati, F., Mogot, Y., Nurhadi, Z. F., & Waluyo, E. A. (2022, August 1). Tinjauan tentang Clickbait Media. *Jurnal Komunikasi dan Media*, 7(1), 74-84.
- Untari, L., Purnomo, S. L., Purnama, S. L., & Giyoto. (2023, September 16). Clickbait and translation: Proposing a typology of online news headline Transcreation Strategies. *Studies in English Language and Education*, 10(3), 1452-1466. <https://doi.org/10.24815/siele.v10i3.29141>
- Vasterman, P. L.M. (2005, December). Media-Hype: Self-Reinforcing News Waves, Journalistic Standards and the Construction of Social Problems. *European Journal of Communication*, 20(4), 508-530. <https://doi.org/10.1177/0267323105058254>
- Wanda, J. F., Chipanjilo, B. S., Gondwe, G., & Kerunga, J. (2021). 'Clickbait-style' headlines and journalism credibility in Sub-Saharan Africa: Exploring audience perceptions. *Journal of Media and Communication Studies*, 13(2), 50-56.
- Wang, T.-L. (2012). Presentation and impact of market-driven journalism on sensationalism in Global TV News. *International Communication Gazette*, 74(8), 711-727. 10.1177/1748048512459143
- Wang, X. (2023). The analysis of the credibility and authenticity of China participatory journalism — based on the example of Sina Weibo. *Media and Communication Research*, 4(6), 4-49. 10.23977/mediacr.2023.040608
- Zannettou, S., Sirivianos, M., Blackburn, J., & Kourtellis, N. (2019, May 7). The Web of False Information: Rumors, Fake News, Hoaxes, Clickbait, and Various Other Shenanigans. *Journal of Data and Information Quality*, 11(3), 1-37. <https://doi.org/10.1145/3309699>