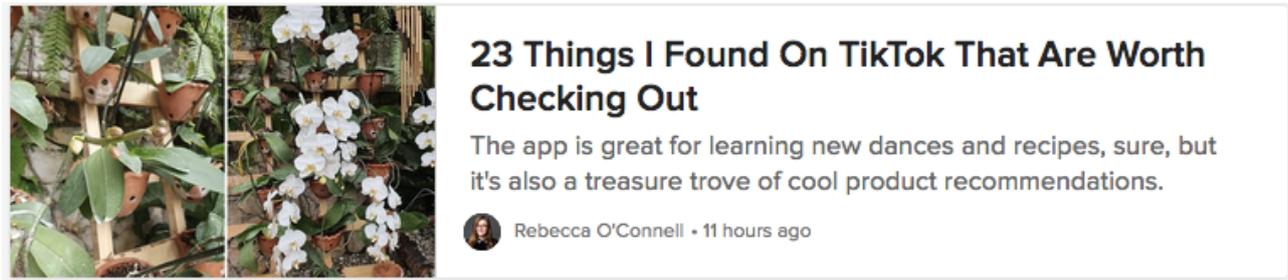


## Definition of clickbait



(Screenshot: O'Connell, Rebecca. "23 Things I Found ON TikTok That Are Worth Checking Out", <https://www.buzzfeed.com/bekoconnell/things-i-found-on-tiktok-that-are-worth-checking-out?origin=web-hf>, 9-12-2021.)

"[C]lickbait is a piece of hyperlinked web content with the sole intent of luring visitors to another site, therefore generating revenue from online advertising. [...] There are some common qualities found in all types of clickbait, such as:

		examples
Headlines	that grab your attention and leave you wanting more information	<ul style="list-style-type: none"> <li>- 'X Reasons Why...'</li> <li>- 'X Things You...'</li> <li>- 'This Is How...'</li> <li>- 'The Last ... You'll Ever Need'</li> <li>- piggybacking off of other brands: "Celeb XY Reveals..."</li> <li>- 'You Won't Believe...'</li> </ul>
	Headlines that strongly appeal to specific and strong emotions, like humor or outrage	
	Articles that are typically 300 words or less	
Contents	Unoriginal content that provides an embedded video that you could find on other platforms or a summarization of a longer article"	
	Content that is easy to skim	
	Content that inspires social sharing	
	Distinct or funny images and videos	

(cf. <https://www.copypress.com/kb/copy/a-comprehensive-guide-to-clickbait/>, 9-12-2021; SEJ, "12 Surprising Examples of Clickbait Headlines That Work", <https://www.searchenginejournal.com/12-surprising-examples-of-clickbait-headlines-that-work/362688/#close>, 9-12-2021)

## Tasks

2. Compare and contrast examples of well-researched journalistic leads and clickbait. These resources may help you:

Characteristics of well-researched journalistic leads	Purdue Online Writing Lab - College of Liberal Arts: "How to Write a Lead"	<a href="https://t1p.de/5gyk">https://t1p.de/5gyk</a>
Creating Clickbait	The Ultimate Guide To Making A BuzzFeed Community Post	<a href="https://t1p.de/6we0">https://t1p.de/6we0</a>

2. a. Analyze language styles on different social platforms.

These resources may help you:

Style of academic writing	Strunk, Jr., William: "The Elements of Style", 1918.	<a href="https://www.crockford.com/style.html">https://www.crockford.com/style.html</a> ( <a href="https://t1p.de/lysm">https://t1p.de/lysm</a> )
Slang	Urban Dictionary	<a href="https://www.urbandictionary.com/">https://www.urbandictionary.com/</a>
BuzzFeed Style Guide	BuzzFeed Style Guide, 2021.	<a href="https://t1p.de/9e9x">https://t1p.de/9e9x</a>

3. Assess in which social media contexts, aspects of Strunk's *The Elements of Style*, 1918 are still appropriate.

- OR -

3. a. Discuss whether serious news outlets should use clickbait-style headlines in order to drive traffic to their sites.
4. Turn a BuzzFeed-y clickbait listicle into a well-researched lead article, use: "Purdue Online Writing Lab - College of Liberal Arts: 'How to Write a Lead'"
4. a. Turn a well-researched lead article into a BuzzFeed-y clickbait listicle, use: "The Ultimate Guide To Making A BuzzFeed Community Post".

vocabulary\_clickbait

