

Clickbait - what is it?

Isaac – Thursday 16 March 2017

Clickbait is a tactic used by thousands of websites where titles and images draw the reader in and encourage them to click their website.

Some websites that use it are Metro and Stars. They have strong titles and images to draw you in to their website which has no relevance to the image or the title. Through these sites, for example, you see a ton of advertisements - each click the website gets, and each scroll down the page, gives the website money (because of the advertisement).

One example of 'clickbait' is a children's website where 10 children's television shows that are banned and then it has an image of Bert and Ernie but when you go onto the website it says 5 children television shows that are banned and none of them will be Bert and Ernie.

There are different behaviours of people when on a clickbait site just like on many other sites. Some people scroll through all the pages wasting their time proving to him/herself that their time has been wasted. Other people don't manage to as they get lost in advertisement buying pills that make them lose weight etc. Others go on the site and click on one of the social media buttons (believe me they're out there). By clicking on a social media button it allows the website to get more money because they have got their website on two platforms instead of one.

Clickbait links very well with fake news. The similarity is that they draw the user of the internet into clicking on their site and they both have an abundance of advertisement. Paying them every time someone clicks on their site, the similarity ends at the fact that fake news can hurt people a lot more. Fake news is lying their way into money while clickbait is not bad it's just a very sneaky and deceitful way of advertising.

Clickbait is not something we can stop by doing a sponsored marathon or a local bingo. As it is not really bad all it is really is a tactic used to get money on the internet however here are a few subtle hints so hopefully you can avoid being in the loophole.

Firstly, if a title includes '10 celebrities who' or 'Top ten' it's most likely going to be clickbait and you're wasting your time.

Secondly, if you do manage to get yourself into one of these websites read the first line. It most likely has no relevance to the title what so ever. It's a lie and you need to get out.

Hopefully, this has told you something new and you are less likely to wander into the shady part of the internet.