**Do you bite the clickbait?**

In the world of media reporting, there are two types of headlines - informative and clickbait headlines. Informative one is clearly saying what is the article about, for example: " On the playground of elementary school Đuro Ester, a new gym is being built".

In that way, it is possible for the reader to know from the headline what is the most important information in the article. That could also be a disadvantage of the informative headline, especially if it is published on a portal, it may not attract many clicks because the headline discovers the most interesting information without reading everything. The informative headline needs to be interesting and make readers to read the article, something like this: " Pizza place GROF is preparing a big giveaway".

Informative headlines defects can be stylistic errors, wrong or clumsy word order, too much information, and similar. Here are few examples of informative headlines which style should be corrected: \*" In the car and truck accident one person died, three are injured" (word car was written as abbreviation and headlines should be written in an official language with full words.).  \*The article is originally written in Croatian. Some things are not completely translatable.

"Renata found a way how to connect traditional and modern and ladies who are following fashion trends are thrilled" (this headline should be shorter, e.g. Renata connects traditional and modern, fashion followers are thrilled). Headlines like this summarize the most important facts without exaggeration, they are clear and more ˝honest˝ towards the reader. They give verified information, usually substantiated with words from experts and responsible person.

Journalists from elementary school Đuro Ester analyse newspaper articles' headlines and headlines from web portals

If we start looking on the Internet, it is easy to see headlines that pop out and try to catch our attention. Those headlines have the same structure and serve as a bait to collect as many clicks as possible for the article and a web page. The more visits one web page has the bigger the chance is for the page to be financed by the advertisers. Advertisers will rather pay for ads on more visited and popular portals and they will pay a big price for that.

Articles with clickbait headlines very often don't have the information promised in the headline. Articles with clickbait headlines usually don't have any experts' opinions about the topic. Headlines mostly sound something like this: "This erased all of my wrinkles!" or "You won't believe what happened when…", "With this trick you will be asleep in just 3 seconds!..."

 Although they are persuading us that they are revealing the shocking truth, amazing fact, sensational discovery, things written in those articles aren't confirmed with any research that proves it. Those headlines are exaggerated in regard to the content of the article that has no informative purpose to the reader. Very often there is somehow a hidden commercial for a product, so the readers can often stay disappointed.

Clickbait headlines are examples of second-grade journalistic practice, if behind them there is no promised information or if the headline is very exaggerated. Recognition and distinction of these two types of headlines contribute to our media awareness in using the media. We can evaluate and make a decision about the credibility of the article so we wouldn't waste our time on reading the articles that are not worthy of our attention.

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Yournalistic section

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