**Appendix 2. Statistics**

For convenience, we divide our data into two sets of results. First, we compare the total numbers of clicks for the honest and clickbait headlines in the experiment. Second, we compare the clicks received by individual pairs of headlines (honest vs. clickbait headlines preceding the same piece of news). Below, we report results according to topics. Each topic contains two pairs of headlines.

**Results for honest vs clickbait headlines**

Null hypothesis: the number of clicks will be equal for clickbait and honest headlines.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on honest headlines** | **Clicks on clickbait headlines** | Row Totals |
| **Clicks received** | **1454**  (1629.30) [18.86] | **1908** (1732.70) [17.74] | 3362 |
| **Possible clicks** | **5700** (5524.70) [5.56] | **5700** (5875.30) [5.23] | 11400 |
| Column Totals | 7154 | 7608 | 14762  (Grand Total) |

The chi-square statistic is 47.3898. The p-value is < .00001.

Null hypothesis **rejected**.

Overall, clickbait headlines receive significantly more clicks than honest headlines.

**Results for individual stimuli**

**Null hypothesis**: the number of clicks will be equal for the clickbait and honest headline.

**Politics**

**Headline 1**

Honest headline: *France does not exclude the possibility of lifting the EU’s sanctions against Russia*

Clickbait headline: *France spoke about lifting EU’s sanctions against Russia*

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| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **261**(270.44)  [0.33] | **289**  (279.56)  [0.32] | 550 |
| **Possible clicks** | **570**  (560.56)  [0.16] | **570**  (579.44)  [0.15] | 1140 |
| Column Totals | 831 | 859 | 14762  (Grand Total) |

The chi-square statistic is 0.9618. The p-value is .32673.

No significant differences between clickbait clicks and honest headline clicks.

**Headline 2**

Honest headline: *Matvienko after all agreed to become the Governorof Saint-Petersburg. Big inerview*

Clickbait headline: *Matvienko told about her refusal to Putin and recalled the best years of her life*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **49**  (52.20)  [0.20] | **56**  (52.80)  [0.19] | 105 |
| **Possible clicks** | **570**  (566.80)  [0.02] | **570**  (573.20)  [0.02] | 1140 |
| Column Totals | 619 | 626 | 1245  (Grand Total**)** |

The chi-square statistic is 0.4273. The p-value is .513306.

No significant differences between clickbait clicks and honest headline clicks.

**Celebrities & Beauty**

**Headline 1**

Honest headline: *Festival “Zhara” invited both Pugachova and Kirkorov*

Clickbait headline: *Pugacheva and Kirkorov reunited/ came together again after their divorce*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **36**  (76.21)  [21.22] | **128**  (87.79)  [18.42] | 164 |
| **Possible clicks** | **570**  (529.79)  [3.05] | **570**  (610.21)  [2.65] | 1140 |
| Column Totals | 606 | 698 | 1304  (Grand Total) |

The chi-square statistic is 45.3447. The p-value is < .00001.

There are significantly more clickbait clicks.

**Headline 2**

Honest headline: *Brazilian model found a quick way/method to visually enlarge her breasts*

Clickbait headline: *Model from Brazil discovered a new way/method of painless breast enlargement*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **118**  (101.81)  [2.57] | **80**  (96.19)  [2.72] | 198 |
| **Possible clicks** | **570**  (586.19)  [0.45] | **570**  (553.81)  [0.47] | 1140 |
| Column Totals | 688 | 650 | 1338  (Grand Total) |

The chi-square statistic is 45.3447. The p-value is < .00001.

There are significantly more honest headline clicks.

**Society**

**Headline 1**

Honest headline: *Burying people in coffins banned in China*

Clickbait headline: *Burying the dead banned in China*

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| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **289**  (270.50)  [1.26] | **235**  (253.50)  [1.35] | 524 |
| **Possible clicks** | **570**  (588.50)  [0.58] | **570**  (551.50)  [0.62] | 1140 |
| Column Totals | 859 | 805 | 1664  (Grand Total) |

The chi-square statistic is 3.8165. The p-value is .05.

There are significantly more honest headline clicks.

**Headline 2**

Honest headline: *Immigrants will tell the Muscovites how to use public transportation for free and where to rent the cheapest flats*

Clickbait headline: *Russians will be taught how to use public transportation for free*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **102**  (212.99)  [57.84] | **427**  (316.01)  [38.99] | 529 |
| **Possible clicks** | **570**  (459.01)  [26.84] | **570**  (680.99)  [18.09] | 1140 |
| Column Totals | 672 | 997 | 1669  (Grand Total) |

The chi-square statistic is 141.7581. The p-value is < .00001.

There are significantly more clickbait clicks.

**Incidents**

**Headline 1**

Honest headline: *American Airlines plane could not take off because of exceeded weight*

Clickbait headline: *American Airlines Pilot kicked out 3 women because of excess weight*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **211**  (203.61)  [0.27] | **191**  (198.39)  [0.28] | 402 |
| **Possible clicks** | **570**  (577.39)  [0.09] | **570**  (562.61)  [0.10] | 1140 |
| Column Totals | 781 | 761 | 1542  (Grand Total) |

The chi-square statistic is 0.7357. The p-value is .391027.

No significant differences between clickbait clicks and honest headline clicks.

**Headline 2**

Honest headline: *The house of a retired woman from Khabarovsk burned down when she left to buy food*

Clickbait headline: *A starving retired woman from Khabarovsk gained food but lost home*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **95** (133.37)  [11.04] | **191**  (152.63)  [9.65] | 286 |
| **Possible clicks** | **570**  (531.63)  [2.77] | **570**  (608.37)  [2.42] | 1140 |
| Column Totals | 665 | 761 | 1426  (Grand Total) |

The chi-square statistic is 25.8782. The p-value is < .00001.

There are significantly more clickbait clicks.

**Sports**

**Headline 1**

Honest headline: *I cannot imagine playing for another country. Interview with Artyom Dzjuba*

Clickbait headline: *Soccer player Dzyuba commented on his renunciation of Russian citizenship in favor of American (citizenship)*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **96** (134.69)  [11.11] | **193**  (154.31)  [9.70] | 289 |
| **Possible clicks** | **570**  (531.31)  [2.82] | **570**(608.69)  [2.46] | 1140 |
| Column Totals | 666 | 763 | 1429  (Grand Total) |

The chi-square statistic is 26.093. The p-value is < .00001.

There are significantly more clickbait clicks.

**Headline 2**

Honest headline: *Cristiano Ronaldo published his best wishes in Russian for his fans on Instagram*

Clickbait headline: *Cristiano Ronaldo started speaking Russian after FIFA WC -2018*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Clicks on an honest headline** | **Clicks on a clickbait headline** | Row Totals |
| **Clicks received** | **197**(166.05)  [5.77] | **118** (148.95)  [6.43] | 315 |
| **Possible clicks** | **570**  (600.95)  [1.59] | **570**(539.05)  [1.78] | 1140 |
| Column Totals | 767 | 688 | 1455  (Grand Total) |

The chi-square statistic is 15.5692. The p-value is .00008.

There are significantly more honest headline clicks.