**Table 4. *Total number of clicks for each piece of news.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Headline 1 | | Headline 2 | |
|  | Honest, clicks | Clickbait, clicks | Honest, clicks | Clickbait, clicks |
| Politics | 261  France does not exclude the possibility of lifting the EU’s sanctions against Russia | 289  France spoke about lifting EU’s sanctions against Russia  **Maxim of Manner**  **Factuality GCI** | 49  Matvienko after all agreed to become the Governorof Saint-Petersburg. Big interview | 56  Matvienko told about her refusal to Putin and recalled the best years of her life  **Maxims of Manner and Relevance**  **GCI based on lexical polysemy, actuality GCI** |
| Celebrities & Beauty | 36  Festival “Zhara” invited both Pugachova and Kirkorov | **128**  Pugacheva and Kirkorov reunited/ came together again after their divorce  **Maxim of Manner**  **GCI based on lexical polysemy** | **118**  Brazilian model found a quick way/method to visually enlarge her breasts | 80  Model from Brazil discovered a new way/method of painless breast enlargement (implicature - the method would work for everybody)  **Maxim of Quantity**  **Universality GCI, referentility GCI** |
| Society | **289**  Burying people in coffins banned in China | 235  Burying the dead banned in China  **Maxim of Manner**  **GCI based on lexical polysemy** | 102  Immigrants will tell the Muscovites how to use public transportation for free and where to rent the cheapest flats | **427**  Russians will be taught how to use public transportation for free  **Maxim of Quantity**  **Universality GCI** |
| Incidents | 211  American Airlines plane could not take off because of exceeded weight | 191  American Airlines Pilot kicked out 3 women because of excess weight  **Maxim of Quantity**  **Referentiality GCI** | 95  The house of a retired woman from Khabarovsk burned down when she left to buy food | **191**  A starving retired woman from Khabarovsk gained food but lost home  **Maxim of Manner**  **Cause-effect GCI** |
| Sports | 96  I cannot imagine playing for another country. Interview with Artyom Dzjuba | **193**  Soccer player Dzyuba commented on his renunciation of Russian citizenship in favor of American (citizenship)  **Maxim of Manner**  **Factuality GCI** | **197**  Cristiano Ronaldo published his best wishes in Russian for his fans on Instagram | 118  Cristiano Ronaldo started speaking Russian after FIFA WC -2018  **Maxim of Quantity**  **Quality GCI** |
| **Total clicks for honest headlines: 1454 Total clicks for clickbait headlines: 1908** | | | | |