

Annotation Guidelines

1- NOT Clickbait: The title objectively describes the content of the video without ambiguity, opinionated language, or extreme vocabulary. In example 1, the title includes the topic of the video with no additional description. Similarly, in example 4, the title suggests a compilation of content, but excludes any ranking of said content other than the objective scale of time.

1. *The Biology Behind Bonsai Trees*
2. *The Math Needed for Computer Science*
3. *TypeScript Tutorial for Beginners [2022]*
4. *The Evolution of XBOX Startup Screens (2001-2019)*
5. *Money and Finance: Crash Course Economics #11*

2- Slightly Clickbait: The title exercises little use of extreme or opinionated language and creates suggestions for the viewer, but does not directly call for viewer action. Example 4 provides a Finance professor's opinion on the best and worst retail trading platforms, but does not necessarily communicate how viewers should feel about them.

1. *Stop Overthinking - Lofi hip hop mix ~ Stress Relief, Relaxing Music*
2. *Xbox Says Console Exclusives are Fading Away*
3. *Cool Tech Under \$50 - April!*
4. *The best and worst retail trading platforms: Finance professor*
5. *How I Would Learn to be a Data Analyst*

3- Moderately Clickbait: The title exercises moderate use of extreme or opinionated language. It aims to subtly grab viewer attention by creating ambiguity (e.g. through asking questions or using intentionally vague language) or by trying to relate a video's content to a broad audience by addressing the viewer. For instance, example 1 makes it clear that the video aims to provide direct suggestions to its viewers, while example 4 is written in a casual language in order to appeal to viewers.

1. *44 Businesses You Can Start During The 2022 Recession*
2. *What If Physics IS NOT Describing Reality?*

3. *The Mystery Of The 2,000,000 Year Old Human Remains | Mystery Of Our Ancestors | Timeline*
4. *speed up tiktok audios that are such a vibe*
5. *The Dark Side Of Game Development*

4- Strongly Clickbait: The title exercises heavy use of extreme or opinionated language. In addition, there is a strong emphasis on capitalization and punctuation. The titles embody elements of moderately clickbait titles but attempt to be more relatable (and by extension more appealing) by using slang, extreme language, and referencing current trends. Example 1 emphasizes mukbangs which have become increasingly popular, while example 2 uses terms such as “trolling” and “Karen”.

1. *KILLER PORK SINIGANG MUKBANG*
2. *Trolling Children on Roblox as Karen*
3. *Going Through The Same Drive Thru 1,000 Times*
4. *Chess.com Buying Chess24? What About Lichess? Hikaru vs Magnus Every Week?*
5. *Marvel Bloopers You Have to See!*

5- Completely Clickbait: These titles embody elements of strongly clickbait titles, but raise the stakes by including risk, extremity, and reward factors for the audience. In addition, these titles openly interact with viewers by promising either results or reactions from watching the videos. Example 1 promises audiences that watching the video will help to improve their SAT score by 200+ points, which aims to incentivize viewers to click on the video. Example 5 combines a monetary reward with a high risk activity (swimming with sharks), which aims to have audiences on the edges of their seats.

1. *SAT AUGUST GUIDE TO IMPROVE SCORE 200+ POINTS! ULTIMATE TIPS AND BEST PRACTICES!*
2. *TERRIFYING Things Google Earth Doesn't Want You To See*
3. *you need to learn SQL RIGHT NOW!! (SQL Tutorial for Beginners)*
4. *18 DEADLY Tech Fails that need to be BANNED.*
5. *Would You Swim With Sharks For \$100,000?*