TABLE 1

- English and Kazakh clickability depending on headline type

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ is_cb, data = data, Hess = TRUE)

Coefficients:
          Value Std. Error t value
is_cb1 -0.2669     0.1668    -1.6
```

- Clickbait headline type did not urge people to click more
- Descriptive headline type urged people to click more

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ is_cb, data = data, Hess = TRUE)

Coefficients:
          Value Std. Error t value
is_cb1 -0.4542     0.1533  -2.963
```

- Clickbait headline type did not urge people to click more
- Descriptive headline type urged people to click more

TABLE 2

- English and Kazakh clickability depending on topic

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ topic, data = data, Hess = TRUE)

Coefficients:
               Value Std. Error t value
topichealth    0.2722     0.2463   1.105
topicpolitics 0.9326      0.2377   3.923
topicscience   0.3363     0.2269   1.482
```

- (Entertainment not included in the table because in ordinal regression, one category is taken as a reference category → entertainment = 0 in this case)
- Politics headlines affected clickability more than other topics

1st place: politics

2nd: science

3rd: health

4th: entertainment

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ topic, data = data, Hess = TRUE)

Coefficients:
                    Value Std. Error t value
topicentertainment -0.4505     0.2149  -2.096
topichealth         0.2655     0.2116   1.254
topicpolitics       0.2802     0.2140   1.309
```

- Politics headlines affected clickability more than other topics
- Entertainment headlines did not affect clickability at all

1st place: politics

2nd: health

3rd: science

TABLE 3

- English and Kazakh clickability depending on Mystery as a preferred genre

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ is_mystery, data = data, Hess = TRUE)

Coefficients:
              Value Std. Error t value
is_mystery1 −0.2575      0.167  −1.542
```

- Choice of Mystery as preferred genre doesn't affect clickability score

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ is_mystery, data = data, Hess = TRUE)

Coefficients:
              Value Std. Error t value
is_mystery1 −0.4042     0.1545  −2.617
```

- Choice of Mystery as preferred genre doesn't affect clickability score

TABLE 4

- English and Kazakh clickability depending on Documentary as a preferred genre

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ is_documentary, data = data, Hess = TRUE)

Coefficients:
                 Value Std. Error t value
is_documentary1 0.343     0.1666    2.06
```

- Choice of Documentary does affect clickability score

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ is_documentary, data = data, Hess = TRUE)

Coefficients:
                 Value Std. Error t value
is_documentary1 -0.3104     0.1673  -1.856
```

- Choice of Documentary doesn't affect clickability score

TABLE 5

- English and Kazakh clickability depending on emotions

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ emotion_choice, data = data, Hess = TRUE)

Coefficients:
                                    Value Std. Error t value
emotion_choiceCuriosity           1.17125     0.3414  3.4308
emotion_choiceExcitement          1.14065     0.4369  2.6107
emotion_choiceFear                1.41804     0.4074  3.4804
emotion_choiceHope                0.97986     0.4452  2.2011
emotion_choiceNo emotions        -1.13008     0.3431 -3.2934
emotion_choiceOther (please specify)  0.08837     0.6617  0.1335
```

- No emotions (4th place)
- Fear as a chosen emotion affected clickability the most, more choice of fear=> more effect on clicks (1st place)
- Hope, Curiosity, Excitement (2nd place)
- Other, Anger - almost the same (3rd place)

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ emotion_choice, data = data, Hess = TRUE)

Coefficients:
                                  Value Std. Error  t value
emotion_choiceВоодушевление     0.40315     0.5331   0.7563
emotion_choiceДругое (уточните) -1.17073     0.5729  -2.0435
emotion_choiceЗлость            -0.22523     0.3543  -0.6358
emotion_choiceЛюбопытство       -0.08068     0.2415  -0.3341
emotion_choiceНадежда           -0.29565     0.4025  -0.7346
emotion_choiceНе вызывает эмоции -2.64509     0.2635 -10.0392
```

- All emotions except Воодушевление did not affect clickability
- Воодушевление as a chosen emotion affected clickability, more choice of this emotion => more effect on clicks (1st place)

TABLE 6

- English and Kazakh interest depending on headline type

ENGLISH RESULT

```
Call:
polr(formula = interest ~ is_cb, data = data, Hess = TRUE)

Coefficients:
        Value Std. Error t value
is_cb1 -0.337     0.1668   -2.02
```

- Descriptive headlines got more interest
- Descriptive headline type does influence interest > than clickbait

KAZAKH RESULT

```
Call:
polr(formula = interest ~ is_cb, data = data, Hess = TRUE)

Coefficients:
          Value Std. Error t value
is_cb1 -0.6189     0.1539  -4.021
```

- Descriptive headlines got more interest
- Descriptive headline type does influence interest > than clickbait

TABLE 7

- English and Kazakh familiarity depending on headline type

ENGLISH RESULT

```
Call:
polr(formula = familiarity ~ is_cb, data = data, Hess = TRUE)

Coefficients:
          Value Std. Error t value
is_cb1 -0.2349     0.1665  -1.411
```

- Descriptive headline type influences familiarity scores more than clickbait

KAZAKH RESULT

```
Call:
polr(formula = familiarity ~ is_cb, data = data, Hess = TRUE)

Coefficients:
          Value Std. Error t value
is_cb1 -0.3847     0.154   -2.499
```

- Descriptive headline type influences familiarity scores more than clickbait

TABLE 8

- English and Kazakh credibility depending on headline type

ENGLISH RESULT

```
Call:
polr(formula = credibility ~ is_cb, data = data, Hess = TRUE)

Coefficients:
         Value Std. Error t value
is_cb1 -0.1682     0.1672  -1.006
```

- Descriptive headline type influences credibility scores more than clickbait

KAZAKH RESULT

```
Call:
polr(formula = credibility ~ is_cb, data = data, Hess = TRUE)

Coefficients:
         Value Std. Error t value
is_cb1 -0.4267     0.1531  -2.788
```

- Descriptive headline type influences credibility scores more than clickbait

TABLE 9

- English and Kazakh interest depending on topic

ENGLISH RESULT

```
Call:
polr(formula = interest ~ topic, data = data, Hess = TRUE)

Coefficients:
               Value Std. Error t value
topichealth    0.4840     0.2458   1.969
topicpolitics  1.0368     0.2346   4.420
topicscience   0.5861     0.2293   2.556
```

- Politics prompted and influenced interest more
- Science and Health almost the same
- Entertainment - influenced the least

KAZAKH RESULT

```
Call:
polr(formula = interest ~ topic, data = data, Hess = TRUE)

Coefficients:
                      Value Std. Error  t value
topicentertainment -0.75306     0.2169 -3.47124
topichealth        -0.01105     0.2114 -0.05226
topicpolitics       0.29096     0.2150  1.35340
```

- Politics prompted and influenced interest more
- Entertainment and Health - did not influence interest

TABLE 10

- English and Kazakh familiarity depending on topic

ENGLISH RESULT

```
Call:
polr(formula = familiarity ~ topic, data = data, Hess = TRUE)

Coefficients:
                Value Std. Error t value
topichealth    -0.0725     0.2434 -0.2978
topicpolitics   0.4325     0.2332  1.8545
topicscience    0.1312     0.2320  0.5653
```

- Politics headlines were the most familiar 1st place
- Science 2nd place
- Entertainment 3rd place
- Health 4th place

KAZAKH RESULT

```
Call:
polr(formula = familiarity ~ topic, data = data, Hess = TRUE)

Coefficients:
                      Value Std. Error t value
topicentertainment -0.4299     0.2173  -1.978
topichealth         0.2298     0.2194   1.047
topicpolitics       0.9465     0.2132   4.440
```

- Politics headlines influenced familiarity the most 1st place
- Health 2nd place
- Science 3rd place
- Entertainment did not influence familiarity

TABLE 11

- English and Kazakh credibility depending on topic

ENGLISH RESULT

```
Call:
polr(formula = credibility ~ topic, data = data, Hess = TRUE)

Coefficients:
                Value Std. Error  t value
topichealth   -0.23590      0.2481 -0.95075
topicpolitics  0.10675      0.2295  0.46521
topicscience   0.01763      0.2307  0.07642
```

- Politics headlines were considered the most credible
- Science and Entertainment almost the same 2nd place
- Health the least

KAZAKH RESULT

```
Call:
polr(formula = credibility ~ topic, data = data, Hess = TRUE)

Coefficients:
                      Value Std. Error t value
topicentertainment -0.5303      0.2179 -2.4341
topichealth          0.2514      0.2177  1.1547
topicpolitics        0.1901      0.2152  0.8836
```

- Health influenced credibility the most
- Entertainment the least

TABLE 12

- English and Kazakh emotions depending on headline type

ENGLISH RESULT

```
Call:
multinom(formula = emotion_choice ~ is_cb, data = data, Hess = TRUE)

Coefficients:
                        (Intercept)        is_cb1
Curiosity                1.05774766   0.3955795
Excitement              -0.08341325  -0.6098540
Fear                    -0.12782137   0.2818966
Hope                    -0.08342963  -0.5044818
No emotions              1.01523132   0.3570347
Other (please specify)  -1.42709759  -0.3645804
```

- Clickbait type evoked more Curiosity, Fear, or No emotions
- Descriptive type evoked Excitement, Hope, or Other

KAZAKH RESULT

```
Call:
multinom(formula = emotion_choice ~ is_cb, data = data, Hess = TRUE)

Coefficients:
                    (Intercept)        is_cb1
Другое (уточните)    -0.6931692   1.6741074
Злость                1.2880163   0.3860847
Любопытство           2.4640020   0.8319462
Надежда               0.9164264  -0.2231902
Не вызывает эмоции    2.3027320   1.3261509
Страх                 1.4470730   1.1179786
```

- Clickbait type evoked more Другое / Не вызывает эмоции / Страх, no Надежда

TABLE 13

- English and Kazakh clickability depending on familiarity

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ familiarity, data = data, Hess = TRUE)

Coefficients:
                Value Std. Error t value
familiarity.L  4.50615      0.3244 13.8898
familiarity.Q -0.47643      0.2680 -1.7775
familiarity.C  0.47324      0.2487  1.9030
familiarity^4 -0.17523      0.2279 -0.7688
familiarity^5  0.14345      0.2224  0.6449
familiarity^6 -0.02461      0.2023 -0.1216
```

- Familiarity 1 prompted to click the most
- Familiarity > 1 prompted almost at the same level but less than familiarity=1

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ familiarity, data = data, Hess = TRUE)

Coefficients:
                Value Std. Error t value
familiarity.L  3.1495      0.2494 12.6283
familiarity.Q  0.3069      0.2185  1.4046
familiarity.C  0.9453      0.2244  4.2129
familiarity^4 -0.3339      0.2313 -1.4436
familiarity^5  0.1289      0.2243  0.5748
familiarity^6 -0.2006      0.2131 -0.9411
```

- Familiarity 1 prompted to click the most
- Familiarity > 1 prompted almost at the same level but less than familiarity=1

TABLE 14

- English and Kazakh clickability depending on age

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ age, data = data, Hess = TRUE)

Coefficients:
                 Value Std. Error t value
age25 - 34      1.7278     0.4068   4.247
age35 - 44      1.4535     0.4010   3.625
age45 - 54      1.4558     0.4232   3.440
age55 - 64      0.6161     0.4467   1.379
age65 or older 0.5210     0.5128   1.016
```

- Age 25-54 had the highest effect on clickability score compared to other age groups
- Age 18-24 had the lowest effect on clickability score among age groups

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ age, data = data, Hess = TRUE)

Coefficients:
              Value Std. Error t value
age18-24     0.3999     0.3547  1.1275
age25 - 34   0.4586     0.5296  0.8659
age35 - 44  -0.7149     0.7399 -0.9662
age45 - 54   0.7726     0.4223  1.8294
```

- Age 45-54 had the highest effect on clickability score compared to other age groups
- Age 35-44 had the lowest effect on clickability score among age groups

TABLE 15

- English and Kazakh clickability depending on gender

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ gender, data = data, Hess = TRUE)

Coefficients:
                                   Value Std. Error t value
genderMale                       -0.2716     0.1818 -1.4936
genderOther/Prefer not to specify -0.1039     0.3579 -0.2903
```

- Female gender affected clickability more than the male gender

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ gender, data = data, Hess = TRUE)

Coefficients:
                  Value Std. Error    t value
genderЖенский    -2.082  6.362e-01 -3.272e+00
genderМужской    -2.212  6.468e-01 -3.420e+00
genderНебинарный 14.062  3.091e-06  4.550e+06
```

- Небинарный / Предпочитаю не указывать genders affected clickability more than the male gender

TABLE 16

- English and Kazakh clickability depending on education

ENGLISH RESULT

```
Call:
polr(formula = clickability ~ educ_choice, data = data, Hess = TRUE)

Coefficients:
                                  Value Std. Error t value
educ_choiceHigh school          -1.1958     0.2313 -5.1703
educ_choiceMaster's degree      -0.1079     0.2245 -0.4806
educ_choiceOther (please specify) -0.6842   0.3446 -1.9856
educ_choicePh.D. or higher       0.6198     0.2972  2.0854
```

- PhD or higher had the most effect on clickability
- High school and Master's had the lowest effect on clickability

KAZAKH RESULT

```
Call:
polr(formula = clickability ~ educ_choice, data = data, Hess = TRUE)

Coefficients:
                                              Value Std. Error  t value
educ_choiceБакалавриат                       0.17828    0.2228  0.80027
educ_choiceДоктор наук или степень выше      -0.02665    0.5897 -0.04519
educ_choiceДругое (уточните)                 -0.51467    0.3984 -1.29199
educ_choiceМагистратура                      0.84598    0.3071  2.75486
```

- Магистратура had the most effect on clickability
- Доктор наук / Другой did not have an effect on clickability