Tables with descriptive statistics:
Correlations between clicks (dependent variable) and fixed variables

1. English vs. Kazakh numbers of total clickbait vs. descriptive headlines clicks (influence of culture on clickbait vs. descriptive preference) **Aruzhan**

English Descriptive

Headline	**MEAN** (of the scores for "How likely would you be to click on it?")
Trump's assassination attempt (P2)	5.03
Selena Gomez announces engagement to Benny Blanco (E2)	3.86
Ozempic shows promise for alcohol and drug addiction … (H2)	4.31
Trump administration makes deep cuts to science funding (S2)	5.10
Trump's deportation of undocumented migrants (P1)	5.45
Kanye West's wife Bianca Censori is completely naked at Grammys 2025 (E1)	4.68
Teen vaping hits 10-year low in the US (H1)	4.35
China celebrates DeepSeek's breakout AI success as tech race heats up (S1)	4.84

OVERALL MEAN: 4.70

English Clickbait

Headline	Number of remembered headlines
The Deportation Show (P1)	4.17
Kanye West and Bianca Censori escorted out of Grammys 2025 by cops after shocking red carpet appearance: source (E1)	4.38
As teen vaping rates drop, more are turning to this product (H1)	4.69
The DeepSeek Wake-Up Call (S1)	3.45
A Horrifying New Attempt on Trump's Life (P2)	5.61
Selena Gomez Just Shared Another Close Look at Her Engagement Ring (E2)	3.45
Did Scientists Accidentally Invent an Anti-addiction Drug? (H2)	5.32
A Decade of Cuts in a Matter of Days (S2)	4.81

OVERALL MEAN: 4.49

Kazakh Descriptive

Headline	MEAN (of the scores for "How likely would you be to click on it?")
Президент Токаев призвал прекратить дискуссию о возврате старых часовых поясов 'President Tokayev called for an end to the discussion on returning to the old time zones' (P2)	4.33
Казахстанские исполнители недополучили вознаграждения из-за пропажи их музыки с Instagram 'Kazakh performers did not receive their royalties due to the	3.94

|	
disappearance of their music from Instagram' (E1)	
Новорожденного малыша с ожогами из роддома Семея забрали санавиацией в Астану 'Newborn baby with burns from Semey maternity hospital taken by air ambulance to Astana' (H2)	4.44
Глобальное потепление: ВМО признала 2024 год самым жарким в истории наблюдений 'Global warming: WMO recognizes 2024 as the hottest year on record' (S1)	3.88
Трамп: Есть вероятность, что эта ужасная война наконец закончится 'Trump: there is a good chance that this horrible war will finally end' (P1)	4.71
Токаев считает необходимым проверять отечественное кино перед прокатом 'Tokayev considers it necessary to check domestic films before distribution' (E2)	3.68
В Казахстане выросла заболеваемость COVID-19: возвращается масочный режим 'COVID-19 cases increase in Kazakhstan: mask regime returns' (H1)	4.40
Китайский марсоход нашел следы древнего океана на Марсе 'Chinese Rover Finds Traces of Ancient Ocean on Mars' (S2)	3.94

OVERALL MEAN: 4.17

Kazakh Clickbait

Headline	**MEAN** (of the scores for "How likely would you be to click on it")

Трамп сообщил о разговоре с Путиным 'Trump talked about conversation with Putin' (P1)	3.66
Продвигаются непристойные модели поведения 'Indecent behavior patterns are promoted' (E2)	2.97
Коронавирус в Казахстане: пора ли готовиться к маскам и удаленке? 'Coronavirus in Kazakhstan: Is it time to prepare for masks and remote work?' (H1)	4.45
На Марсе нашли следы древних пляжных "курортов" 'Traces of Ancient Beach 'Resorts' Found on Mars' (S2)	3.16
Токаев высказался о едином часовом поясе 'Tokayev commented on the unified time zone.' (P2)	4.00
Скандал с KazAK: что это за организация и кто ей руководит 'KazAK Scandal: What is this organization and who runs it?' (E1)	2.66
ЧП в роддоме Семея: ребенку поставили предварительный диагноз 'Emergency in Semey maternity hospital: child given preliminary diagnosis' (H2)	3.49
"Катастрофические изменения". Чем климатический хаос угрожает Казахстану? '"Catastrophic Changes." How Does Climate Chaos Threaten Kazakhstan?' (S1)	4.39

OVERALL MEAN: 3.60

FINAL COMPARISON:

English vs. Kazakh numbers of total clickbait vs. descriptive headlines clicks
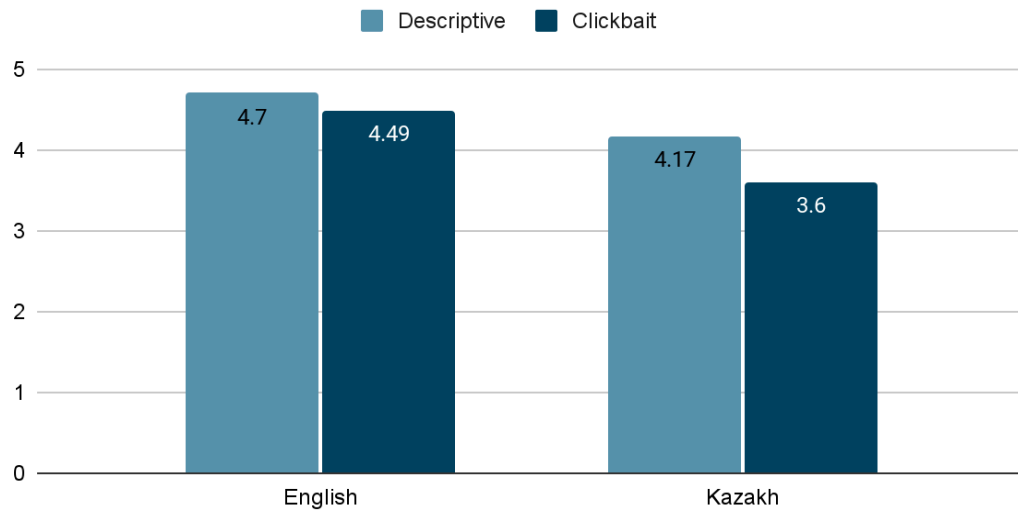

2. English and Kazakh numbers of clickbait vs. descriptive clicks in each of the topic areas (influence of topic on clickbait vs. descriptive preference) **Aruzhan**

Language	Type	Politics	Health	Entertainment	Science
English	**Descriptive**	5.24	4.33	4.27	4.97
	Clickbait	4.89	5.01	3.92	4.13
Kazakh	**Descriptive**	4.52	4.42	3.81	3.91
	Clickbait	3.83	3.97	2.82	3.78

FINAL COMPARISON:

English and Kazakh numbers of clickbait vs. descriptive clicks in each of the topic areas
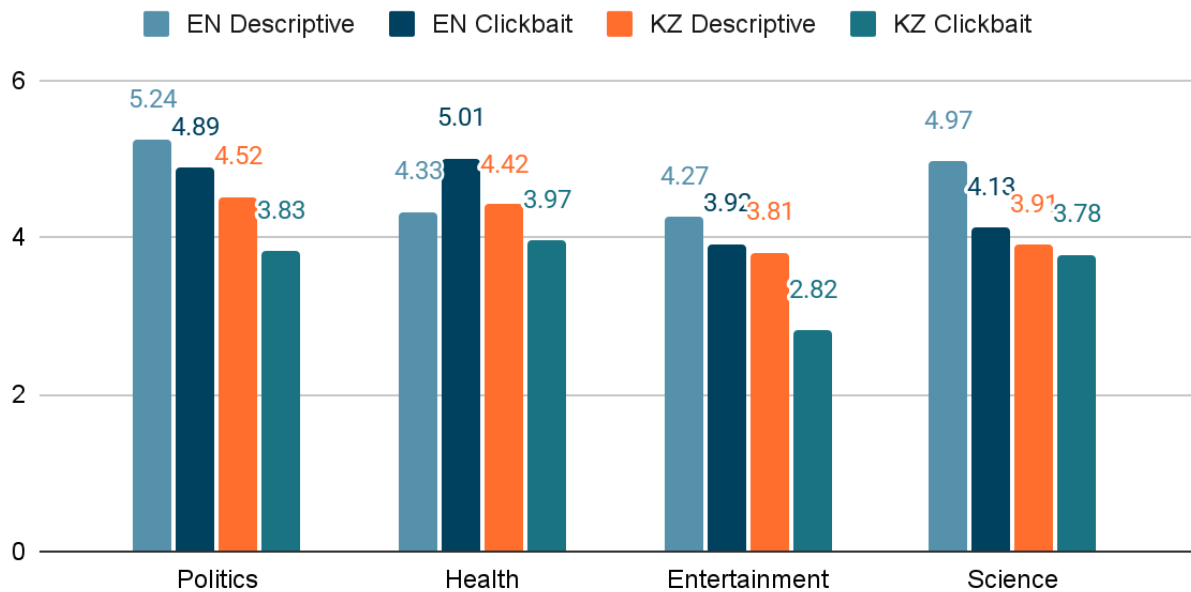
3. Correlation between preference for mystery/documentary and clickbait/descriptive **Aruzhan**

	Mystery (participants who chose "Mystery" but not "Documentary" as their preferred genre)	Documentary (participants who chose "Documentary" but not "Mystery" as their preferred genre)
EN Descriptive Clickability Mean	4.79	5.2
EN Descriptive Interest Mean	4.6	5.05
EN Clickbait Clickability Mean	4.9	4.88

EN Clickbait Interest Mean	4.56	4.88
KZ Descriptive Clickability Mean	4	4.02
KZ Descriptive Interest Mean	3.91	3.98
KZ Clickbait Clickability Mean	3.27	3.12
KZ Clickbait Interest Mean	3.36	3.11

Correlation between preference for mystery/documentary and clickbait/descriptive
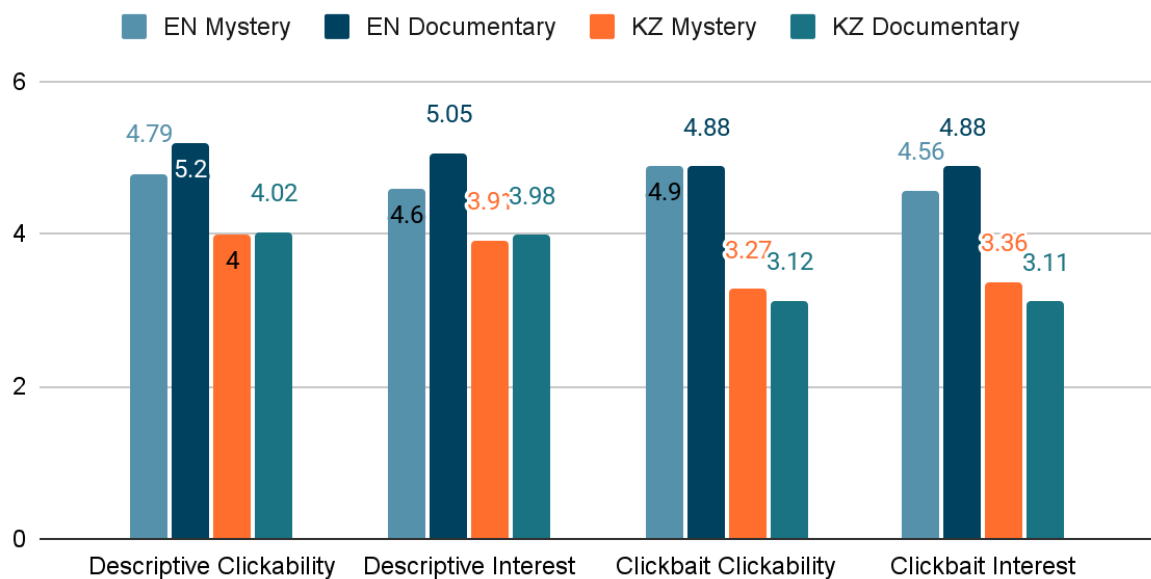
4. English and Kazakh numbers of clickbait vs. descriptive clicks in each of the emotions (influence of emotion on clickbait vs. descriptive preference) **Venera**

Language	Headline Type	Curiosity	Fear	Excitement	Anger	Hope	No emotion	Other	Total Clicks
English	Descriptive	72	22	10	25	23	69	6	236
English	Clickbait	94	21	23	19	16	76	4	207
Kazakh	Descriptive	94	34	8	29	20	113	4	269
Kazakh	Clickbait	81	39	3	16	6	80	4	262

5. English and Kazakh numbers for interest, familiarity, reliability, and clicks **Nazerke**

Kazakh	Type	Clicks (out of 7)	Interest (out of 7)	Familiarity (out of 7)	Reliability (out of 7)	Recalled # times	Curiosity	Fear	Excitement	Anger	Hope	No emotion	Other
Трамп сообщил о разговоре с Путиным	Clickbait	3.66	3.78	3.63	3.69	16	11	3	0	1	2	16	0
Президент Токаев призвал прекратить дискуссию о возврате старых часовых поясов	Descriptive	4.33	4.48	4.61	3.85	16	12	1	0	8	2	10	0

Казахстанские исполнители недополучили вознаграждения из-за пропажи их музыки с Instagram	Descriptive	3.94	3.82	3.79	4.18	6	13	0	0	4	0	16	0
Продвигаются непристойные модели поведения	Clickbait	2.97	2.81	2.77	2.71	1	6	1	0	4	0	19	0
Коронавирус в Казахстане: пора ли готовиться к маскам и удаленке?	Clickbait	4.45	4.03	4.61	3.61	11	10	10	0	1	0	10	0
Новорожденного малыша с ожогами из роддома Семея забрали санавиацией в Астану	Descriptive	4.44	4.34	2.56	4.53	9	8	10	1	3	4	4	2: сопереживание, волнение
Глобальное потепление: ВМО признала 2024 год самым жарким в истории наблюдений	Descriptive	3.88	4.00	3.88	4.56	6	13	8	0	3	1	9	0
На Марсе нашли следы древних пляжных "курортов"	Clickbait	3.16	3.03	1.81	2.34	9	14	0	1	0	0	13	4: не уточнено
Трамп: Есть вероятность, что эта ужасная война наконец закончится	Descriptive	4.71	4.76	4.53	4.21	23	11	3	4	3	9	4	0
Токаев высказался о едином часовом поясе	Clickbait	4.00	4.00	4.53	4.47	18	10	0	1	4	2	17	0
Скандал с KazAK: что это за организация и кто ей руководит	Clickbait	2.66	2.23	1.86	2.83	4	8	0	0	3	0	24	0

Токаев считает необходимым проверять отечественное кино перед прокатом	Descriptive	3.68	3.41	2.32	3.29	13	11	0	1	3	4	15	0
В Казахстане выросла заболеваемость COVID-19: возвращается масочный режим	Descriptive	4.40	4.23	4.11	3.89	14	8	11	0	4	0	11	1: настороженность
ЧП в роддоме Семея: ребенку поставили предварительный диагноз	Clickbait	3.49	3.11	2.63	4.37	15	6	12	1	2	1	10	3: негативные, грусть, расстройство
Катастрофические изменения". Чем климатический хаос угрожает Казахстану?	Clickbait	4.39	4.39	4.64	4.50	9	16	13	0	1	1	5	0
Китайский марсоход нашел следы древнего океана на Марсе	Descriptive	3.94	4.24	2.97	3.85	10	18	1	2	1	0	11	1: интерес

English	Type	Clicks (out of 7)	Interest (out of 7)	Familiarity (out of 7)	Reliability (out of 7)	Recalled # times	Curiosity	Fear	Excitement	Anger	Hope	No emotion	Other
The Deportation Show	Clickbait	4.17	4.14	4.07	4.38	9	11	2	1	9	0	5	1: sadness
Trump's assassination attempt	Descriptive	5.03	5.14	4.86	4.83	19	8	3	3	2	2	9	2: disappointment, disbelief
Kanye West and	Clickbait	4.38	4.21	4.69	5.10	8	13	0	1	1	0	13	1: disgust

Headline	Type												
Bianca Censori escorted out of Grammys 2025 by cops after shocking red carpet appearance: source													
Selena Gomez announces engagement to Benny Blanco	Descriptive	3.86	3.69	4.07	4.72	9	6	0	5	1	0	15	2: indifference, joy
As teen vaping rates drop, more are turning to this product	Clickbait	4.69	4.52	4.07	4.52	9	14	3	1	2	2	7	0
Ozempic shows promise for alcohol and drug addiction …	Descriptive	4.31	4.31	3.52	4.24	4	11	0	0	0	6	12	0
The DeepSeek Wake-Up Call	Clickbait	3.45	3.52	3.52	4.03	5	9	1	0	2	2	15	0
Trump administration makes deep cuts to science funding	Descriptive	5.10	5.41	5.07	5.38	8	9	3	1	10	1	3	2: contempt, disappointment
A Horrifying New Attempt on Trump's Life	Clickbait	5.61	5.35	4.58	4.71	14	14	11	0	1	2	2	1: irritation
Trump's deportation of undocumented migrants	Descriptive	5.45	5.29	4.35	4.68	6	7	11	0	7	3	3	0
Selena Gomez Just Shared Another Close Look at Her Engagement Ring	Clickbait	3.45	3.26	3.16	4.32	12	4	0	5	0	1	21	0
Kanye West's wife Bianca Censori is completely naked at Grammys 2025	Descriptive	4.68	4.16	4.16	4.16	18	13	1	2	3	0	12	0
Did Scientists Accidentally Invent an Anti-addiction Drug?	Clickbait	5.32	5.26	3.97	4.23	7	17	0	1	1	6	5	1 (not specified)
Teen vaping hits 10-year low in the US	Descriptive	4.35	4.48	4.23	4.48	11	8	3	5	2	7	6	0
A Decade of Cuts in a Matter of Days (S2)-	Clickbait	4.81	4.58	3.97	4.26	3	12	4	1	3	3	8	0

clickbait												
China celebrates DeepSeek's breakout AI success as tech race heats up (S1)	Descriptive	4.84	4.68	4.06	4.65	5	10	1	7	0	4	9	0

6. English and Kazakh numbers of clickbait vs. descriptive clicks depending on age, gender, education, and genre preferences (influence of age, gender, education, and genre preferences on clickbait vs. descriptive preference) **Kamila**

Influence of Age (Eng)

Age	Clickbait MEAN	Descriptive MEAN
18-24 (3 responses)	3.25	2.58
25-34 (17 responses)	4.84	5.34
35-44 (18 responses)	4.67	4.92
45-54 (11 responses)	4.61	4.91
55-64 (7 responses)	4.04	3.79
65 or older (4 responses)	3.63	3.75

Influence of Age (Kaz)

Age	Clickbait MEAN	Descriptive MEAN
18-24 (61 responses)	3.49	4.29
25-34 (3 responses)	3.38	3.38
35-44 (1 response)	3.00	2.25
45-54 (8 responses)	4.39	3.89
55-64 (4 responses)	3.81	3.13

65 or older (0 responses)	No data	No data

Influence of Gender (Eng)

Gender	Clickbait MEAN	Descriptive MEAN
Female (38 responses)	4.64	4.71
Male (19 responses)	4.18	4.64
Other (3 responses)	4.58	5

Influence of Gender (Kaz)

Gender	Clickbait MEAN	Descriptive MEAN
Female (52 responses)	3.51	4.13
Male (22 responses)	3.49	3.90
Other (3 responses)	6.63	5.63

Influence of Education (Eng)

Education Level	Clickbait MEAN	Descriptive MEAN
High School Diploma (17 responses)	3.71	3.62
Bachelor's Degree (16 responses)	4.77	5.25
Master's Degree (16 responses)	4.84	5.03
Ph.D. or higher (7 responses)	5.46	5.54
Other (4 responses - Associate Degree)	3.69	4.44

Influence of Education (Kaz)

Education Level	Clickbait MEAN	Descriptive MEAN
High School Diploma (9 responses)	3.28	4.03
Bachelor's Degree (52 responses)	3.51	4.35
Master's Degree (9 responses)	4.25	4.16
Ph.D. or higher (3 response)	2.5	2.25
Other (4 responses - Residency)	3.00	2.92

Influence of Genre (Eng)

Genre Preference	Clickbait MEAN	Descriptive MEAN
Fantasy	4.33	4.67
Sci-fi	4.50	4.51
Mystery	4.46	4.28
Crime	4.18	4.48
Love drama	4.68	4.90
Comedy	4.77	5.13
Documentary	4.64	4.95

Influence of Genre (Kaz)

Genre Preference	Clickbait MEAN	Descriptive MEAN
Fantasy	3.33	3.79
Sci-fi	2.71	4.38
Mystery	3.50	3.83
Crime	3.49	4.10

Love drama	3.67	4.32
Comedy	3.43	4.08
Documentary	3.31	3.88

Correlations between emotion assignment and other ratings (dependent variable) and fixed variable (headline type)

7. English and Kazakh emotions depending on headline type **Minar**

English:

Headline	Head line Type	Curio sity	Fear	Excite ment	Anger	Hope	No emotio n	other
P1: The Deportation Show	Click bait	11	2	1	9	0	5	1: sadness
P2: Trump safe after being targeted in second apparent assassination attempt	Desc riptiv e	8	3	3	2	2	9	2: disappointment disbelief
E1: Kanye West and Bianca Censori escorted out of Grammys 2025 by cops after shocking red carpet appearance: source	Click bait	13	0	1	1	0	13	1: disgust
E2: Selena Gomez announces engagement to Benny Blanco	Desc riptiv e	6	0	5	1	0	15	2: Indifference Joy
H1: As teen vaping rates drop, more are turning to this product	Click bait	14	3	1	2	2	7	0
H2: Ozempic shows promise for alcohol and drug addiction ...	Desc riptiv e	11	0	0	0	6	12	0
S1: The DeepSeek Wake-Up Call	Click bait	9	1	0	2	2	15	0
S2: Trump administration makes	Desc	9	3	1	10	1	3	2:

Headline	Headline Type	Curiosity	Fear	Excitement	Anger	Hope	No emotion	other
deep cuts to science funding	riptive							Contempt Disappointment
P2: A Horrifying New Attempt on Trump's Life	Click bait	14	11	0	1	2	2	1: Irritation
P1: 'We are in danger': Migrants deported from US were locked in hotel and held at remote camp in Panama, lawyers say	Descriptive	7	11	0	7	3	3	0
E2: Selena Gomez Just Shared Another Close Look at Her Engagement Ring	Click bait	4	0	5	0	1	21	0
E1: Kanye West's wife Bianca Censori is completely naked at Grammys 2025	Descriptive	13	1	2	3	0	12	0
H2: Did Scientists Accidentally Invent an Anti-addiction Drug?	Click bait	17	0	1	1	6	5	1 (not specified)
H1: Teen vaping hits 10-year low in the US	Descriptive	8	3	5	2	7	6	0
S2: A Decade of Cuts in a Matter of Days	Click bait	12	4	1	3	3	8	0
S1: China celebrates DeepSeek's breakout AI success as tech race heats up	Descriptive	10	1	7	0	4	9	0

Kazakh:

Headline	Headline Type	Curiosity	Fear	Excitement	Anger	Hope	No emotion	other
P1: Трамп сообщил о разговоре с Путиным 'Trump talked about conversation with Putin'	Click bait	11	3	0	1	2	15	0
P2: Президент Токаев призвал	Desc	12	1	0	8	2	10	0

прекратить дискуссию о возврате старых часовых поясов	riptive e							
E1: **Скандал с KazAK: что это за организация и кто ей руководит 'KazAK Scandal: What is this organization and who runs it?'**	Click bait	8	0	0	3	0	24	0
E2: Токаев считает необходимым проверять отечественное кино перед прокатом 'Tokayev considers it necessary to check domestic films before distribution'	Desc riptiv e	11	0	1	3	4	15	0
H1: Коронавирус в Казахстане: пора ли готовиться к маскам и удаленке? 'Coronavirus in Kazakhstan: Is it time to prepare for masks and remote work?'	Click bait	10	10	0	1	0	10	0
H2: Новорожденного малыша с ожогами из роддома Семея забрали санавиацией в Астану 'Newborn baby with burns from Semey maternity hospital taken by air ambulance to Astana'	Desc riptiv e	8	10	1	3	4	4	2: Сопереживание волнение
S1: "Катастрофические изменения". Чем климатический хаос угрожает Казахстану? '"Catastrophic Changes." How Does Climate Chaos Threaten Kazakhstan?'	Click bait	16	13	0	1	1	5	0
S2: Китайский марсоход нашел следы древнего океана на Марсе 'Chinese Rover Finds Traces of Ancient Ocean on Mars'	Desc riptiv e	18	1	2	1	0	11	1: Интерес, я просто люблю космос, всякие такие глупые новости о нём, хотя знаю, что 90% - неправда
P2: Токаев высказался о едином часовом поясе 'Tokayev commented on the unified time zone.'	Click bait	10	0	1	4	2	17	0
P1: Трамп: Есть вероятность,	Desc	11	3	4	3	9	4	0

Headline	Type							
что эта ужасная война наконец закончится 'Trump: there is a good chance that this horrible war will finally end'	Descriptive							
E2: Продвигаются непристойные модели поведения 'Indecent behavior patterns are promoted'	Clickbait	6	1	0	4	0	19	1 (Not specified)
E1: Казахстанские исполнители недополучили вознаграждения из-за пропажи их музыки с Instagram	Descriptive	13	0	0	4	0	16	0
H2: ЧП в роддоме Семея: ребенку поставили предварительный диагноз 'Emergency in Semey maternity hospital: child given preliminary diagnosis'	Clickbait	6	12	1	2	1	10	3: Негативные Грусть Расстройство
H1: В Казахстане выросла заболеваемость COVID-19: возвращается масочный режим 'COVID-19 cases increase in Kazakhstan: mask regime returns'	Descriptive	8	11	0	4	0	11	1 настороженность
S2: На Марсе нашли следы древних пляжных "курортов" 'Traces of Ancient Beach 'Resorts' Found on Mars'	Clickbait	14	0	1	0	0	13	4: (Not specified)
S1: Глобальное потепление: ВМО признала 2024 год самым жарким в истории наблюдений 'Global warming: WMO recognizes 2024 as the hottest year on record'	Descriptive	13	8	0	3	1	9	0

8. English and Kazakh interest rating depending on headline type
Venera

Language	Type	Politics	Health	Entertainment	Science

English	Descriptive 1	5.14	4.48	4.21	4.68
	Clickbait 1	4.14	4.52	4.14	4.58
	Descriptive 2	5.29	4.31	3.69	5.41
	Clickbait 2	5.35	5.26	4.16	3.52
	Clickbait overall: 4.45				
	Descriptive overall: 4.65				
Kazakh	Descriptive 1	3.78	4.39	3.74	4.43
	Clickbait 1	4.76	4.03	2.71	3.03
	Descriptive 2	4.86	4.37	3.46	4.06
	Clickbait 2	2.24	4.06	2.81	4.26
	Clickbait overall: 3.36				
	Descriptive overall: 4.22				

9. English and Kazakh reliability rating depending on headline type **Yelara**

Language	Type	Politics	Health	Entertainment	Science
English	Descriptive 1	4.68	4.48	4.16	4.65
	Clickbait 1	4.38	4.52	5.10	4.03

	Descriptive 2	4.83	4.24	4.72	5.38
	Clickbait 2	4.71	4.23	4.32	4.26
Overall	Clickbait	4.44375			
	Descriptive	4.6425			
Kazakh	Descriptive 1	4.21	3.89	4.18	4.56
	Clickbait 1	3.69	3.61	2.83	4.50
	Descriptive 2	3.85	4.53	3.29	3.85
	Clickbait 2	4.47	4.37	2.71	2.34
Overall	Clickbait	3.565			
	Descriptive	4.045			

10. Retention of headlines depending on headline type Zhaniya

English Descriptive

Headline	Recalled # times
Trump's assassination attempt (P2)	19
Selena Gomez announces engagement to Benny Blanco (E2)	9
Ozempic shows promise for alcohol and drug addiction … (H2)	4
Trump administration makes deep cuts to science funding (S2)	8
Trump's deportation of undocumented	6

migrants (P1)	
Kanye West's wife Bianca Censori is completely naked at Grammys 2025 (E1)	18
Teen vaping hits 10-year low in the US (H1)	11
China celebrates DeepSeek's breakout AI success as tech race heats up (S1)	5

English Clickbait

Headline	Recalled # times
The Deportation Show (P1)	9
Kanye West and Bianca Censori escorted out of Grammys 2025 by cops after shocking red carpet appearance: source (E1)	8
As teen vaping rates drop, more are turning to this product (H1)	9
The DeepSeek Wake-Up Call (S1)	5
A Horrifying New Attempt on Trump's Life (P2)	14
Selena Gomez Just Shared Another Close Look at Her Engagement Ring (E2)	12
Did Scientists Accidentally Invent an Anti-addiction Drug? (H2)	7
A Decade of Cuts in a Matter of Days (S2)	3

Qualitative Analysis of Headline Retention Based on Headline Type (English)

This section analyzes how participants retained English-language headlines during a survey. At the end of the survey when participants are already familiar with headlines, they were asked to write down any headlines they remembered. Their responses were counted (tables above) to assess memorability depending on headline types, topics interest rate, emotions etc.

General observations: According to participants' answers retention was often incomplete and consisted of some fragments from headlines. Many wrote only keywords such as "Selena", "Kanye's wife" or "teen vaping" and some paraphrased headlines as "Selena dating Benny Blanco" instead of the original engagement headline. In this case, we made an interpretive decision, considering the same keyword (e.g. "teen vaping") to both descriptive and clickbait versions when the headline could not be clearly identified. For some participants it was difficult to recall headlines: "I have an extremely short attention span, I'm sorry". "I feel like there was another but I can't remember". These responses show the natural limitation of memory-based retention tasks where attention span, emotional memorability and topic familiarity play important roles in recall.

English Descriptive Headlines: Some descriptive headlines were retained more than others:

- Most remembered:

    - Trump's assassination attempt *(P2)* - 19 recalls

    - Kanye West's wife Bianca Censori is completely naked at Grammys 2025 (E1) – 18 recalls
    - Teen vaping hits 10-year low in the US (H1) – 11 recalls

- Least remembered:
    - Ozempic shows promise for alcohol and drug addiction (H2) – 4 recalls
    - China celebrates DeepSeek's breakout AI success (S1) – 5 recalls

These results show that descriptive headlines can still be highly memorable, especially when they refer to controversial figures like Trump, Kanye or involve emotionally provocative situations. More neutral or scientific headlines had weaker retention.

English Clickbait Headlines: Clickbait headlines were also often recalled, especially those with emotional exaggeration causing curiosity:

- Most remembered:
  - A Horrifying New Attempt on Trump's Life (P2) – 14 recalls
  - Selena Gomez Just Shared Another Close Look at Her Engagement Ring (E2) – 12 recalls
  - The Deportation Show (P1) – 9 recalls

- Least remembered:
  - A Decade of Cuts in a Matter of Days (S2) – 3 recalls
  - The DeepSeek Wake-Up Call (S1) – 5 recalls

Clickbait made it easier to remember soft news, especially stories about celebrities. But for serious topics like politics or science, clickbait headlines didn't always help people remember them better.

Descriptive vs. Clickbait: For the headline about Trump's assassination attempt (P2), the descriptive version (19 mentions) was remembered more than the clickbait one (14 mentions). This suggests that people may remember it well even without clickbait language when the topic is very serious, relevant or shocking. On the other hand, for Selena Gomez's engagement (E2), the clickbait version (12 mentions) was remembered more than the descriptive one (9 mentions). This might be due to the clickbait version using more emotional and leading-to-curiosity word choice like "Just Shared Another Close Look". So overall, clickbait can help people remember entertainment or lifestyle news better, but descriptive headlines work just as well or even better for big or dramatic political stories.

Kazakh Descriptive

Headline	Recalled # times
Президент Токаев призвал прекратить дискуссию о возврате старых часовых поясов 'President Tokayev called for an end to the discussion on returning to the old time zones' (P2)	16
Казахстанские исполнители недополучили вознаграждения из-за пропажи их музыки с Instagram	6

'Kazakh performers did not receive their royalties due to the disappearance of their music from Instagram' (E1)	
Новорожденного малыша с ожогами из роддома Семея забрали санавиацией в Астану 'Newborn baby with burns from Semey maternity hospital taken by air ambulance to Astana' (H2)	9
Глобальное потепление: ВМО признала 2024 год самым жарким в истории наблюдений 'Global warming: WMO recognizes 2024 as the hottest year on record' (S1)	6
Трамп: Есть вероятность, что эта ужасная война наконец закончится 'Trump: there is a good chance that this horrible war will finally end' (P1)	23
Токаев считает необходимым проверять отечественное кино перед прокатом 'Tokayev considers it necessary to check domestic films before distribution' (E2)	13
В Казахстане выросла заболеваемость COVID-19: возвращается масочный режим 'COVID-19 cases increase in Kazakhstan: mask regime returns' (H1)	14
Китайский марсоход нашел следы древнего океана на Марсе 'Chinese Rover Finds Traces of Ancient Ocean on Mars' (S2)	10

Kazakh Clickbait

Headline	Recalled # times
Трамп сообщил о разговоре с Путиным 'Trump talked about conversation with Putin' (P1)	16
Продвигаются непристойные модели поведения 'Indecent behavior patterns are promoted' (E2)	1
Коронавирус в Казахстане: пора ли готовиться к маскам и удаленке? 'Coronavirus in Kazakhstan: Is it time to prepare for masks and remote work?' (H1)	11
На Марсе нашли следы древних пляжных "курортов" 'Traces of Ancient Beach 'Resorts' Found on Mars' (S2)	9
Токаев высказался о едином часовом поясе 'Tokayev commented on the unified time zone.' (P2)	18
Скандал с KazAK: что это за организация и кто ей руководит 'KazAK Scandal: What is this organization and who runs it?' (E1)	4
ЧП в роддоме Семея: ребенку поставили предварительный диагноз 'Emergency in Semey maternity hospital: child given preliminary diagnosis' (H2)	15
"Катастрофические изменения". Чем климатический хаос угрожает Казахстану? '"Catastrophic Changes." How Does Climate Chaos Threaten Kazakhstan?' (S1)	9

Notes: names of prominent individuals, organizations, cities (Trump, Putin, Tokayev, COVID, Semey) raises retention

Qualitative Analysis of Headline Retention Based on Headline Type (Kazakh)

This section analyzes participants' retention of headlines, specifically taken from Kazakh news sources and compares clickbait-style headlines to descriptive-style ones. The responses show how different headline styles affect memory, especially in a local setting.

Kazakh Descriptive Headlines: Descriptive headlines in the Kazakh have more recalls. The most frequently recalled headline was descriptive:

- "Trump: there is a good chance that this horrible war will finally end" (P1, Трамп: Есть вероятность, что эта ужасная война наконец закончится, Descriptive) – 23 recalls

Even though it refers to international politics, the high retention may reflect local interest in global security issues and Kazakhstan's geopolitical position. Another highly recalled descriptive headlines with local relevance included:

- "President Tokayev called for an end to the discussion on returning to the old time zones" (P2, Президент Токаев призвал прекратить дискуссию о возврате старых часовых поясов, Descriptive) – 16 recalls
- "COVID-19 cases increase in Kazakhstan: mask regime returns" (H1, В Казахстане выросла заболеваемость COVID-19: возвращается масочный режим) – 14 recalls

These headlines refer directly to national policy decisions, public health updates, which are highly relevant to Kazakh citizens' daily lives.

Kazakh Clickbait Headlines: The most retained clickbait headline was:

- Токаев высказался о едином часовом поясе 'Tokayev commented on the unified time zone.' (P2, Clickbait) – 18 recalls
- "Trump talked about conversation with Putin" (P1) – 16 recalls

This suggests that even clickbait headlines can be effective, when the topic is familiar and related to politics. However, clickbait headlines tended to perform less consistently. For example:

- Продвигаются непристойные модели поведения 'Indecent behavior patterns are promoted' (E2) – 1 recall

These vague and ambiguous word choices failed to resonate with participants, especially without a clear Kazakh context.

- Скандал с KazAK: что это за организация и кто ей руководит 'KazAK Scandal: What is this organization and who runs it?' (E1) – 4 recalls

In contrast, even the least recalled descriptive headlines were remembered by 6 participants, such as:

- "Kazakh performers did not receive royalties due to disappearance of their music from Instagram" Казахстанские исполнители недополучили вознаграждения из-за пропажи их музыки с Instagram (E1) - 6 recalls

It means that even descriptive headlines with less sensational content were still more memorable.

Cultural & Linguistic Features:

Kazakh clickbait headlines often used:

- Emotive or dramatic phrasing ("catastrophic changes", "scandal", "emergency")

- Vague or indirect subjects ("this organization", "indecent behavior")

- Question formats that aimed to provoke curiosity

Descriptive headlines were more likely to:

- Use specific names and places (Tokayev, Semey, Astana)

- Refer to official institutions or actions (WMO, government regulations)

- Follow a logical structure that connected cause and effect

These differences show that Kazakh readers may favor clarity and context over pure emotional appeal, especially when headlines are related to national issues, health policy or cultural topics.

Conclusion

In Kazakh, descriptive headlines are more effective at retention than clickbait ones. This really works when the headlines are related to local politics, public health or cultural identity. While clickbait can attract attention through dramatization or rhetorical hooks. Our findings demonstrate that clear, context-specific information resonates more deeply with Kazakh readers.

This has implications for Kazakh media practices, especially for journalists and editors who aim to inform rather than simply attract clicks.