

The aim of this study is to detect misleading news headlines and social media posts prepared to manipulate readers. The rapid expansion of digitalization has accelerated the transition from written news sources to the digital world. Previously printed newspapers and magazines were moved to the virtual environment, each with their own social media accounts, web sites were created on the internet. Some newspapers and magazines stopped printing and decided to continue publishing in a completely digital environment. However, moving to the virtual environment does not prevent the continuation of broadcasting costs. Almost all of these resources, which were previously printed and then digitized, do not charge subscription fees. However, the salaries of the employees and the expenses for the preparation and publication of the news continue. This brings us to the issue that these publications receive advertising to cover their expenses and the methods they use to increase these advertising revenues. This also applies to social media and video content pages.

Digital publications make agreements with the product owners according to the number of unique visitors entering the page. Therefore, they have to attract visitors to the site in order to increase their advertising revenue. Because they sometimes charge a fee to the product owner depending on the number of clicks and sometimes the number of times they are displayed. To increase the number of visitors, to improve quality of the interface of the page, the content and the author are appropriate methods. In addition, there are unethical methods such as preventing the ad from entering the site without watching the ad or even clicking, and allowing it to click unnoticed. Clickbait, also known as news feed or literature, is one of them.