**THE CHANGING NARRATIVE OF CLICK’S AND TRICK’S** **•**

**TO STUDY HOW YOUTUBE CONTENT CREATOR MANIPULATE AUDIENCE WHILE MANUFACTURING VIDEOS/CLIPS ON YOUTUBE.**

**A DISSERTATION SUBMITTED FOR THE PARTIAL FULFILLMENT OF**

**THE PROGRAM**

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**CERTIFICATE**

This is to Certify that Mr. Mohammed Taabish Shaikh, a student of Department of Communication and Journalism, University of Mumbai has completed his final semester dissertation titled ‘THE CHANGING NARRATIVE OF CLICK’S AND TRICK’S- a study how YouTube content creator manipulate audience while manufacturing videos/clips on YouTube’ during December 2018 to April 2019.

The dissertation is submitted in partial fulfillment of the requirement of MA in Communication and Journalism program conducted by Hinduja College.

I have guided him on various topics and method during the research project.

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**Abstract:**

This paper discusses the problem of incongruent headlines: those things which do not accurately represent the information contained in the article which they occur. YouTube videos which use clickbait for increasing their viewing pattern by misleading the audience making them click on that particular videos. We highlight that, how many YouTube content creators manipulate the audience mind and make them click on that particular video. We also understand the behaviors of the audience who is been targeted by this type of clickbait videos. The understanding of the clickbait and how new YouTuber who have recently join in YouTube uses clickbait to easily increase their channel traffic and their content among the audience. We also try to understand which all keywords and topics YouTubers use when they try to make any clickbait videos on YouTube platform. YouTube videos tags play an important role when it comes to search any particular video. Hence we also analysis all the videos of top 50 videos searching a particular keywords on search bar. This helps the researcher to identify how safe the YouTube platform is when it comes to differentiate them between the clickbait videos and non clickbait videos. We therefore suggest methodologies that may help to identify, how well the YouTube platform is when it’s come to came across any clickbait video on its platform. In addition, we provide an analysis existing videos using a certain keywords which help us to understand the people behavior and YouTube algorithm.

**Keywords:**

Click-bait, Hyperlink, YouTube, misleaded headlines, Google Ranking, YouTube Algorithm.

**CHAPTER 1:**

**INTRODUCTION**

**1.1 Definition of Clickbait :( Good or Bad?)**

Mr. Jay Geiger is the person who has got the first credit, who first wrote about the term Clickbait in 2006.

“Clickbait” earned a place in which mean Click and bait. (oxforddictionaries, 1990)

**“(on the Internet) content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.”**

Taken for its denotative meaning, clickbait does what all content marketers want – it entices the audience to click on the headline and consume their content. the word is usually origin it late 1990s from the 2 separate word click & bait, the content creator whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page.

Clickbait is generally been use to manipulate the audience by showing those content which is not related to the image showed in the cover page. The use of the clickbait is been use on the large scale on YouTube to promote the videos to reached huge audience.

**1.2 Detecting a clickbait video:**

So the basic question arises when it comes to detecting a clickbait video on YouTube depend on the following things:-

If you search a video on cool cars and you see a bunch of hot babes and no cars in the thumbnail, that’s probably just clickbait. There are millions of videos on the YouTube which can be classified as a clickbait. YouTube creator who create the clickbait videos most often manipulate the audience by making them click on that particular video which lead them to earn them income from that views.

.**Clickbait thumbnail examples:**



“HAPPY ENDING MASSAGE PRANK!” - Note how this title is fully capitalized to draw attention to it.

**Not clickbait examples:**

****

“Free Handling Bullet Ants?!” - Note how this is also regular text, not fully capitalized.

Clickbait videos is basically been use to make the audience to click on that particular video, to increase the view count on that video. This will lead to the increase in the income from the YouTube. For every 1000 view the YouTuber can earn starting from 1 dollar. However the Algorithm of the YouTube is very precisely setup.

1. How relevant your video data is?

2. Distinguish between paid view and actual view from the audience

3. Like and share of that particular video

4. Is your thumbnail image¬ is same as the video which is been seen inside the video

5. Many more things is been set by YouTube video to distinguish before ranking the particular video on the image.

Clickbait is also been seen on high when a YouTuber uses misspell words like the term secy instead of sexy on YouTube. Bhojpuri short videos also use clickbait on large extent with capitalize Headlines and adulated thumbnail image on the video. People are more attracted toward this type of videos. On Average you can earn $1 per 1000 views. The higher the views on your YouTube videos, the higher the income from the YouTube .To increased the view of their YouTube videos, the content creator usually use clickbait to get the maximum click on their video.

Have you seen a video in top 10 trending and thought that why this type of weird videos comes in trend instead of those people who really hard work while making their youtube content.

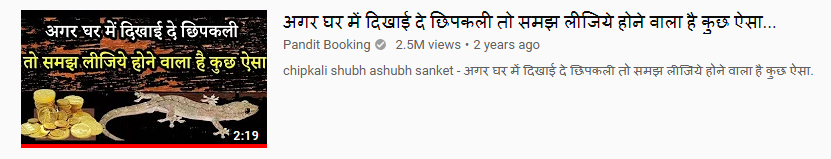


Fig: 01

In the above image of a video(Fig:01), you can see how the YouTube creator uses such word in his headline to manipulate the audience of what happen to them if they see lizard in their house. People get confuse and click on this type of video in hope of knowing what will going to happen as almost every Indian see some or another point in their life a lizard in hi house. Knowing this the YouTube contentment creator picks this type of headlines and topics for their videos. The above video has almost 2.5million views which are pretty huge. Their various other content who also create this type of video and to manipulate the audience to make them click on that particular video.

**1.3 What is Hyperlink?**

The next word which is important to understand is Hyperlink. It is a word, phrase, or an image that you can click on to jump to a new document or a new section which may be related or not. Hyperlink is nearly found in all the webpage where the audience is been redirected when they click on the particular image or a link.

“A connection that allows you to move easily between two computer documents or two pages on the internet” (Dictionary, 2006)

This link can be in the form of Advertisement where the viewer was shown such a great offer which let him/her click on the image. Text hyperlink is often blue and underlined, but it is not necessary to use a special color. When we move the cursor over the hyperlink, whether it’s a text or an image, the arrow should change on small hand pointing at the link. When you click it, a new page or a tab will open up in the browser, i.e. redirecting you to a new link.

Hyperlinks, often referred to as just “link” are common in WebPages, but it can also be found in other hypertext document. These include certain encyclopedias, glossaries, dictionaries, and other references that use hyperlinks. The act the same way as they do on the web, allowing the user to jump from page to page. Basically, hyperlink allows the people to browse information at high-speed.

“Misleading Headlines can lead you astray.”

“What you read affects what you see.”

“How bad headlines make bad memories”

“You’ll Never Believe How Important an Accurate Headline Is.”

Those are all the possible titles for this piece that we discussed. By now everyone knows that headlines determine how people will read a piece of articles, particularly in this area of social media. But, more interesting, a headline change the way people read an article and the way they remember it. The headline frame the rest of the experience, it is basically to attract the people attraction to view the whole content. The headline can tell you what kind of the article the user is going to read news, opinion, research—and it sets the tone for what follows.

* 1. **So why Hyperlink is been use?**

Most of the people who use clickbait as an tool to increase to get maximum views is generally to get lots of traffic and earn money from YouTube. However many of the content creator provide certain links in their description. This link which they provide is been pass with certain hyperlink with PPC or such websites which provide money to the user on the number of people visited that particular link. The income usually starts from $5, on every 1000 click on that link.

How this websites pay to their user for every 1000 click?

Basically these website that shorten the link or pay per click get their income from the advertiser who but the advertisement space on that particular website. To successfully reach the eye of the consumer, all this website use the waiting time to proceeds to the next page. The user who visited that particular link has to wait minimum 10 second to proceed to the link they have been looking for, or to the download button.

YouTube content creator, who uses clickbait, also uses this type of additional earning method by providing the link in the video description. However what really make the user to click the link is by manipulating the user mind.

E.g. “Register your account on this App and earn 500 rupee cash in less than 5 minute”

Indian people usually like those stuff which they got free. Understanding this behavior pattern, youtube creator uses thus trick to manipulate the audience mind and make the people to click on that particular link which help them to earn a secondary income from that link which they provided on their description.

**1.5 About YouTube:** (Kalmari, YouTube’s , 2015, p. 6)

YouTube is a USA-based video platform which was founded by ex PayPal employee Chad Hurley, Steve Chen and Jawed karim. It was launch publically in mat 2005; the website traffic grew very quickly and placed the platform at the top of its kind. This was happen, as the user was very platform friendly. The first video ever posted on the platform was “me at the zoo”, a 19 second clip uploaded on April 23, 2005 by its creator Jawed Karim to test the system before its public launch. Interestingly, with a bit over 13,337,000 views by April 2015, this video is far from being in the top 500 viewed videos of all time, all have well pass of 100,000,000 views.

Google has brought Youtube in October 2006 for a total of $1.65 billion in all stock transaction only a few days after the rumor of the transaction started to spread on the internet. This acquisition conferred YouTube with much bigger server spaces and representation, but saw the beginning of an era of complaints coming from the video platform users. Shortly after the acquisition, social media platforms started to be filled by comments from angry users whose content, although then non-monetized, was deleted from YouTube by Google for the first reports on copyright infringements going against the newly installed policy born from this company merger. YouTubers, as platform based monetized content creator are called as a community, which as YouTube systematically refer to them with the term partner. They don’t need any specific amount of videos, subscribers or views on is content, they can simple registered as YouTubers and start its on channel on YouTube platform, granted they do not violate any IPR policy prior to their application. All creator are treated according to the same basic range of service However, special advantages are given to YouTubers whose channels record at least 75,000 cumulative watch hours within 90 consecutive days.

**1.6 How advertiser earns money from their advertisement on YouTube:**

How many views does it take to make money on YouTube? This is the most common question asked and it’s really depends on who you ask. You may heard that some say that you will make around one dollar per thousand views on the YouTube i.e. which is $1000 per million views .Some say it’s around that 5 dollar per thousand on the views on your videos. However this is not the case, how engagement your audience is with the videos the YouTuber publish and the how many click audience really do on the advertisement shown on the particular video. YouTube doesn’t count income as per the number of click done on that particular video, instead it depend on number of the advertisement shown on that video by the advertiser. There are certain criteria even in earning income from that advertisement. Viewer has to watch that advertisement for minimum of 15second to count into the watch criteria.

So the next question arise here is how YouTube distinguish which advertisement is to shown to whom?

As per the YouTube Algorithm the advertisement which user sees is basically based on their viewing History.

If person watches about the Samsung galaxy note 5 features on YouTube, there will be a higher rate of seeing an advertisement by Samsung.

The algorithm is based on how much time user spends on which particular video. If the user like to watch on the science and technology things. There will be a higher chance that the user will most likely to see the advertisement based on scientific topic of something which is based on the science topic.

If a 4 year kid is watching the toy and other stuff on YouTube. There is be a higher chance that kid will see the new transformer Toy which is been newly launch in the nearly toy shop or on the Mc Donald store. This precisely setting of the algorithm for reaching the target audience is very important for the advertiser to reach their advertisement to reach their audience. There will be no sense of showing a shaving cream advertisement to 4 year old kid who has nothing relate to the shaving cream. Therefore it is very important for the advertiser and the YouTube to target their audience so that the advertisement campaign gets successful. The use of this type of setting the audience with the right audience helps both the YouTuber and the advertisement to reach the niche of the audience. Sometime wrong advertisement is been shown to the people which however can be skip which the button which is been provided on the tab to help the audience to skip the advertisement to skip that advertisement after 5 second.

**1.7 Role of a woman in advertisement:**

Advertisement is one of the major weapon uses by national and international brand to reach their target audience by showing their goods and service to them. Especially the television commercial is more attention seeking as most of population is spends on the television advertisement. These advertisement is been shown during the break of the show going on television. The brand pay high amount to the channel for showing the advertisement on the television.

Women play an important role in the advertisement, right from showing as a mother to be played as an daughter or a wife in the advertisement. Women in olden time was shown as a delicate and very soft by heart, so they were basically included in the advertisement of brand of washing powder, talcum powder etc.

For example, Nirma, a famous washing powder has been included only women in their advertisement since it advert, as in India an ideal women is consider to do all household work, included washing clothes.

In India, women play an important part in promoting any stuff whether it’s Lux soap or a Cadbury chocolate .The role of women play an important part in promoting any things in print or in electronic media. This phenomena is been use by many of the YouTube content creator who use clickbait to promote the things online and get the maximum view on their videos. The basic fundamental of getting a high views and likes on your videos is to earn money from the YouTube. (Chaudhary)

**CHAPTER 2:**

**LITERATURE REVIEW:**

In today’s World, Hyperlink has played a very important factor when it comes to promote advertisement among the people over the internet. Example: if the person search on the Google about “Perfumes” Google will provide a vast result about the perfumes where there be an end number of the website who sells their perfumes. To this, internet has become a very important factor in having a communication process. The message which the sender has to convey to the receiver i.e. the audience who surf the internet to gather the information will use certain medium to get the news or any information which can be either be in the form of video or in the form of article. People nowadays has became so addicted to the internet that about 90 percent of the news they get, is from the internet or any other social networking application. Hyperlink is basically used to promote the product where the website redirects the audience to another link where they provide information for personal or promotional things. Thus, many of the audience are force to have a look on the advertising which is open through hyperlink. Attractive headlines and the way the content is been written made the visitor to catch an eye over the content which is been showed to the visitors.

Another important factor which is going around in the recent years is the word Clickbait, where the content creator use images and headlines in such a way where the audience is been force to click on the particular topic which may or may not relate to the content they have seen in the title. The use of the clickbait is generally been use in the online news headlines. Clickbait is also been seen in the YouTube videos where the thumbnail image of the video show something and hen it has been click the content which the people see is different. These things usually are done to manipulate the audience and making them click on the particular video or a link. It always is found that the clickbait videos will always have high number of dislike on the video, due to the audience negative behavior toward the video which making them see such things which they aren’t expected when have click that particular video. However the number of views on this type of video is very high, which is the main purpose of making a clickbait video. This type of clickbait usually wants to get high number of views on their video which they post on the YouTube platform.

# 2.1 Misleading Online Content: Recognizing Clickbait as "False News" (Multimodal Deception Detection, 2015)

Author Yimin Chen, Niall J. Conroy, Victoria L. Rubin states in his research work where he discusses the problem of incongruent headlines, those which do not accurately represent the information contain with which they occur. The problem of the misleading Information or this type of information is often given the tag like ‘fake news’. But all this content can also be classified as a manipulated content, where the headlines and the information is been turn and twisted in such a way where the viewer who read the news is been misleaded after reading the news.

**Example:** UK Online Newspaper Headline:

1. Air pollution is leading cause of lung cancer

“We now know that outdoor air pollution is not only a major risk to health in general, but also a leading environmental cause of cancer deaths.”

**Dr. Kurt Straif, of IARC**.

Even if this entire Headlines content creator made, as they know that every person living in the world if been attach to visit outside experience in day to day life. This will lead the people to catch their attention toward the article which the writer is trying to say. Misleaded online content can be seen in every platform, right from the Facebook platform or on the YouTube platform where user can get misleaded while watching a video which is not talking about the facts and prove, instead they speak about the assumption and the stories which they believe and try to implement on the audience who watch that advertisement. Misleaded information can also been seen on the messaging application like Whatsapp, Wechat, where the user just forward the news or any kind of videos to their friends and family without confirming that it has really happen or not. However many of the developers of the platform have updated their server so high that this kind of miss information content can easily pull down. YouTube platform has also increase their algorithm where the video which is link to the hatred or showing some information without any proper fact is been pulls down from its server. Whatsapp has also started making an advertisement, where they show how the user can exit any particular group where they find misleaded information often. People can always check their content over the internet by watching about that news over the respected news channel website of on the YouTube which talk about facts and figures. User can also report that particular video on the Youtube platform if they think That the information is misleaded, to make the platform safe from fake news.

**2.2 THE ALGORITHMIZATION OF THE HYPERLINK** (Helmond, 2013)

Author Anne Helmond stated in his research work that: In ‘World-wide-web’ Tim Berners-Lee et al. describe how much of the web content made out of HTML6 is been link to the hyper text or known as hyperlink. Hyperlink is basically been structure where the additional link is been setup on the particular word which when click redirect to a new or an external link which may or may not have the similar content which the user is been browsing on his website. Juliette De Maeyer discuss how hyperlink is been use in every field, right from the social and political affiliation. Technically spoken, all the hyperlink is been basically make to link their web content or any of the articles with one another. This is done to help the people to have more searches on that particular topic or a word which they haven’t been satisfied with the content they have read on their website. This lead them to browse them to look beyond their website in term of searching their appropriate content which they have been looking for, people use this kind of hyperlink to connect their content with the existing content in the web. Suppose if any person search a Word about “Cars” on Google search bar. There will be a million of websites which have information related to cars. Even if the people don’t want to buy a car they will still see the advertisement of latest car in the markets, its features and its price. This is how the algorithm work on the internet, the advertisement is generally is been targeted to reach its Target audience. Audience will not see the advertisement which they is not be interested, the advertisement which they they is usually been filtered of which product or service they have been searching over the internet. This help the advertises to properly spent their money on the advertisement with the maximum outcome. Usually people have the tendency to just browse or do little of the search which they are going to buy the product or a service. They search many websites and application before buying that product. All the browsing history is been filtered and been use to target the advertisement which they see in the website. Websites usually notify the users that, for better user experience this website is saving your cookies. This cookies which website save on the user phone help them to show the related product or content when the user next time visit the same website or the advertisement.

Example: Every happen to use? When we search for an Uber cab, the price for the ride is been change when we again search for the same route, but with an increase price

It is basically been seen an increase price as the app know that the user is about to confirm that cab which they previously been search for that route. We don’t have 100 percent prove of this algorithm but many of the uber will experience when they try to book their uber ride..

**2.3 Hyperlink Network Analysis: A New Method for the Study of Social Structure on the Web** (Park, 2003)

The Author has stated in his research that internet has been played a new channel when it comes to communication with the people, this lead to an increase in the growth of the usage of internet for both personal and public use. The use of the internet in people life, is different from one another, it may usually depend on how the people use in their day to day life. The basic structure of the internet is hyperlink.

**“A hyperlink maybe defined as a technological capability that enables one specific website (or webpage) to link with another”.**

Hyperlink can be define as a term where the information which is been shared over the internet, which have same subject or co related to each other is been linked with each other. This helps the people to expand its research who want to search more about the particular topic beyond its websites. Many content writers uses hyperlink as an important tool for reaching a vast amount of audience within a short span of time. Thus help the user to interact with different websites which have common background, interest or project. This help the website to strengthens their relation making a world a global market. Hyperlink let the individual or the particular organization to expand their communication which makes them easy to communicate with each other. In hyperlink, the information is been shared and exchange with each other to maintain a relation with each other which also strengthens beyond the boundaries. The new form of communication is been found on the internet i.e. World Wide Web. From social networking websites to informative website, websites has played a very key role in term of sharing of information and to connect people with each other in the world. This has been vastly been increase from the past 20 years. The introduction of the Facebook, Twitter etc has made the world to interact and to know what happing around the neighbouring country. The use of the hyperlink is been increase in the recent years, the content creator has used various backlink and other key words for their article, which help them to rank higher in the Google Ranking.

**2.4 Online advertising: Pay-per-view versus pay-per-click**: (Mangani, 2003)

Let’s consider a web publisher who operates in market with many other websites all the sites in the market want to sell advertising space, but the market structure is such that no one can influence the price of the space. For the sake of simplicity, assume that the unique advertising format is the banner, the most used format to advertise online. Further the diffusion of the internet has substantially modified the advertisement industries business models. The way of selling promotion space on WebPages is one of the most unusual innovations. This has lead to the advertiser to promote their stuff to the viewer who browses the page on the internet. The use of the advertisement has played an important role in reaching to the vast amount of audience in the small span of time. Various website has also helped the sellers to promote their website with the help of PPC.

1000 click on the particular link can help the people to generate around 1 dollar. This is basically use by the content writer where he know that if the audience want to download something from the internet, he/she have to click on the particular link. On every 1000 people click on that particular link, the Google adsense will pay the website 1 dollar. It is generally played as a middle man where the Google adsense will provide the user their download link by redirecting them into the particular link which is also known as the Hyperlink of backlink. The main purpose of this type of the hyperlink is to make the people watch the advertisement. The advertiser will get the revenue from the various companies who want to increase their marketing reach. The Google Adsense will charge certain amount from the companies who want to promote their website or the product among the people in particular geographical location, the use of this type of marketing strategies is been use on a large scale where the era of marketing the product is been change over the span of decades.

There is huge variety of websites and software whose basic role is helps other websites to gain lots of traffics to their websites. This lead to the increase in the Google Ranking.

**2.5 Hyperlink Analysis for the Web** (Henzinger, 2001)

Information which is been seen on the internet with the help of various link is been use to communicate with each other. The use of the information is been interrelated with each other that help to form a community which have a common interest of a particular topic. This link can be seen at the end of the page marked with blue, which indicate that when a person will click on that text, the user been redirect to an external link which is been pass on to get a new information or the data which the researcher is been searching for. The use of the data which the people get through various link and websites. Hyperlink does help the person to retrieve the data and collect only those data which they want. This data which the reader see on the websites is been filtered and use to select of what data has to be collected from the vast data

**2.6 IDENTIFICATION OF THE DYNAMICS OF THE GOOGLE’S RANKING ALGORITHM:** (A. Khaki Sedigh, 2003)

Among the search engine, Yahoo, Bing, Duck Duck Go, Google, etc. Google is one of the most powerful search engines. It uses an accurate ranking algorithm in order to sort the most ranking website on the top when someone searches about a particular keyword. Website which has more viewing and has lots of traffic usually been shown on the top of the search result. Google search result is not always fixed and the web pages rank always change. Changes in the search result is caused by various factor like indexing new web pages by Google, affords of webmaster to optimize their web sites for higher ranking, the use of the proper algorithm and few things.

**According to Google:**

“… Our crawling, indexing, and ranking systems have typically used the desktop version of a page’s content… Mobile-first indexing means that we’ll use the mobile version of the page for indexing and ranking…”

**2.7 Is SEO extinct? The evolution of Online Audience Optimization.** (Leijer, 2015)

Online Audience Optimization (OAO) is an advancement of search engine optimization (SEO) that encompasses aspects of social media marketing, user experience and content marketing. It is a return to the traditional marketing value of understanding a target audience and effectively communicating in their language. This enables marketers to enter the conversation taking place in the mind of the customer and channel their wants and needs towards certain goods and services. This has been the cornerstone of smart marketing since its inception in the ‘Mad Men’ era. Previously, some digital marketers used questionable, ‘Black Hat’ techniques to manipulate a websites SERP without having great content to warrant the position. With the increased sophistication of search engine algorithms we are starting to see the fall of this age and the full circle return to traditional marketing methods, known as online audience optimisation. To understand the innovative destination of OAO – first the journey of SEO must be understood.

**2.8 Stop Clickbait: Detecting and Preventing Clickbaits in Online News Media** (Abhijnan Chakraborty, 2016)

The author says in his work that most of the online news media outlet uses hyperlink and other keywords which help them to connect their content with one another. This helps the audience to connect their information making them to expand their information with use of various data outlet on websites. Another term which is also very popular in the recent times is that the word clickbait. Clickbait can be define as a term where the audience is been misleaded with the thumbnail and misleading information. This is basically being done to increase the viewing count of the video or a web page within a short period of time. The information which the audience see on thumbnail differs from the information which is been seen inside the video when been seen by the audience. To attract the audience to click on a particular video or an article help the audience to increase viewing count. The higher the count the higher will be the chance to come on the top of the treading in the YouTube. Headlines which comes with a catchy headlines accompanying the link article, which is been further been click by the reader. While this bait trick the reader to click in the long run, clickbait usually don’t live the expectation which the audience was expecting from the creator while they was about to click that link. The author attempt to automatically detect the clickbait and build a browser extention which warns the user when they visit a hyperlink website or a video on the YouTube. With the use of this audience the extention automatically detects the link and the bait. It has been run to automatically detect the fake website and personalize blocking approaches perform very well achieving 93% accuracy in detecting and 89% accuracy in blocking clickbait.

Essentially, in the online world, every media outlet has to compete with one another when it comes to boost their content in front of the audience. Therefore to attract the customer and to make them click on a particular website which lead to an increase in the viewing of the page. To attract the audience the content creator uses the catchy headlines and other attractive images which lead to increase the viewing count. This extension is been build to make the internet safe from misleading information and to make the internet safe. The extension is been make where the user who surf the internet can be safe with the irritating Clickbait, where the user have to enable an extension called **STOP CLICKBAIT!** This will help the user to browse a free secure internet where they can surf those information which they want to see rather than those information which they doesn’t want to see which is been open through external link or it has been called as a hyperlink.

**2.9 From Clickbait to Fake News Detection:An Approach based on Detecting the Stance of Headlines to Articles** (Bourgonje, 2017)

According to the author, to detect the clickbait in the system when it comes to reading the headlines and the article which is been written inside does not match. This lead to the content to mislead the audience by proving those information which is not useful or the audience which they was not expecting when they was about to click that particular video. The approach can be applied in fake news or misleading headlines which is usually be done to increase the viewing count of that particular websites or a page. The author has contributed with various idea of how to deal with the clickbait detection when people are browsing the internet. The use of the various extensions helps the audience to automatically be safe from the video of any kind of information which they were not expecting from that particular website. The use of the extension is very useful for the people who search of the information for their use. This will lead to them to get the correct information from the internet without been misleaded with False Headlines and misleading information. The suggestion of using Language Technologies (NLP, NLU etc.) is design solutions for modern online media platform such as “fake news”, “hate speech”, “abusive language”, etc. is getting rapidly growing interest in form of common tasks, workshops and conferences.. Another socio-psychological contribution on the topic of “fake news” and its consumption is presented who report on a survey among teenagers and their news consumption habits. Although they have a faintly different definition of “fake news” than the one we use in this paper, the study presents a related overview of the consumption of news and key aspects with different social groups.

**2.10 The Good, the Bad and the Bait: Detecting and Characterizing Clickbait on YouTube** (Zannettou, 2018)

According to the Author Recently, YouTube surpassed cable TV in terms of popularity within teenagers. This is because YouTube offers a vast amount of videos, which are always available on demand. However, because videos are generated by the users of the platform, known as YouTubers, a plethora of them are of dubious quality. The ultimate goal of YouTubers is to increase their ad revenue by ensuring that their content will get viewed by millions of users. Many YouTubers intentionally employ techniques that aim to deceive viewers into clicking videos.

These techniques include:

(i) Use of eye-catching thumbnails, such as depiction of irregular stuff or beautiful adults, which are often unrelated to video content;

(ii) Use of headlines that aim to intrigue the viewers; and (iii) encapsulate false information to the headline, the thumbnail or the video content. We refer to videos that employ such techniques as clickbaits. The continuous exposure of users to clickbaits cause frustration and degraded user experience

The clickbait problem is essentially a peculiar form of the well-known spam problem In spam, malicious users try to deceive users by sending them misleading messages mainly to advertise websites or perform attacks (e.g., phishing) by redirecting users to malicious websites. Nowadays, the spam problem is not as prevalent as a few years ago due to the deployment of systems that diminish it. Furthermore, users have an increased awareness of typical spam content (e.g., emails, etc.) and they can effortlessly discern it. However, this is not the case for clickbait, which Comments that were found in clickbait videos. The users’ frustration is apparent usually contains hidden false or ambiguous information that users or systems might not be able to perceive. Recently, the aggravation of the fake news problem has induced broader public attention to the clickbait problem. For instance, Facebook aims at removing clickbaits from its newsfeed in this work.

**2.11 Profiling Phishing Emails Based on HyperlinkInformation:** (Yearwood, 2010)

In this paper, the author stated that a novel method for profile phishing activity from an analysis of phishing mail is been put forward to the user, this lead them to fill in all the information which is given by the bank of any other credential, which lead to harm of the user in later stage. Profiling is been useful in determining the activity of an individual or a particular group of phishers. Work in the area of phishing is usually aimed at detection of phishing emails. In this paper the author discuss the profiling of the scammed email which most of the people get on their mail. This usually led to them to fill in the information which is usually harming them when it gets in someone wrong hand. These predictions are further utilized to generate complete profiles of these emails. Results show that profiling can be done with quite high accuracy using hyperlink information.

**What is ‘Phishing’?**

‘Phishing’ can be defined as a scam by which an email user is duped into surrendering private information that will be used for identity theft. Phishing attacks make use of both social engineering and technical subterfuge to rob personal identity data and financial account credentials. It is one of the top growing scams on Internet. The exclusive motivation of phishers is financial gain. Phishers employ a variety of different techniques from spoofed links to malware (key loggers) to DNS Cache Poisoning (which is also known as ‘Pharming’) to lure the unsuspected user into divulging their personal information. Spoofed emails would contain phishing deception methods like hidden addresses that are spoofed like

http://www.commbank.com.au.stpr.ru/

<http://www.commbank.com.au/>.

Instead of the original address as, they also exploit different vulnerabilities in the browser like hiding the address of the actual site in the status bar. Also malicious software redirects users to spoofed sites. Usually, a spoofed email is sent to a large group of people from an address that appears to be from their bank or some other legitimate institution. The email is typically worded to instill a sense of importance and to draw an immediate response from the recipient. For example, ‘verify your account details or your account will be closed’. The hoax email also contains a link to an online form that is branded to look exactly like the organization’s website. The form has to be filled in using sensitive information like passwords, user account details, credit card details. Recently most phishers used the names of financial institutions to take in people into giving away their account information. They now use the names of other organizations like eBay and Apple. There have been many approaches to detect and prevent phishing attacks like anti-phishing toolbars, and scam website blockers .Further machine learning approaches have also been devised for this purpose .Also another approach to develop an architecture for detecting phishing.

For example, the eBay Toolbar is a browser plug-in that eBay offers to its customers, primarily to help them keep track of auction sites. The toolbar has a feature called ‘Account Guard’ that monitors the domain names that users visit and provide warning in the form of a colored tab on the toolbar. The tab is usually grey but it turns green if the user is on eBay or a PayPal site. It turns red if the user is on a site that is detected as spoofed by eBay. Similarly spoof guard is a Internet Explorer browser plug-in that warns users when web pages have a high probability of being spoofed. The phishing problem has been and still is very important, and the detection and warning approach taken to the problem is not enough. The existing literature mainly deals with phishing detection problems. The main problem addressed in the literature is the detection of phishing emails based on some significant features that they possess. In this work a different aspect of phishing is investigated, namely the profiling of phishing emails. Phishers usually follow a variety of techniques, so a profile can be expected to show a conglomeration of different activities. Profiles can be understood as metadata on phishers, in particular, information on activities of a related individual or a group involved in the activity.

**2.12 Using hyperlink features to personalize web search** (Aktas, 2004)

The Author stated in his research that explosive growth of the document in web make it difficult to determine which document is more reliable to open and to rely. There is end number of search result when someone searches for a particular keyword. This will lead to the increase in the tension of which link should be open for the use, Recent search engines rank pages according to the relevance of how new the data is been written down. How many shares and likes is been shown on that post and how many viewing count one can see on that particular post. Following this the use of the technique is been use by majority of the content creator, to rank their website on top of the search page when someone search something related to the content. Seeing this, they propose to personalize Web search based on features extract from hyperlinks, such as anchor terms or URL tokens. They personalize Page Rank by weighting links based on the match between hyperlinks and user profiles. In particular, they describe a profile representation using Internet domain features extracted from URLs.

**2.13 Towards Crowdsourcing Clickbait Labels for YouTube Videos** (Jiani Qu)

According to the Author clickbait is basically used by the YouTubers or a person who are a content creator on social networking platform to boost the user natural curiosity and to make them click on the particular video. Every click they earn revenue, YouTube show them advertisement on that video. The audience or I as a person feel disappointed when we can’t find the content which makes us click on that particular video. Social media has been seen to be an increase in the clickbait to boost their video and be on treading list. As largely, video sharing platform on the internet, YouTube is on the top when it comes on the clickbait. Audience basically been fooled by clicking on that particular video and regret when they cant find the content which are want to seen in that video. Further this will lead the YouTuber to generate lots of traffic on his video, but there are also certain negative flaws which YouTubers has to face when making a clickbait video.

1. Audience basically shows negative comments in the comment section.

2. The ratio of Dislike on that particular video can been seen higher than the Likes which the YouTuber has got on that particular video

3. In the sate of anger people will sometime report that video to the YouTube to pull that video down from its platform

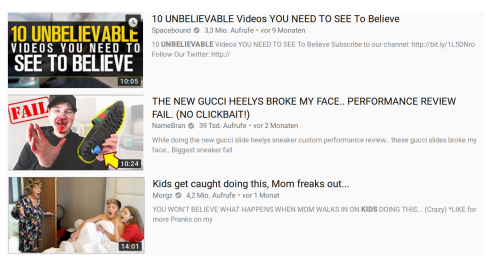


Fig 2:Video advertised using clickbait teasers

Next things which clickbait user do while making any clickbait videos is to misinform the audience with the help of Thumbnail of over exaggerate headlines which they use while making the video(Fig:2).

Clickbait is the marketing tools used by lots of publisher who create videos on YouTube that manipulate user to click on that particular link or a video with the help of eye catching teaser content , exaggerated descriptions, by omitting key information, or even via outright deception—irrespective of whether users are actually interested in the content’s topic or not.

**2.14 YouTubers and the crisis of YouTube’s Copyright Policy** (Kalmari, theseus.fi, 2015)

The author in his research spoke about the criticism face by the YouTubers when it comes to create any content on its platform. Taking someone else content and posting as content is strictly prohibited in YouTube platform. YouTube usually pull down this type of content which does not full his term and condition. The idea and the content should be original and should not be copy from somewhere else. Copying idea from somewhere else, does not lead to the creator to earn money from that video. Instead YouTube will put a strike on that particular channel which is basically a warning given to the YouTuber that they should stop this type of copying material and start using your own original idea. The strike is usually run for 3 warning which lead to the permanent ban of that channel on the YouTube. Hence the content creator should be very conscious about the video which they manufacture. Even using music without a proper permission from someone else, the YouTuber will face the criticism where their channel will be put on strike which can lead to the permanent ban on his channel.

Example: Pewdiepie release a haltered video against T-series titled “bitch lasagna”. The subscribers who are fan of t-series shown hate toward that video. Not only, others YouTubers who support t-series also have made video against Pewdiepie. A millions subscriber YouTubers Carry minaty and made a distrack against t-series title ‘Bye Pewdiepie’

Using someone name, songs, clip, etc without their authorization has to face copy write problem. To this effect YouTube basically pulldown that video from its platform and these YouTubers who rob the creativity does not earn any income from that video which they have use’s from someone else content in their video on YouTube platform.

**2.15 YouTube and the Adpocalypse: How Have The New YouTube Advertising Friendly Guidelines Shaped Creator Participation and Audience Engagement?** (Stanford, 2018)

According to the author, during the period of 2016 and 2017, YouTube was known for the advertising boycott. Also known as adpocalypse. Adpocalypse can be define as a term which means “Internet slang”. This is been term as a event where the YouTubers will not earn any revenue from the video which he/she has made with the help of clickbait or misleading the people by showing wrong information to their audience. This was usually being done after number of the advertiser was placed in content that promote extremism. In this response the YouTube platform has restructure its advertiser friendly guideline. This had made a number of changes to the content creator who posts their video on YouTube platform, who was forced to adapt the change or risk losing out. This has made changes to the audience friendly platform where the audience finds that content which they want to see on YouTube platform. This thesis has made an attempt to shape how YouTuber create content and made audience engagement. This thesis also focus on how the YouTube can became in the future and be user friendly when it come to sufe a safe internet in the coming platform. Browsing a video with the headline may or may not be lead to the audience to get that information which they were expecting. Misleading information and other fake information lead the audience to be provoked by believing that information which is not true. This may lead to an increase in the violence of the people by been provoke with the information which they was not expecting from that video.

**2.16 The Linguistic Features of Fake: News Headlines and Statements** (Khurana, 2017)

The author in his research spoke about the heavily use of the fake news to influence the audience. From 2016 US Presidential Election. Thus it is very important to tackle this type of fake news. Until now most of the research which is been done was related to clickbait. This theory explores languish that distinguish between the fake and real news and statement. The author has also been concluded the important of pulling down the fake news from the internet, which however will lead to the increase in the miss information spread, passing from one person to another. Word of mouth spread a tremendous fast when it comes of passing the information from one person to another. This has made the people to depend on that type of news which is not worthy or require increasing among the audience. The use of the fake news basically been use to mislead the people with the information which is not 100% true. This lead to increase in the page view which leads to increase in the ranking system in the search result of Google.

**2.17 Misleading Health-Related Information Promoted Through Video-Based Social Media: Anorexia on YouTube** (Der-Ming Liou, 13)

The author states in his research that the amount of information that has being uploaded on social video platforms, such as YouTube, continues to grow, making it ever more complex to fall for the misinformation related to health information from misleading content. There are many videos on the Youtube platform which show misleaded information about anorexia (e.g., anorexia as a healthy lifestyle). The author has concluded the investigation of anorexia-related misinformation which is been shown through the help of YouTube platform. To conclude his anorexia related misinformation spreading through YouTube the appointed three doctor which henceforth shown 140 videos with approximately o 11 hours of medical video on the Youtube platform , which is been classifying them as informative, pro- anorexia or others. By informative they mean to describe the health consequences of anorexia and advice on how they can recover from it, by pro anorexia they mean to show those videos which promote anorexia as a fashion which can also be define as a source of beauty, and various tips and methods which help becoming anorexic. After studying various video about the anorexia by the doctors, it was concluded that the information was identified in 29.3% which relate to anorexia- related videos. Pro-anorexia video are less common than informative video. Although pro-anorexia content is more highly favored and rated by the audience on the Youtube platform. They should mainly focus on the awareness particularly among the teenager, about the trust worthiness of online information about beauty and healthy lifestyle. Health authorities producing videos which help them to combat anorexia should consider involving celebrities and models to reach a wider audience in short span of time.

**2.18 Comparison of the diffusion of real and fake news in social networks.** (Reimche, 2018)

The author concluded in his work how differently real and fake news diffuses in the social networking website. The author review the phenomenon of fake news and then two ways to study information as well as the available knowledge. The matrices that are useful for comparison of dynamic of information related to real and fake news. They also present the data of the metric for data and those which is been collected for this research. Fake news can be easily be produce in support of something or against some topic which help the parties in financing the production of news. In others words the major reason of producing false headlines of some particular topic which lead to wrong information and other misleading headlines. This is mainly be done to increase in the wrongs agenda set among the audience which the news is been shown. The use of this type of data is basically be use to downgrade someone personality of image which help them directly or indirectly to them. This can be seen hugely during the election time when various parties try to downgrade the images of opposition parties with the help of fake news or the agenda which they have created them to defamed the image of the opposition political party.

**2.19 Spreading of Fake News on Social Media: A Literature Study Agenda setting theory:** (Shaw)

The Agenda setting Theory is been developed by Maxwell McCombs and Donald Shaw in 1972 as a result of studying North Carolina voters during the period of 1968 presidential election. This study found a connection between issues that voters believed were important and issues that the media gave importance to. Clickbait works is largely related to the Agenda setting theory, where the user is been targeted and frame to click on a particular link or a video. This is usually been done, with the help of massive high contract headlines and use of the irreverence pictures in the thumbnail of the video. YouTuber usually target the people to reach their video to maximum of the people within a span of time. This led them to increase in the income from the YouTuber earning from his video. However earning from a clickbait video is not what its look likes, if the algorithm detects a clickbait video on its platform where the YouTuber is showing misleading video with different title and the content seen inside the video. They can easily been pulled down by the Youtube to stop them spreading the fake news and misleaded information among their audience. The use of the clickbait video is been usually be done to target the audience to show misleaded information. Audience who view this type of misleading video does not get happy and usually been seen disappointed with the content which they seen inside the video. Same as the clickbait work, there is also another term where the user is been misleaded with the wrong information. This is define as a word Hyperlink, hyperlink is basically been use to make the audience to visit those link which they haven’t opted to do so. When browsing a particular website, some content creator uses the hyperlink technique to redirect the audience to another website automatically, without proper permission of the audience. Pop-up advertisement is also one of the negative ways of advertisement over the internet. While browsing the internet the user is been redirected to an another link which show misleading information

Example:

“The phone is been infected by an Virus”

“You have earn 1 million token in Coca Cola Company”

“You download is been ready, install it anyway”

All this misleading content which the audience see while browsing the website, is been targeted with the cookies and the history of which they have been previously visited. Ever wonder? When you search something on the Amazon shopping app and change your mind by not buying those things from the Amazon. You will now see same advertisement of price cut and other discount of that product on different websites. This make the advertisement to reach the correct audience by targeting only those audience which is been willingly interested to that product. The use of this target based advertisement is seen very largely by Google adsense.

**CHAPTER 3:**

**RESEARCH DESIGN:**

**3.1 Aim of the Research:**

To study how youtube content creator manipulate audience while manufacturing videos/clips on youtube.

**3.2 Statement of problem:**

In today’s age, most of the people get misleaded with the amount of clickbait they see while while using social media platform like YouTube. In this study, the researcher attempt to understand how much clickbait video one can see when someone search a particular word on Youtube in top 50 videos recommended by the Youtube.

**3.3 Objectives of the Research:**

1. To find outhow YouTube content creator manipulating audience while manufacturing videos.
2. To find out what are the views of the audience on click bait and non-click bait videos.

**3.4 Research questions:**

* How many clickbait video, audience can see when they search a particular keyword on YouTube.
* What make the audience get attracted toward the clickbait video.
* Why some YouTubers content creator uses Clickbait videos while making their video.
* What big companies like YouTube, Google, Facebook; doing to tackle clickbait video from their platform.

**3.5 Utility:**

As the world of digital media, Social media platform like Google, Facebook and Youtube is been vastly been use to share information to millions of audience. This may prove the audience, how much clickbait videos they can aspect from youtube platform.

**3.6 Research Methods:**

In this study “To study how youtube content creator manipulates audience while manufacturing videos/clips on youtube”, the researcher has adopted Quantitative study method.

**3.7 Methods of content Analysis:**

**Content Analysis method: -** Content analysis is been conducted with the top 50 recommended video by Youtube, when someone search a specific keyword in search bar. This help me as a researcher to identify how much clickbait and non-clickbait video is been recommended by YouTube.

**Reason why top 50 videos: -** while searching for a particular topic on YouTube platform, minimum 50 video is been seen and filter by the user when they prefer to select which video they will prefer to watch as per their use.

**Sample Size: -** The Researcher has conducted analyzing the content of top 50 videos recommended by the youtube platform. Selecting the keyword for this research is Random as per the researcher with the understanding the clickbait video. i.e which all topic YouTubers use to manufacture a clickbait video.

**3.8 Sources of data collection:-**

**Primary Data**

* The Researcher has conducted an analysis of the data classifying them into clickbait and non clickbait video.
* Content analysis is been done for data collection which further be divided in clickbait and non-clickbait video category.
* Content analysis of YouTube top 50 video, when researcher search various keywords on YouTube.

**Secondary data:**

* The data is been collected from Youtube, understanding the algorithm of youtube, when searching a particular video.

**3.9 Sampling design:**

The study sample “To study how youtube content creator manipulate audience while manufacturing the video/clips”, the researcher will use the content analysis of the videos which is been analysis by the specific keyword which is been use randomly by the researcher.

**3.10 Limitation**

* The sample size is small therefore it is not possible to generalize findings.
* Clickbait videos can’t immediately been pulled down from YouTube platform before it further been checked by Youtube.
* The research is limited to only top 50 video recommended by YouTube.

**3.11 Delimitations:**

* This research is basically for those people who use platform like Youtube for their use.
* Understanding the thumbnail of the Video help the audience to differentiate the clickbait videos.
* Understanding the YouTube algorithm of showing the mixture of clickbait and non-clickbait videos.

**3.12 Universe of the Study:**

In this research, the researcher is trying to focus on how health the YouTube platform is when someone tries to search on their topic. Youtube has become one of the major sources for information on any particular topic.

**3.13 Research Tools**

The research tool in this particular study is content analysis.

An analysis of top 50 video recommended by youtube, which is further been, classified into clickbait and non clickbait videos.

**Chapter 4: Observation and Findings**

**4.1 Introduction**

In this chapter we will look at the data, which is been analysis, to further classified them into clickbait and non-clickbait videos.

**4.2 Detail about video which is been analysis.**

The following are the certain criteria and condition use which I as a researcher have taken to proceed with my content analysis!

1. The video which is on top 50 lists, when we search a particular video tag.
2. Comments from users (comment should not be disable by the content creator)
3. The use of the meta tag in the description
4. Statistics (e.g., views, likes, etc)
5. The image on the Thumbnail and the content inside should be used, to distinguish them into clickbait and non-clickbait video

**4.3 Clickbait Video keywords:**

Fig: 03 identifying the clickbait videos in top 50 recommended video

To test this research we have chosen various tags which help us to distinguish between the clickbait and non-clickbait videos. To study this, we have chosen 8 top keywords which, when search on its platform. YouTube show vast amount of recommendation when we search a particular keyword. Based on the recommendation which shown as a result when we search our keyword, we will get to know the how many clickbait and non-clickbait is been showed in top 50 video when a particular keyword is been searched in the search bar. In the above video it can be seen that, most often the keywords which is been use to highlight the clickbait video is been use at that word which has some double meaning. “Do not Click” headlines has been one of the main example to catch an clickbait video. This made the people to click on that particular video, to know what YouTubers is trying to say to their audience. However the words like “you won’t believe” has been on high when it comes to found an clickbait videos. The use of the clickbait is to basically play with the audience mind and to show them what they are not expecting. This will somehow increase the view of that particular video but people will show huge negative reviews and dislike button on that particular video.

**4.4 Non-Clickbait Video keywords:**

Fig: 04 identifying the non-clickbait videos in top 50 recommended video

When we examine the top 50 recommended video when searching the word seen in the above image. We find that the YouTube algorithm is been vastly updated and this has change in the past few years. YouTube has made his platform to be free from fake news, promote offensive video and to make the platform user friendly with their audience. When it come to the recommended video 80% of the video that we see is non- clickbait and have an actual original content inside the video. This helps the people to find their video with their proper requirement. However there are some words which are still be seen a lot of clickbait when it come to a specific key words. Words like “do not click” and “dehati video” can be seen to huge use of clickbait videos with appropriate videos thumbnail by using the girl images in their thumbnail.

**4.5 Likes dislike, Views & Comments:**

Fig: 05 identifying the likes, dislike and comments

When it’s come to examine the likes dislike of the video of the top 50 videos with this particular tag, we can see that the majority of the likes is been given to those video which have original data and which the people has actually like the video. As we can all expected, majority of the dislikes is been seen on the video which has use the clickbait in their content while making their video. So what are the things we has seen in the clickbait video which shows the audience aggression toward that video?

1. Huge amount of dislike in that particular video
2. Clickbait video soon gets pull down due to the high number of report on that particular video.
3. User show bad or hatred words in the comment section.
4. Many of the audience have warned another people to don’t waste your time watching this video.

Most often the makers of the clickbait video disable the comment section, which mislead the audience by not checking the comments of another person which show hatred and bad comments towards the video.

**4.6 Thumbnail, Titles & misleaded headlines:**

Fig: 06 identifying the thumbnail, title, misleaded headlines in clickbait and non-clickbait videos.

In the above Diagram we can see that the misleading information is been seen most often in the Comedy section and true and fact is been shown on the Cricket section. News has also been on the top which use the clickbait to increase the view on their video. Thumbnail as played an important role when it comes to check the information of that particular video. Most often the user get victim of the clickbait when it come to the clickbait video, where the thumbnail and the information is totally different. Title has played an important role when it comes to distinguish between the clickbait and non clickbait video it has been seen that most of he video that the people use to boost their stuff it the help of the clickbait has been use to increase the view count of that video. The use of clickbait can generally be sen where the title of the YouTube video is been shown with unclear stuff, it show the first half of the video, making the user to click on that particular video to what’s generally happen in the later stage of that video. This will lead the people to understand what the YouTuber is trying to say in his video. People may or may not be comfortable when they have clicked that particular video to the information whats inside. Knowing this stuff many YouTube use this type of method where they use this clickbait stuff to make their video promote in front of a huge audience in the short span of time. After examine the videos consisting both the clickbait and the nn clickbait video it has been shown that the majority of the dislike of the video is been seen in the clickbait video where the thumbnail and other headlines is been use to make the audience click on that particular video. User who is not happy with the content which they have seen inside the video is not match with the expectation they was having while they was about to click the video.

**Chapter 5: DISCUSSION AND CONCLUSIONS**

This research is about the irrational way of proportional way of promoting content online with the audience. To analysis this data we have chosen the YouTube platform where the majority of the people who just want to increase their views on their video, on some point they uses the clickbait system where the content creator show thumbnail on his video is different from the content which audience see after clicking the video. This is been done to basically increase the views and generate a revenue with the YouTube Advertisement revenue by reaching vast amount of the people in the span of time. YouTube has become one of the top platforms in respect to having a huge audience for both the YouTubers and the audience who watch the content posted on its platform. However, there are lots of YouTubers who don’t post original content to their audience. Instead they uses some another YouTubers content, and post that video on his channel to get lots of traffic on his video which ultimately lead them to earn them income from YouTube. To counter this problem, YouTube has updated his algorithm which detect the clips or any kind of copywrite songs on someone video without its proper permission. YouTube has a right to pull down that video, without giving them the prior notice. Even as an viewer, people can report that video if they found misleaded information or any kind of clickbait on his platform.

**Discussion:**

YouTube is one of the top platforms when it comes of sharing information with the help of producing the video and showing them to millions of people in the world. However its not always that the video that we see will be always true, some video is been usually been set to change the people mind and to create an image in the eye of the people. A really good example of this, during election time most of the party supporters use social media platform like YouTube, Facebook, Twitter, etc for promoting their stuff between the people. What they do is basically setting to the campaign where they show, why their political party is better than rest of the political party. By showing their various decision which was taken early in past and various decision which they going to implement when they came to power i.e. win the election. Not only has this various Political party also tried to criticize another political party, where they deframe another party to get their votes towards their political party. Deframing someone to boost their own political party is been showed everywhere, Bjp criticizing Congress party, and Congress party criticizing Bjp party to gain votes from their audience.

There are huge amount of political video on YouTube where a Person belonging from the BJP Political party criticizing Congress Party. Big YouTuber like “Dhruv Rathee” criticize political party by showing audience with true facts and figures. YouTube also pull down various political video which shows wrong information to their audience making a panic like situation. This helps the people to watch only that content which is not fake and have certain facts and figures in their political videos.

**Summary:**

After going through the research method, it has concluded that around 20 percent of the video which audience see when they search a specific keyword is clickbait where the 80 percent of the video which they see in top 50 video is been seen of non-clickbait. The algorithm of the Youtube has became so strong that they have pull down all the video which has been link with headlines and other clickbait stuff which mislead the people by clicking on the particular video to increase the view of that video. The use of this kind of video is generally been seen to increase the view count of the video. Most of the video which the people see when they search their keyword on YouTube. However youtube algorithm has became so strong that the video is been filtered and then shown to the people. Even if the video is been linked to the clickbait, the algorithm has became so strong, that the video is been pulled from the ever after specific period of time. Youtube is basically started updating their algorithm, so that the people who come on that platform to browse their video can be free from the clickbait and other bad stuff which people don’t want to see. After examine the various videos of top 50 video recommended by the youtube is been seen that the people has use to basically increase the view and likes of the video in the short span of time. The use of the clickbait is been use by the new YouTubers, where their video has been seen by millions of the people in the short span of time.

**Conclusion:**

first video ever posted on the platform was “me at the zoo”, a 19 second clip uploaded on April 23, 2005 by its creator Jawed Karim to test the system before its public launch. Interestingly, with a bit over 13,337,000 views by April 2015, this video is far from being in the top 500 viewed videos of all time, all have well pass of 100,000,000 views. After the increase in the content created to publish on Youtube platform. However to reach the higher audience reach on their video which they manufacture is depend on the quality of the content which they created. If the content is not up to the mark it will not reach to huge audience and will not be successful. To tackle this problem most of the Youtube creator has start using the clickbait, which is indirectly help them to reach to the larger audience within a short span of time. This will somehow affect the negative image among the audience where the audiences who have click on that particular video seeing the thumbnail isn’t happy with the content which they found inside the video. This will lead to the increase in the negative comments in the comment section of the video, it also lead to the negative effect on the video where most of the people give that video a thumbs down (dislike); seeing this after understanding the algorithm of the YouTube it was found that the money which the YouTubers earn onamount of advertisement shown on the video is not been generated when they start using a clickbait videos.

**So Why most of the YouTubers Use Clickbait, when they don’t earn any income from that video?**

YouTubers, who use clickbait to manufacture their video, usually help them to increase I n the traffic on that video within a short span of time. This will lead their channel to ranking up, when someone search a particular keyword on search bar. The YouTube algorithm shows those videos on the top which is been by huge audience. Getting a higher traffic on the particular video will directly lead YouTuber to rank their video up, recommended by the YouTuber algorithm. The use of this kind of clickbait videos help the YouTubers to increase in the traffic in their channel which ultimately lead them to reach a higher position in rank within a short span of time.

**Is clickbait Dying or getting stronger?**

Clickbait is one of that content which most of the people love to hate.Yet it can’t resist on clicking that particular video. Every new youtuber who come on its platform have a higher chance that they use clickbait videos for getting huge views and in a short span of time. It is known as one of the best strategy, both for attracting more people and for establishing a better online environment. Yet clickbait seems to contradict that, manipulate emotional with cheap way of promoting their content, mean as a kind of digital junk food which satisfy a temporary carving but never truly states.

**Why clickbait Works?**

There is no strict definition of whats count as a clickbait video and what doesn’t count as a clickbait videos, but call to mind the Supreme Court infamous definition of pornography- you’ll know it when you see it. These are the article that use catchy headlines to present content in efforts to draw it click-but does not provide much meet when you click it.

Example: A women goes to the part with his pet alligator, and you never guess what happen next! You’re probably rolling your eyes at these titles, but you’ve also probably clicked on several like them.

**How to be save yourself from clickbait?**

There are various website and extension which when unable, help us to be safe from all the clickbait stuff on the YouTube.

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“B.s detector browser extension,” http://bsdetector.tech/.

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