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SENSATIONALISM AND CLICKBAIT: A NEW MODEL FOR SYSTEMATIC EVALUATION OF HEADLINES IN KAZAKHSTANI MEDIA

The study proposes a new model for quantitative and qualitative assessment of clickbait aimed at identifying hidden manipulative strategies in the headlines of Kazakhstani online media. The work seeks to create a tool for systematic assessment of manipulative practices in media texts. The scientific significance lies in the creation of a clickbait depth scale that combines a binary system for assessing features and a weighted interpretation of the manipulation level. The practical value lies in the possibility of further automation of the model using natural language processing (NLP) technologies.

The methodology includes content analysis of 120 headlines from four Kazakhstani media resources selected by key news headings. The generative model of artificial intelligence PerplexityAI was used as an additional source of alternative analysis. The method enabled to test the assessment model in a semi-automatic mode with full manual rechecking of the interpretation results.

The analysis showed differences in the use of clickbait strategies between tabloid, state and independent publications. The most common signs of clickbait and their dependence on genre and heading characteristics of news texts are identified. The work proposes an approach to assessing manipulativeness, allowing to record not only the presence of clickbait, but also its degree. The study contributes to the field of media linguistics and digital journalism, offering a conceptual and technological basis for the analysis of manipulative strategies in media texts. The results can be used in the development of automatic monitoring systems for the quality of news content, as well as in educational and editorial practice.

Keywords: clickbait, Kazakhstani media, headlines, PerplexityAI, fake news.

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Сенсация мен кликбейт: Қазақстан медиасы тақырыптарын жүйелі бағалаудың жаңа үлгісі

Зерттеу қазақстандық интернет-БАҚ тақырыптарындағы жасырын манипуляциялық стратегияларды анықтауға бағытталған клик-бейтті сандық және сапалық бағалаудың жаңа үлгісін ұсынады. Жұмыс медиамәтіндердегі манипуляциялық тәжірибелерді жүйелі бағалау құралын құруға бағытталған. Ғылыми маңыздылығы мүмкіндіктерді бағалаудың екілік жүйесін және манипуляция деңгейінің салмақты интерпретациясын біріктіретін кликбейт тереңдігі шкаласын құруда жатыр. Практикалық құндылығы табиғи тілді өңдеу (NLP) технологияларын қолдана отырып, модельді одан әрі автоматтандыру мүмкіндігінде жатыр.

Әдістеме негізгі жаңалықтар айдарлары бойынша іріктеліп алынған төрт қазақстандық медиа-ресурстың 120 тақырыбына мазмұнды талдауды қамтиды. Баламалы талдаудың қосымша көзі ретінде PerplexityAI жасанды интеллектінің генеративті моделі пайдаланылды. Бұл әдіс интерпретация нәтижелерін толық қолмен қайта тексере отырып, жартылай автоматты режимде бағалау моделін сынауға мүмкіндік берді.

Талдау таблоид, мемлекеттік және тәуелсіз басылымдар арасында кликбейт стратегияларын қолданудағы айырмашылықтарды көрсетті. Кликбейттің жиі кездесетін белгілері және олардың жаңалық мәтіндерінің жанрлық және тақырыптық сипаттамаларына тәуелділігі анықталды. Жұмыс кликбейттің болуын ғана емес, сонымен қатар оның дәрежесін де жазуға мүмкіндік беретін манипуляцияны бағалау тәсілін ұсынады. Зерттеу медиа-мәтіндердегі манипуляциялық стратегияларды талдаудың тұжырымдамалық және технологиялық негізін ұсына отырып, медиа лингвистика және цифрлық журналистика саласына үлес қосады. Нәтижелер жаңалықтар мазмұнының сапасына автоматты бақылау жүйесін әзірлеуде, сондай-ақ оқу және редакциялық тәжірибеде қолданылуы мүмкін.

Түйін сөздер: кликбейт, қазақстандық БАҚ, тақырыптар, PerplexityAI, фейк жаңалықтар.

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Сенсационность и кликбейт: новая модель системной оценки заголовков казахстанских медиа

Исследование предлагает новую модель количественной и качественной оценки кликбейта, направленную на выявление скрытых манипулятивных стратегий в заголовках казахстанских онлайн-медиа. Работа направлена на формирование инструмента системной оценки манипулятивных практик в медиатексте. Научная значимость заключается в создании шкалы глубины кликбейта, сочетающей бинарную систему оценки признаков и взвешенную интерпретацию уровня манипуляции. Практическая ценность заключается в возможности дальнейшей автоматизации модели с использованием технологий обработки естественного языка (NLP).

Методология включает контент-анализ 120-ти заголовков из четырех казахстанских медиаресурсов, отобранных по ключевым новостным рубрикам. В качестве дополнительного источника альтернативного анализа применялась генеративная модель искусственного интеллекта PerplexityAI. Метод позволил апробировать модель оценки в полуавтоматическом режиме с полной ручной перепроверкой результатов интерпретации.

Анализ показал различия в применении кликбейтных стратегий между таблоидными, государственными и независимыми изданиями. Выявлены наиболее распространенные признаки кликбейта и их зависимость от жанровых и рубричных характеристик новостных текстов. Работа предлагает подход к оценке манипулятивности, позволяющий зафиксировать не только наличие кликбейта, но и его степень.

Исследование вносит вклад в область медиалингвистики и цифровой журналистики, предлагая концептуальную и технологическую основу для анализа манипулятивных стратегий в медиатексте. Результаты могут быть использованы при разработке систем автоматического мониторинга качества новостного контента, а также в образовательной и редакционной практике.

Ключевые слова: кликбейт, казахстанские медиа, заголовки, Perplexity AI, фейк-ньюс.

Introduction

The skills of primary content recognition acquire a significant role in an oversaturated information space. Information consumer's time is perceived as a certain resource or "digital capital", and the media have entered into a competitive struggle for the audience's attention through online platforms (Gavra, Dekalov, 2023). This means a serious impetus in the development of information delivery technologies. In order to maintain competitiveness on online platforms, in search engines, on news outlets or in social networks, traditional media are forced to adapt to digital communication specific conditions.

Clickbait headlines on social platforms (such as TikTok), concerning public figures or scandals, attract significantly more views of the content, reactions, and audience engagement as a whole (Chu Abdullah, Azman, 2025). Clickbait technology, as one of the effective tools in the struggle for audience attention, is gaining momentum in an environment where headlines are becoming even more important than the material itself (Kuznetsov, 2021). However, active clickbait technologies use put traditional media reputation at stake (Lischka, Garz, 2021).

At the same time, Kazakhstani researchers note a trend of local media striving for a tabloid format (Shyngyssova, Skripnikova, 2021), which often uses the technique of catchy, clickbait headlines. This tendency in a certain way "legitimizes" certain manipulative technologies, including if not obvious clickbait, then at least headlines with some of its features.

Article 23 of Kazakhstani Law on Mass Media provides a list of restrictions (On mass media. Law of the Republic of Kazakhstan dated June 19, 2024), which, however, remains quite vague (Williamson, 2024) and can be subject to various interpretations. At the same time, Minister of Culture and Information of the Republic of Kazakhstan Aida Balayeva spoke quite critically about the admissibility of clickbait and shocking content within journalist ethics framework (Mager, 2024).

The issue of defining and evaluating headlines has become relevant since the adoption of the Law on Mass Media in the Republic of Kazakhstan. In a more general context, the consumer of content, that is, a representative of society, has an increasingly limited amount of time resources (Gavra, Dekalov, 2023). Hence the need for a careful content selection, including information,

presented by official media or private social platforms accounts.

We have developed a model to analyze headlines based on criteria adapted to assess manipulative techniques, the level and depth of clickbait. The aim of the study is to test the model on a sample of published popular Kazakhstani media outlets' headlines to assess local features.

One of the methods for testing the proposed model was the artificial intelligence (hereinafter AI) application in a semi-automatic mode as an alternative and additional source of analysis. Such methods are already quite common for a certain set of research tasks, but still offer quite innovative insights (Dergaa et al., 2023; Gorraiz, 2025).

The objectives of the study were to: 1) test the adequacy of AI in data analysis (in this case, PerplexityAI); 2) obtain data on the actual practice of using clickbait in Kazakhstani media, the features, depth and variability of manipulative techniques; 3) develop a tool for further automation of the same or similar monitoring process.

Literature review

The media is subject to various influences from within and without. The processes of forming a news agency strategy regarding the admissibility of producing clickbait or even fake news are influenced by media owners, advertisers (Bazaco et al., 2019) and the audience (Hausken, 2020).

The term "fake news" has become widespread relatively recently, but in essence it was and remains a synonym for disinformation (McIntyre, 2018: Introduction). Disinformation campaigns that undermine public trust have been described in sensitive sectors such as the food industry (Moravec et al., 2025), which is an illustrative example of the extremely negative impact of fakes. Media strategies with intensive clickbait use contribute to the spread of disinformation (Muqadas et al., 2025), as well as materials that have a directly detrimental effect on the audience (Velitchenko et al., 2024).

When a user deals with headlines offered by official media with a certain reputation, basic knowledge in the field of media literacy may not be enough to determine what content is hidden behind the link of the headline. The situation is complicated by the presence of clickbait features in the title, which raises the question of whether the content is dangerous, viral, fake (Mishra et al., 2022), or illegal.

According to Pratkanis (2001), journalists are focused on finding news related to conflicts and scandals – in addition to traditional, generally accepted criteria such as relevance, novelty, and brevity (Pratkanis, Aronson, 2001). At the same time, the clickbait nature of a news headline is described as not meeting traditional journalistic criteria, where the content does not correspond to this headline (Bazaco et al., 2019). However, this is only one of the possible criteria for evaluating the level of clickbait, obvious and critically important, but not universal. The purpose of the headline in high-quality traditional journalistic practice and, say, in tabloid (or yellow) media may coincide, and some characteristics may overlap.

Even in academic media discourse, the issues of clearly stating the difference between tabloid and non-tabloid media, fake, partially fake or completely fake/harmful material, between clickbait and creative (but within the standard) headlines remain debatable. Therefore, an exact and unconditional definition of whether a headline is clickbait or not is possible only in limited cases, which does not allow to observe the diversity of media reality in this area. The need to conduct a qualitative analysis of headlines is a research gap. In this paper, we tried to fill it with the help of a developed and tested model containing parameters for evaluating the depth and variability of clickbait features using the example of headlines of Kazakhstani media.

Methodology

Based on academic reviews, a table of clickbait level criteria and a scale were compiled (see Table 1 and Table 2). The criteria were developed in accordance with a wide range of literature and studies on clickbait headline structures (Biyani, 2016).

Even in the pre-Internet era, media manipulative mechanisms were described: the dramatization of events and the vector of intrusive sensationalism and scandal-mongering (Herman, Chomsky, 1988: 32-33). Exaggeration (Jácobo-Morales, Marino-Jiménez, 2024), emotionality, direct appeal, sensationalism (Bronakowski et al., 2023), the use of numerical values and lists, hyperbolic appeal to curiosity and other typical signs of clickbait (Chua et al., 2021) were identified as criteria in numerous reviews.

Table 1 – Clickbait Level Evaluation Criteria

№	Criterion	Description	Binary scale type	Weight	Score (0/1 points)	Total Weighted Score
1	Sensationalism or exaggeration	Exaggerated or dramatic statements	(0/1)	2		
2	Expectation violation or mystery	Intentional intrigue without revealing the essence	(0/1)	3		
3	Use of numbers or lists	Examples: «10 reasons...», «5 ways...», etc.	(0/1)	1		
4	Direct appeal to the reader	Addressing the audience: «you», «to you», «your», «look»	(0/1)	1		
5	Emotional vocabulary	Examples: «shock», «explosion», «horror», «unbelievable», etc.	(0/1)	2		
6	Phrase interruption or incompleteness	Intentional understatement: «You won't believe what happened...»	(0/1)	2		
7	Celebrities, scandals, sex, death	Topics associated with tabloids	(0/1)	2		
8	Modal verbs and hypotheticality	Examples: «Maybe», «probably», «possibly»	(0/1)	1		
9	Clickbait structure (template)	Examples: «You'll never...», «Here's why...», «This will change your life!»	(0/1)	2		
10	Headline does not match the content	Content does not match what is stated in the title	(0/1)	3		
			Maximum score	19		

Table 1 includes 10 main clickbait features in the headline and offers a binary assessment for each criterion. The fifth column indicates the weight coefficients by which the positive assessment for each identified criterion was multiplied. The inclusion of the criterion weight in the model is due to their obvious unequal significance. For example, when the title does not correspond to the content, this is the most obvious indicator of clickbait, while the presence of a numerical value in the headline can be due to the news section, genre, or objective features of the material (exchange rate, weather forecast, census results, etc.)

To achieve maximum accuracy, the results were evaluated using the clickbait level scale (see Table 2), where zero and low levels actually mean that the headline is not clickbait, with a thorough consideration of formal features.

Table 2 – Clickbait Level Distribution Scale

0 points	Zero level	No clickbait features. Professional standard
1-5 points	Low level	Formal features, often determined by the genre. Professional standard
6-9 points	Medium level	Manipulative techniques are present
10-14 points	High level	Obvious clickbait techniques
15-19 points	Critical level	Extreme level, yellow press/tabloid standard

After developing a model for identifying clickbait and its level, we selected 4 media outlets, which operate in Kazakhstani online text broadcasting formats. To ensure diversity of the sample, the following media were selected: the state news agency Kazinform, positioning as an independent media Vlast, traditionally classified as a tabloid media Caravan (Shyngyssova, Skripnikova, 2021), and another media outlet with tabloid characteristics – Komsomolskaya Pravda. Kazakhstan (hereinafter KP) (Practical Journalism in Kazakhstan: A Practical Guide, 2008: 91, 93).

From the web pages of each media, we randomly selected 30 (in total 120) news headlines in Russian for the period from March to May 2025. During the analysis, the content was classified into 3 sections: "Society", "Politics" and "Economy" (10 headlines of each section in each media outlet).

In the first phase of analysis, we provided the evaluation model with corresponding query and the sample data (each title separately) to Perplexity AI (free web version, May 2025). The results of the AI analysis were recorded, manually checked and adjusted in several cases.

Results

The analysis revealed that none of the 120 headlines had a critical clickbait level (15-19 points). In addition, none of the headlines demonstrated criterion 10 features (text not consistent with the headline), which may result from the standards of traditional media, be it tabloids or mainstream media.

According to the scale of level distribution, only headlines with medium, high and critical levels could be classified as clickbait. A low level (1-5 points) was assigned to headlines with any of the listed signs of clickbait in Table 1. Such headlines often had numerical values, mentioned famous people in a scandalous (but within the framework of public ethics) context and even had signs of a clickbait template (in 1 case). For example, the headline «Кто в Алматы рискует остаться без света и как подготовиться» ["Who in Almaty is at Risk of Being Left without Electricity and How to Prepare"] by KP (see Appendix 1) is intentionally intriguing and falls under criterion 2, and also has a clickbait structure with a question form and an expectation of an answer. However, this headline scored only 5 points after weighing, and remained at a low clickbait level. Another example: «Нацбанк Казахстана планирует продать в мае более $1 миллиарда из Нацфонда» ["The National Bank of Kazakhstan Plans to Sell More Than $1 Billion from the National Fund in May"] by Kazinform, which contains features from criteria 3 (use of numbers) and 8 (use of modal verbs). However, as we can see, both headlines cannot be called completely clickbait, and in the second case, the clickbait features are caused by the specifics of the "Economy" section. Thus, headlines with a low clickbait level fell under the variation of the professional standard, that is, they were acceptable according to the assessment model.

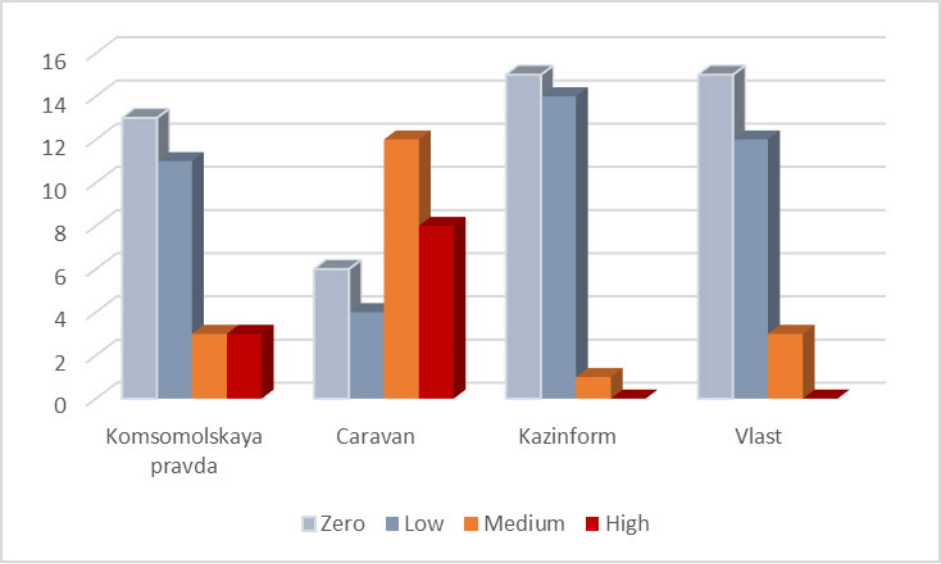

Figure 1 – Clickbait Level in Headlines

Both tabloid-like media outlets headlines (Caravan showed 66.7% of headlines with medium and high levels) predictably demonstrated higher clickbait results, while the state agency Kazinform showed almost zero levels. At the same time, Figure 1 shows that KP turned out to be much more moderate in use of clickbait than Caravan: only 10% of headlines had a medium level, and another 10% had a high level. Only in 3 cases out of 30 (10%) Vlast headlines turn out to be at the medium clickbait level, while the sample did not contain any headlines with a high level.

Table 3 – Distribution of Clickbait in 4 Media by Sections

Section	Zero	Low	Medium	High	Number of headlines	Number of medium and high level	Share of Medium level (%)	Share of High level (%)	Total share of medium and high level (%)
Society									
Komsomolskaya pravda	1	4	2	3	10	5	20	30	50
Caravan	0	1	6	3	10	9	60	30	90
Kazinform	5	5	0	0	10	0	0	0	0
Vlast	2	6	2	0	10	2	20	0	20
Politics									
Komsomolskaya pravda	7	2	1	0	10	1	10	0	10
Caravan	5	2	2	1	10	3	20	10	30
Kazinform	7	3	0	0	10	0	0	0	0
Vlast	9	0	1	0	10	1	10	0	10
Economics									
Komsomolskaya pravda	5	5	0	0	10	0	0	0	0
Caravan	1	1	4	4	10	8	40	40	80
Kazinform	3	6	1	0	10	1	10	0	10
Vlast	4	6	0	0	10	0	0	0	0

The sectional classification of news items and headlines bore fruit. Table 3 shows the highest levels of clickbait in the "Society" section. This can be explained by the characteristics and breadth of materials distribution falling under this category. Although the data were selected randomly, it was impossible to avoid rather striking headlines, such as «Посетитель кафе в Алматы получил срок за вспыльчивость» ["Almaty Café Visitor Sentenced to Jail for Hot Temper"] (KP) or «От ножа до пули: хроника покушений на казахстанских чиновников» ["From Knife to Bullet: Chronicle of Assassination Attempts on Kazakh Officials"] (Caravan), although they were not selected intentionally. Note that KP has a separate "Incidents" section, and Caravan has a "Crime" section, which could include such headlines with a high probability of being clickbait. However, these separate sections were not included in the sample at all.

Quite predictably, in the "Politics" section, the media produced smaller (but not zero) number of clickbait headlines – again, due to the specifics. The expected zero result was shown only by the state-owned Kazinform, with clear, laconic and rather dry headlines. Unexpectedly, Vlast produced only 10% of headlines with an average clickbait level (with 0 headlines with a high level), although political news for an independent media could be of interest in terms of diversity of presentation and freedom from the constraints of formal language. The sample analysis did not confirm the likelihood of a more open form of presentation of political news by non-state media.

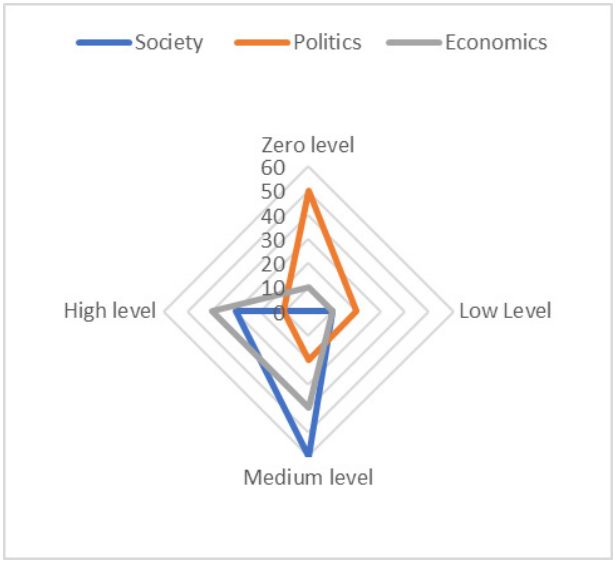

Figure 2 – Clickbait Shares by Sections in Caravan

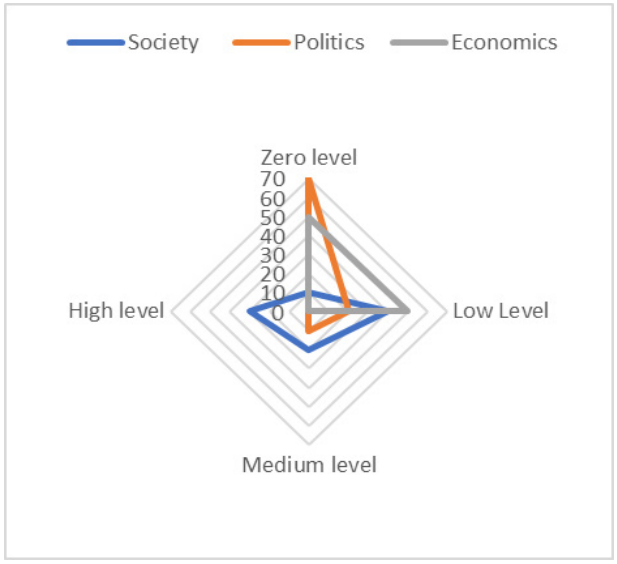

Figure 3 – Clickbait Shares by Sections in Komsomolskaya Pravda

Figures 2 and 3 illustrate the general distribution of headlines with different clickbait levels in two media outlets that were conventionally designated as tabloid (KP and Caravan). In both cases, the headlines of political news tend to zero clickbait, while in the "Society" section Caravan showed 90% medium and high clickbait, and KP 50% – which can also be interpreted as a high degree of clickbait in the overall sample.

As Figures 2 and 3 clearly demonstrate, averaging the results of the "tabloid" media would be an incorrect decision due to the obvious difference in the "Society" section and especially in the "Economy" section, where Caravan's results are almost directly opposite to the KP results: Caravan headlines show an overwhelming amount of medium and high clickbait, while KP headlines remain within the professional standard.

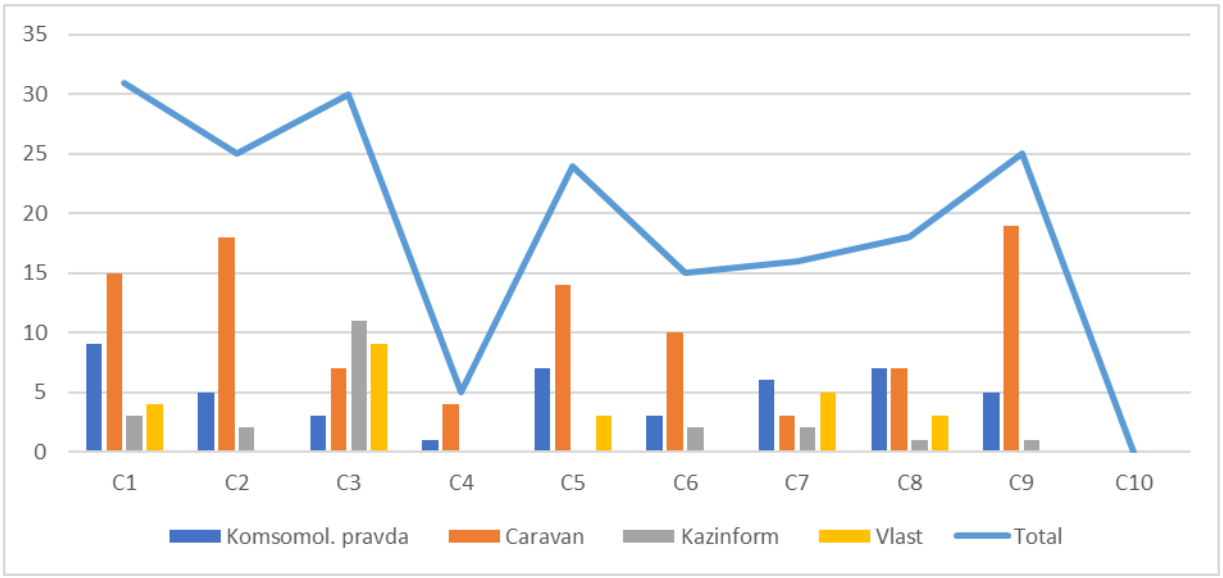

Figure 4 – Frequency of Clickbait Criteria Found in Headlines

Let us turn to the distribution and frequency of the identified clickbait features according to the model criteria. Figure 4, in addition to the results of each media outlet, shows a general trend: the most frequently encountered criteria were the first and third (sensationalism/exaggeration and use of numbers/lists, respectively). The first criterion (C1) can be interpreted as a fairly typical technique for attracting the audience's attention, the third (C3) is caused rather by necessity: numbers in the headlines were found in every section and were a fairly harmless and clearly non-manipulative technique. Among them: «Еще один участок дороги станет платным с 11 мая в Казахстане» ["Another Section of the Road Will Become Toll from May 11 in Kazakhstan"] (Kazinform) or «Доллар торгуется на бирже по 515,3 тенге» ["The Dollar is Traded on the Stock Exchange at 515.3 Tenge"] (KP).

An interesting result was revealed by criterion 8 – the use of modal verbs. For example, in the "Economy" section, KP and Caravan used this technique 5 and 6 times, respectively (out of 10 each). These results are caused by the section specifics, where, as it turned out, there is often a need for some kind of future forecasting: «В Казахстане хотят ввести повышенный налог…» ["They Want to Introduce a Higher Tax in Kazakhstan..."], «Казахстан планирует модернизировать…» ["Kazakhstan Plans to Modernize..."] (KP) or «Казахстанцы могут обрушить систему…» ["Kazakhstanis Can Collapse the System..."] (Caravan).

This and other described factors of using clickbait technique prove the need for a comprehensive approach to evaluating and classifying the headline. The proposed model with 10 criteria and a weighted assessment for each allows to determine the degree of clickbait, and also to cut off headlines with no manipulation factor with the possible presence of formal clickbait signs.

Discussion and Limitations

The author monitored all headlines included in the sample, as well as all news texts for verification by criterion 10. Since PerplexityAI was provided only with headlines and an evaluation model at the initial analysis stage, the AI was unable to determine whether the text matched the headline according to this criterion (which it "faithfully" mentioned when issuing assessments).

Division into sections was also completed during monitoring and could contain subjectivity factor: news in the "Society" section could include a wide range of issues covered, from crime to the holiday calendar; news in the "Politics" section concerned domestic and foreign policy, mentioned the names of officials; news in the "Economy" section also touched on monetary-fiscal, tax issues, which could be conditionally classified into two other sections. As the study showed, the section is a fairly important factor for the appearance of some clickbait criteria in the headline, but not the key one. The majority of headlines that had some clickbait features due to a certain section, the assessment model enabled to classify as low-level clickbait, that is, to the professional standard.

Notable limitations in evaluation model testing include the omission of punctuation characteristics, word count and some others clickbait features from the criteria list. At the same time, the proposed method covers a comprehensive range of the main significant evaluation criteria, which enables quantitative, and qualitative analysis as well. Weighing positive assessments on a binary scale deepens the analysis and allows demonstrating a certain range of significance and enhancing the final assessment objectivity.

Importantly, the limitation on the headlines number (only 120) was caused by the need to input the model and each headline into PerplexityAI platform and record the results, and also to provide self-conducted double-check and weight of each headline by 10 criteria.

Another limitation that requires mentioning was the occasional discrepancy between the PerplexityAI and author's assessments (see Appendix 1). In such cases, we performed an additional checking, adjusting the results with justification for the final assessment, in accordance with modern practices AI use in the academic field (Gorraiz, 2025). One illustrative example was a weather headline: «Дождливая погода ожидается на большей части Казахстана до конца недели» ["The Rainy Weather is Expected in Most of Kazakhstan Until the End of the Week"] (Vlast). An interesting finding was the ability of PerplexityAI to consider the context and, possibly, the genre feature, after a series of requests for analyzing headlines using the evaluation model. The AI did not detect any clickbait in the title according to criterion 8 (use of modal verbs/hypotheticality), but a positive score was given during manual rechecking. Although the title did not show any intentional use of clickbait, and the word "expected" in this particular case is an obvious stan-

dard for a weather forecast, it nevertheless met the hypotheticality criterion. We emphasize that, taking into account the above inconsistencies, this title scored 1 point after weighing and was classified as a low-level clickbait corresponding to the professional standard, which demonstrates the robustness of the evaluation model.

This limitation leads us to justifying further efforts to automate the model. The use of AI in a semi-automated mode in this study was due to three needs: 1) to test the evalution model; 2) to reduce the interpretation subjectivity; 3) to assess the prospects for full automation based on the resulting database.

The first task was successfully completed with the described discrepancies. At the same time, the method of using AI instead of involving one or more people for independent analysis and interpretation has fully justified itself. The Cohen's Kappa agreement coefficient was not calculated in the study, but the percentage of coincidence between AI and human assessments was 92.5%.

In this research, the automation process consisted of using AI only as an alternative second coder. This approach does not enable serious consideration of significant scaling the use of the clickbait evaluation model, ensuring transparency and reproducibility. However, modern studies suggest the machine learning as one of the options for clickbait recognition (Chen et al., 2015; Chowanda et al., 2023), as well as other automated methods (Bronakowski et al., 2023). Automation of the clickbait identifying process in Kazakh media field is possible through natural language processing (NLP) technologies (Dergaa et al., 2023), such as ChatGPT, or more specialized models, such as BERT23 and RoBERTa24 (Bojić et al., 2025), to avoid expensive manual methods of analyzing big data. However, ethical issues still remain, as well as the task of manual recheck to ensure reliability.

Conclusions

The clickbait level evaluation model proved its efficiency after testing. Initially classified as tabloid media (KP and Caravan) showed the presence of 20% and 66.7% of medium and high clickbait levels in headlines, while the other two (Kazinform and Vlast) showed only 3.3% and 10%. These results indirectly confirm the correlation between the tabloid strategy and the presence of strong or numerous clickbait features in headlines.

The study revealed the significance of the news section and its direct impact on the clickbait use. In most cases, the "Economy" and especially "Politics" sections remain much stricter, while the "Society" section is subject to frequent clickbait use in Kazakhstani online media.

The clickbait level assessment table is applicable to various types of media, social networks and other information platforms. It covers the ability to assess news headlines in other sections, not only within news content. The binary system makes data processing as standardized as possible for further AI models training and coded algorithms designing.

Further research can be aimed at model advancing, including involving independent experts, scaling the sample, detailed sections or genres systematizing, using a larger spread by media types., It is essential to define the AI systems that are capable of accepting a set of input data to make accurate predictions about whether a piece of content is clickbait or not (Alanazi et al., 2025) in further testing and development of the model.

This study or its variations modified for the relevant needs could become the basis for creating algorithms for more complete automation of clickbait detection in the headlines of Kazakhstani media, content monitoring and other tasks to ensure compliance with the Republic of Kazakhstan Law on Mass Media or its further evolution.

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