

The Impact of Hooks and Teasers Strategies on the Perceived Credibility of Content on Social Media Pages

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Introduction

Hooks and teasers strategies—such as sensational headlines, visually appealing images, and selectively withholding parts of facts in videos—have become essential tools on social media pages to capture attention and increase engagement. However, these strategies raise critical questions about their impact on the perceived credibility of content. They are often associated with clickbait, a content strategy designed to attract users' attention and encourage clicks on a link or page through sensational, exaggerated, or partially misleading headlines that typically appeal to curiosity or emotions, without the actual content fully delivering on the headline's promise. For example, a headline such as "You won't believe what happened to her next!" may generate clicks but lead to ordinary content, thereby diminishing the page's perceived credibility over time and undermining audience trust. This study seeks to explore this impact within the context of digital media, with a particular focus on how such techniques influence audience perceptions of credibility.

Research Problem

The research problem lies in the tension between the need to capture attention in the crowded social media environment and the necessity of maintaining content credibility. Previous studies indicate that hooks may lead to a decline in trust due to feelings of deception, negatively affecting long-term engagement and audience loyalty to social media pages. In the Arab context, there is a notable lack of experimental and empirical studies examining this effect, which calls for an in-depth analysis of how these strategies influence perceived credibility.

Research Objectives

1. To identify the types of hooks and teasers strategies used on social media pages.
2. To measure the impact of these strategies on the perceived credibility of content.
3. To analyze the relationship between the level of initial attraction and the degree of trust in content.
4. To propose recommendations that help achieve a balance between attraction and credibility.

Research Questions

1. What are the most prominent hooks and teasers strategies used on social media pages?
2. How do these strategies affect the perceived credibility of content?
3. Are there differences in this effect based on the type of platform or audience?
4. What mechanisms can achieve a balance between attraction and credibility?

Theoretical Framework

This study draws on Source Credibility Theory and the Dual-Process Model of Information Processing to explain the research problem and to guide the development of the research instrument.