

CENTRO DE AVALIAÇÃO DE SUFICIÊNCIA EM LÍNGUAS ESTRANGEIRAS
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TEXTO: “Rage Bait” is making users mad and content creators money

As Fatumata Dia scrolled through her TikTok feed, she paused on a seemingly harmless makeup video from content creator Meredith Duxbury. In the video, Duxbury attempts to dot her face with 1,000 drops of foundation. More than a minute passed before the sophomore international affairs major realized there was no point to the video. Duxbury had drawn her into watching what’s known as a “rage bait” video.

Rage bait, or content intended to get an emotional reaction out of people through provocative statements and actions, is typically nonsensical or dramatic, from putting on excessive amounts of makeup to making polarized claims to spark disagreement.

While Dia considers these kinds of videos “a waste of time,” she said they are inescapable on her social media feeds. “It’s really just how society works at this point, how social media works,” she said.

Rage bait is common on social media platforms like YouTube, TikTok and X. Introducing social media monetization features like X’s Super Follows and Tips could incentivize creators to make hyper-engaging content like rage bait to get more likes and views. However, some experts say the payout is not worth the harmful effects.

Dr. Kay Coghill is a scholar, activist and storyteller who studies online gender-based violence and uses they/them pronouns. “It really upsets me because there’s already a lot of online harassment happening, especially as it pertains to Black women and non-binary femmes, and there’s already a lack of recourse and consequences for those actions,” Coghill said. According to them, rage bait has increased on X since Elon Musk acquired the social media platform.

“Some of the things that I’ve seen more recently are folks [saying] disparaging things about Black women or Black Americans to start discussions around the reasonings why they don’t like them or why they feel like they should experience harm and things of that nature,” they said.

But while this content may exist online, Coghill believes it could have consequences outside of social media. “I feel like a lot of this online violence can materialize into physical violence off the internet,” Coghill said. “And I feel like rage bait is a way or an avenue for folks to perpetuate this violence that they may want to perpetuate in the physical world.”

Ingrid Sturgis, chair of the Media, Journalism and Film department at Howard’s Cathy Hughes School of Communications, said she encountered rage bait as early as 2005. As the editor-in-chief of *essence.com*, she saw online criticism over *Essence*’s work, like their monthly top 10 books of the month, often evolve into angry, unproductive conversations. “For regular people, I don’t really see the benefits to it, because it leaves you feeling bad. It leaves you feeling negative. It leaves you feeling drained. It leaves you feeling confused,” Sturgis said.

Although the term “rage bait” is not widely used in academic research, Dr. Gyo Hyun Koo, an assistant professor at Howard’s Department of Communication, Culture, and Media Studies, believes it is a cause for concern in her area of study. “There is a substantial amount of research that shows that online content that builds outrage or anger can potentially make our society more divisive and also make people more vulnerable to misinformation,” Koo said.

Elijah Williams, a sophomore film and television production major, often sees rage bait on X. He said he tries to find the humor in it but infrequent social media users may not know how to navigate rage bait when it appears on their feeds. “I feel like for older people, well, not even just older people, all people who are maybe not on social

media that much, they tend to believe it's real at first. So they'll just run with it, and then it can kind of cause this paranoia," Williams said.

To identify rage bait, Williams said he relies on research to refrain from depending on information shared by creators who may exaggerate for engagement. But according to Koo, there is no exact science for identifying rage bait, especially because all social media platforms are different. Still, she encouraged media users to avoid those who consistently post questionable content.

"Generally speaking, I would encourage students or media users to check the content creator's profile and their feed to identify if there's any patterns in their posts, such as whether they're consistently creating provocative content and stirring controversy, manipulating their viewers, or amplifying hate speech," Koo said.

She also believes that users should be mindful of how social media algorithms curate similar content to what they've previously interacted with. If users have already engaged with rage bait, it increases their chances of seeing it again and can influence the information they get about topics like politics.

"We are living in a post-truth era where scientific facts can easily get contested and alternative facts gain so much traction these days," Koo said. "Research evidence shows that for political reasons, there are tools that are manufacturing rage to bring disorder to our society and use this content as political weapons as well."

For full non-adapted version check: <https://thehilltoponline.com/2024/09/09/rage-bait-is-making-users-mad-and-content-creators-money/>

QUESTÃO 01

O que caracteriza essencialmente um conteúdo classificado como *rage bait*? (1,0)

- (A) Conteúdo educativo que estimula o senso crítico e o engajamento cívico.
- (B) Postagens que visam atrair audiência por meio de anúncios pagos.
- (C) Conteúdo provocativo que busca reações emocionais intensas do público.
- (D) Vídeos longos e sem edição com explicações técnicas e neutras.

QUESTÃO 02

Por que a estudante Fatumata Dia percebeu que o vídeo de Meredith Duxbury era um *rage bait*? (1,0)

- (A) Porque o vídeo possuía linguagem ofensiva explícita.
- (B) Porque ela notou que o vídeo não tinha propósito claro após certo tempo.
- (C) Porque o conteúdo era educativo, mas extremamente polêmico.
- (D) Porque a criadora fazia comentários políticos durante a gravação.

QUESTÃO 03

Segundo Dr. Kay Coghill, quais grupos são particularmente afetados pelo *rage bait*? (1,0)

- (A) Usuários frequentes das redes sociais em geral.
- (B) Jovens de classe média que utilizam plataformas como TikTok.
- (C) Mulheres negras e pessoas não binárias.
- (D) Jornalistas e criadores de conteúdo profissional.

QUESTÃO 04

O que a frase “According to them, rage bait has increased on X since Elon Musk acquired the social media platform” quer dizer? (1,0)

- (A) Que o *rage bait* tende a aumentar na plataforma porque o Elon Musk a adquiriu.
- (B) Que o *rage bait* aumentará na plataforma tendo em vista que Elon Musk a adquiriu.
- (C) Que o *rage bait* tem aumentado na plataforma uma vez que Elon Musk a adquiriu.
- (D) Que o *rage bait* aumentou na plataforma desde que o Elon Musk a adquiriu.

QUESTÃO 05

Qual é uma possível consequência do *rage bait* fora do ambiente digital, de acordo com Coghill? (1,0)

- (A) Aumento do consumo de redes sociais entre adolescentes.
- (B) Incentivo à produção de vídeos com conteúdos artísticos.
- (C) Redução do engajamento político dos usuários nas redes.
- (D) Possível materialização da violência online no mundo físico.

QUESTÃO 06

O que levou Ingrid Sturgis a perceber a existência do *rage bait* já em 2005? (1,0)

- (A) O alto número de curtidas em postagens virais inúteis.
- (B) A repetição de temas polêmicos em diferentes plataformas.
- (C) A transformação de críticas editoriais em discussões improdutivas.
- (D) O uso excessivo de propaganda em vídeos curtos.

QUESTÃO 07

Segundo a professora Gyo Hyun Koo, qual é um dos riscos sociais do *rage bait*? (1,0)

- (A) Incentivar o pensamento pseudo-científico nas redes sociais.
- (B) Promover o compartilhamento de fake news apenas no meio acadêmico.
- (C) Tornar a sociedade mais vulnerável à desinformação e à polarização.
- (D) Reforçar o respeito às diferenças e às opiniões alheias.

QUESTÃO 08

Qual é uma dificuldade em se identificar um conteúdo como *rage bait*, segundo o texto? (1,0)

- (A) O fato de esses conteúdos serem criados apenas por acadêmicos.
- (B) A ausência de regulamentação legal sobre o tema.
- (C) A variabilidade entre as plataformas e a falta de um critério fixo.
- (D) A complexidade da linguagem técnica empregada nos vídeos.

QUESTÃO 09

Qual estratégia Elijah Williams utiliza para lidar com *rage bait*? (1,0)

- (A) Consultar apenas sites oficiais do governo.
- (B) Realizar pesquisas e verificar informações.
- (C) Evitar completamente o uso de redes sociais.
- (D) Ignorar qualquer tipo de conteúdo em vídeo.

QUESTÃO 10

Por que o *rage bait* pode afetar negativamente o discurso político, segundo Koo? (1,0)

- (A) Porque reduz o número de eleitores passíveis de comparecerem ao pleito.
- (B) Porque desvia a atenção da mídia tradicional e com fontes de checagem.
- (C) Porque é usado como ferramenta de manipulação e desordem social.
- (D) Porque restringe o acesso à informação científica nas universidades.