

BaitBuster:

A Clickbait Identification Framework

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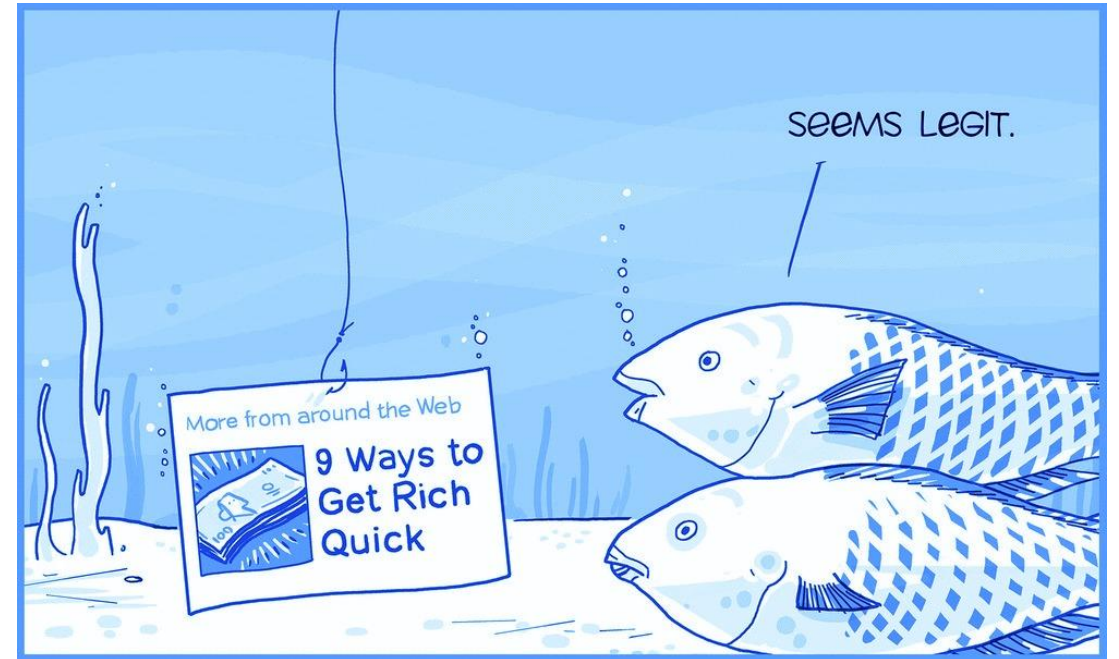


Familiar with the term “Clickbait”?

- Techniques used in headlines to trick readers into clicking links
- But fails to deliver what users really look for
- Examples-

Eek! What's Lurking in the Shadows?! I Have to Know!

I Left My Daughter And THIS Happened!



Clickbait has become widespread ...

- Both mainstream and unreliable media practice it
 - Reachability is more than ever before
 - Social media has become a practice field
- Has become a source of easy revenue
 - More click means more revenue
 - Competitive media market

Claims to have doubled its monthly reach from 500 million unique users to 1 billion in a single year from March 2015

Taboola

In 2020, The entertainment and media market in the United States is expected to be worth over 720.38 billion U.S (Source: www.statista.com)

Washington Post
January 4, 2014 · 🌐

How to be happy, according to the creator of Dilbert <http://wapo.st/JRjMte>

⚙️ Provide translation to Bengali



Read this if you want to be happy in 2014

Already regretting those New Year's resolutions? Dilbert creator Scott Adams has a formula for real change.

WAPU.ST

ClickHole
3 hrs · 🌐

"Operation: Quinceañera" is a classic Star Trek episode.

⚙️ Provide translation to Bengali



How Many Of These 'Star Trek' Episodes Have You Seen?

You haven't lived long and prospered until you've watched these classics!

CLICKHOLE.COM

Shocking impact..

- Negative impact on media eco-system
 - Risk user trust
 - Depleting brand value



Flickr

Is Clickbait Content Destroying Your Brand?

You can trick someone to click, but you can't trick someone to share

80%

of the time people preferred headlines that helped them decide if they wanted to read the full article before they had to click through.

Facebook August 2014



BaitBuster

Destined to Save You Some Clicks

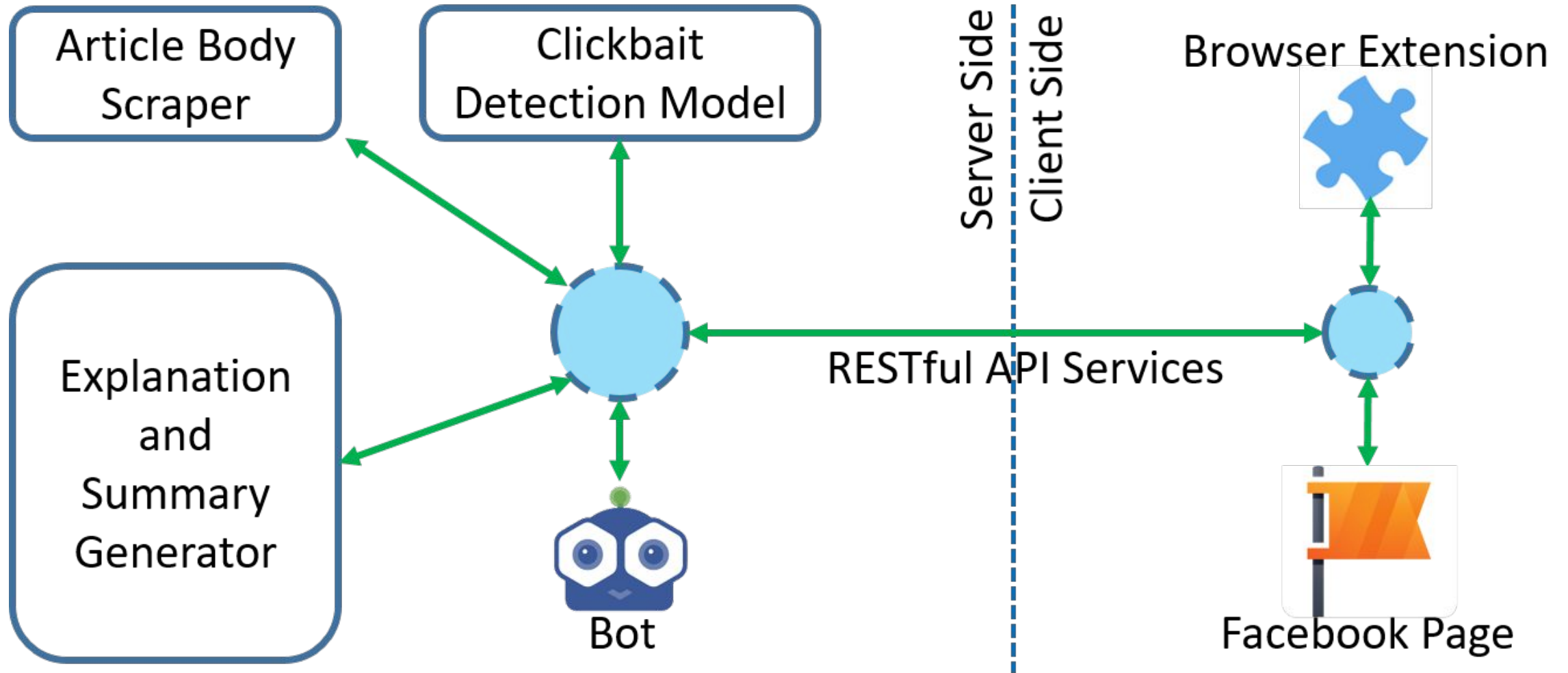
BaitBuster

- Combination of a browser extension and social bot
- Powered by a classification model with the accuracy of 98.3%
- Alerts users if a post contains clickbait headline
- Unlike other clickbait detection extension
 - Provides explanation behind clickbait decision
 - Shows a brief summary of the corresponding article
- Collects feedback on the correctness of the classification
- Social bot publishes report on Facebook about trending clickbait articles

Comparison with Existing Solution

- Other clickbait detection extensions do not provide any explanation
- Only checking the headline of an article is not enough for detecting clickbait

BaitBuster: System Architecture



BaitBuster : Demo

Future Work

- Message Bot
- Clickbait detection public API
- Cover fake news and misleading contents activities through bot

Thanks