

Clickbait Detector

CS7641-Machine Learning
Project Proposal

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Introduction

Introduction:

Zachary:

- Content Monetization: Creators use clicks and views to generate revenue.
- Clickbait Issue: Misleading titles drive clicks but frustrate users.



Problem Definition

Motivation, Problem Definition

Problem Definition:

Stephan:

- Motivation: Clickbait is far too prevalent in online media
 - Leads to consumers being misled and frustrated
 - Automatically blocking clickbait would lead to a better user experience
- Problem: Make an AI model that can automatically detect clickbait
 - Must be generalized to work across different types of media
 - Other models for clickbait detection tend to have smaller scopes such as only looking at news articles



Methods

Preprocessing Methods, ML Methods

Methods:

Narges:

- Preprocessing Methods
 - Data Cleaning
 - Feature engineering
 - Data transformation
- ML Methods
 - Unsupervised
 - K-means
 - Supervised
 - Logistic Regression
 - Random Forest

The background of the slide is a faded, sepia-toned photograph of a large, multi-story historic building with many windows. In the foreground, a group of four people is walking away from the camera on a paved path. The overall aesthetic is academic and professional.

Potential Results and Discussion

Metrics, expected results, and goals

Potential Results and Discussion:

Jay:

- Evaluation metrics
 - Accuracy: Fraction of correct predictions on the test set
 - Precision, recall, F1 score: Information based on true/false positive/negative categories
 - Confusion matrix: Visualize performance across the categories
- Expected results
 - Successfully identify clickbait titles across various media
- Project goals
 - Deploy our model in the real world
 - Allow users to make informed decisions about the content they engage with
 - Discourage the spread of deceptive and harmful practices on the internet

The background of the slide features a faded, sepia-toned photograph of a large, multi-story historic building with many windows. In the foreground, four people are walking away from the camera on a path that leads towards the building. The overall aesthetic is academic and traditional.

Gantt Chart and Contribution Table

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**Thanks for your
attention!**