



# **Unveiling Clickbait News Titles**

## **A Deep Learning Approach with LSTM and GloVe**

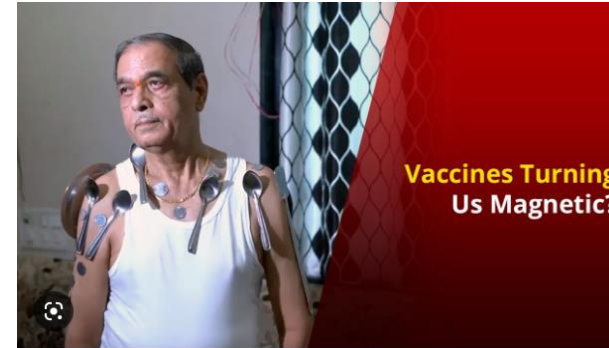
### **Project Presentation**

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## Project Motivation

# *Why this Project ?*



Leading Doctor Reveals the No. 1 Worst Carb You Are Eating  
Mediconews



The \$\$\$ Moneymaking Secret that Banks Don't Want You To Know  
Bankfacts

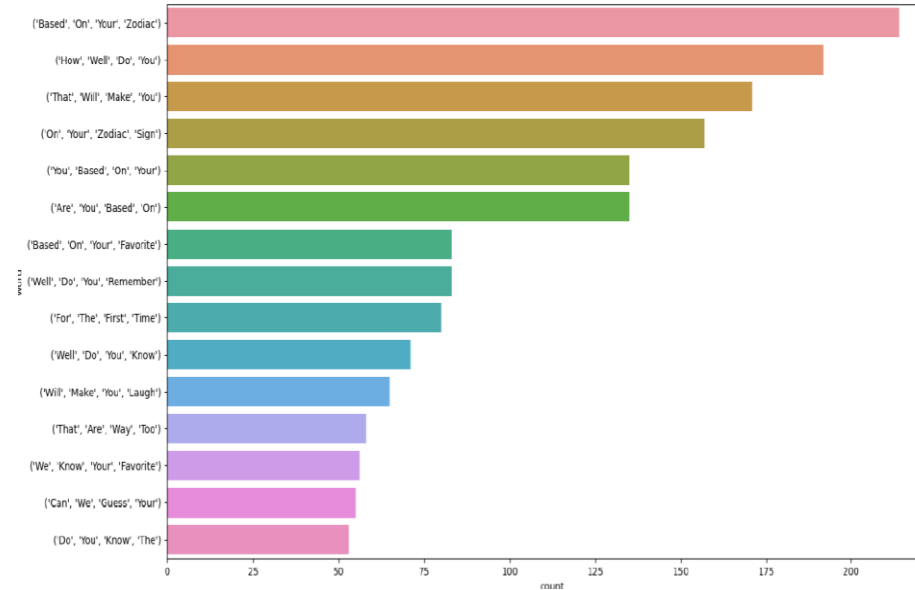


These 12 Impossible Pet Rescue Stories Will Melt Your Heart!  
Cutepups Inc

- Clickbait news titles have become **pervasive in online media**.
- Often misleading readers and contributing to the spread of **misinformation**.
- **COVID-19** also increase the clickbait content and influencing people with wrong information.

## Project Implementation

# *How we Determine Clickbait ?*

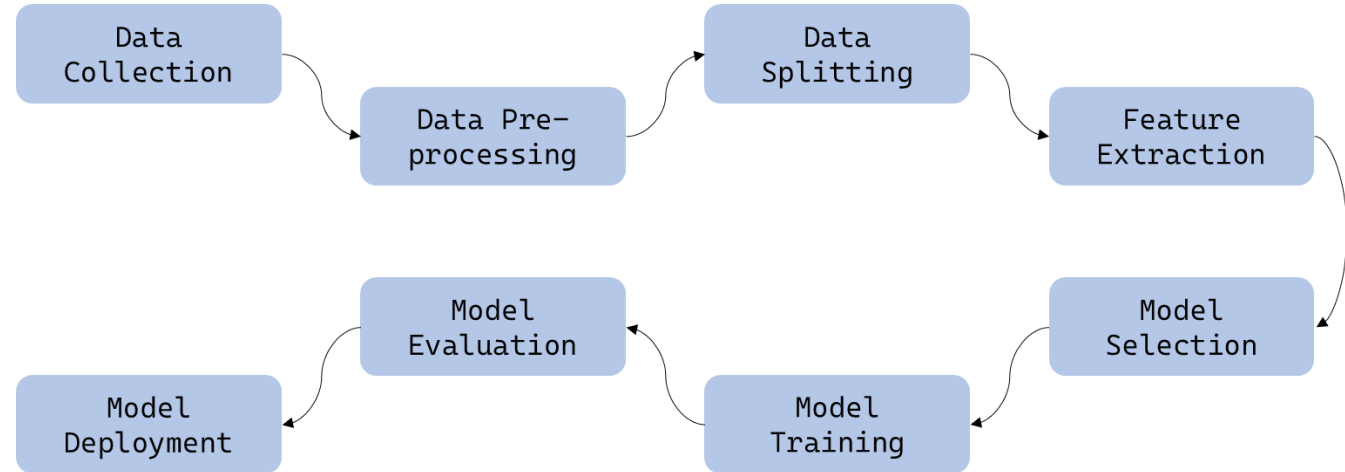


- Click-bait is a term used for headlines or titles that are designed to attract attention and encourage people to click on a particular link.
- Click-bait titles are often sensational or misleading, and the content of the article does not match the expectation created by the headline.
- By analyzing the dendrogram, we can identify the most significant clusters of words and use them as inputs for our model.
- It is not a single word that determine the clickbait but it is a sequence of word that we use to determine the clickbait.



## Methodology

# *Steps for Project*



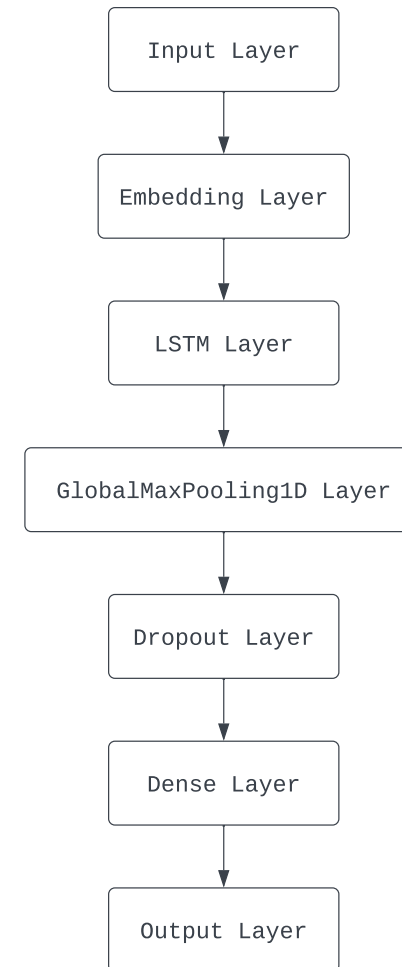
- This steps of methodology for model creation and model deployment. It includes **total 8 main steps**.
- **Model Creation and deployment** steps involves the major part of the time.



## GloVe and LSTM Integration

# Model Architecture

- Long Short Term Memory used with GloVe.
- Dropout is used to avoid **Overfitting**.
- GloVe is used at embedding layer.
- LSTM layer to the most of the computation for finding required pattern.

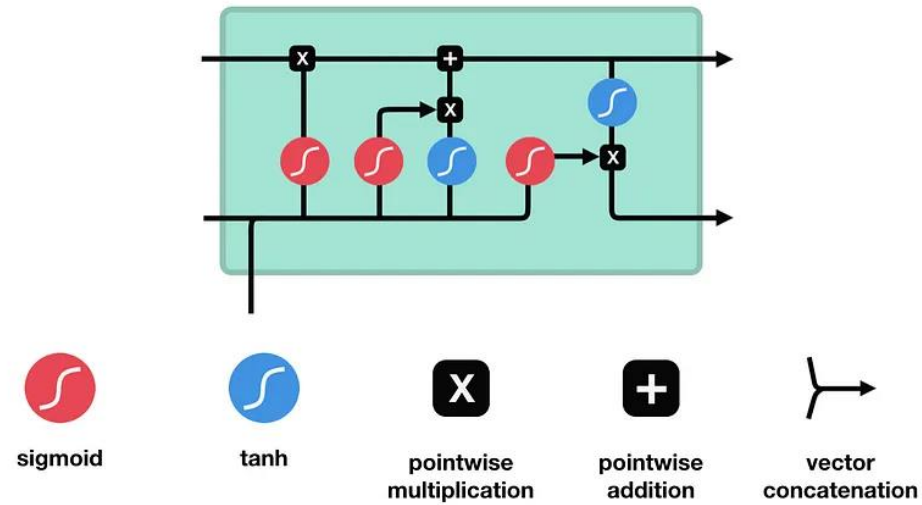


Model Architecture



## GloVe and LSTM Integration

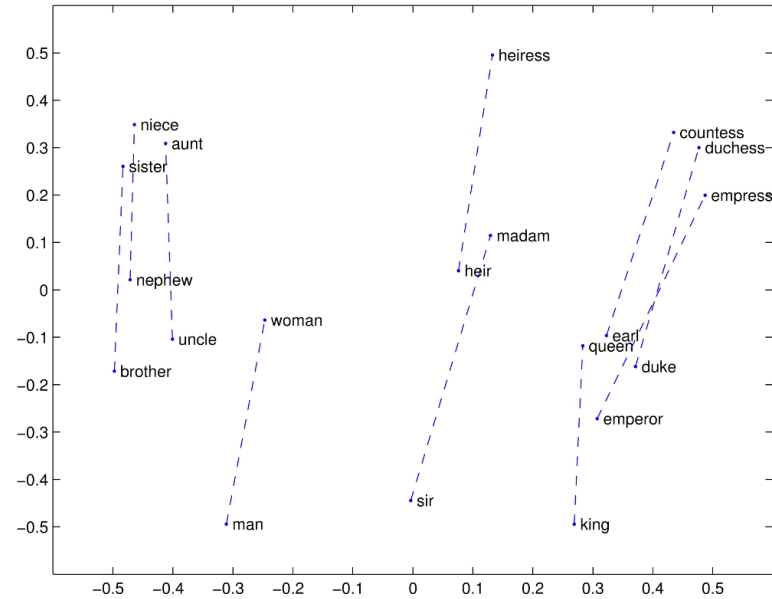
# Why Long Short- Term Memory ?



- Its inherent strengths and suitability for **sequence data**.
- Sequential **Data Handling**
- Capable of learning **complex patterns**.
- Perform well in **natural language processing (NLP) tasks**.

GloVe and LSTM  
Integration

# ***GloVe – Global Vectors for Word Representation***



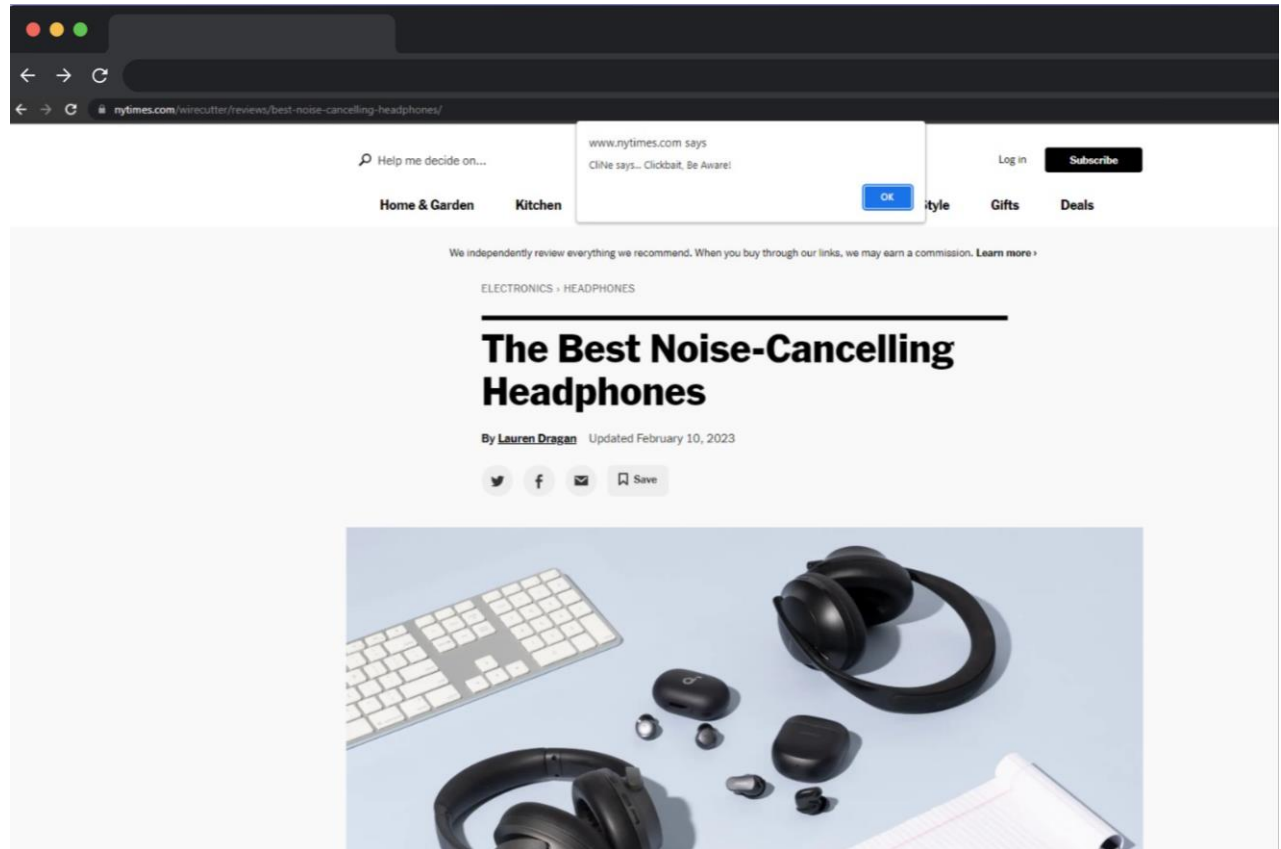
## **GloVe – Global Vectors for Word Representation**

Represent words as dense vectors in a continuous vector space, where similar words are represented by similar vectors.

1. **Pre-trained Embeddings**
2. **Semantic and Syntactic Relationships**
3. **Dimensionality Reduction**
4. **Improve model Accuracy**
5. **Reduce the Training Time**

## Limitations and Future Work

### *Limitations of this Project.*

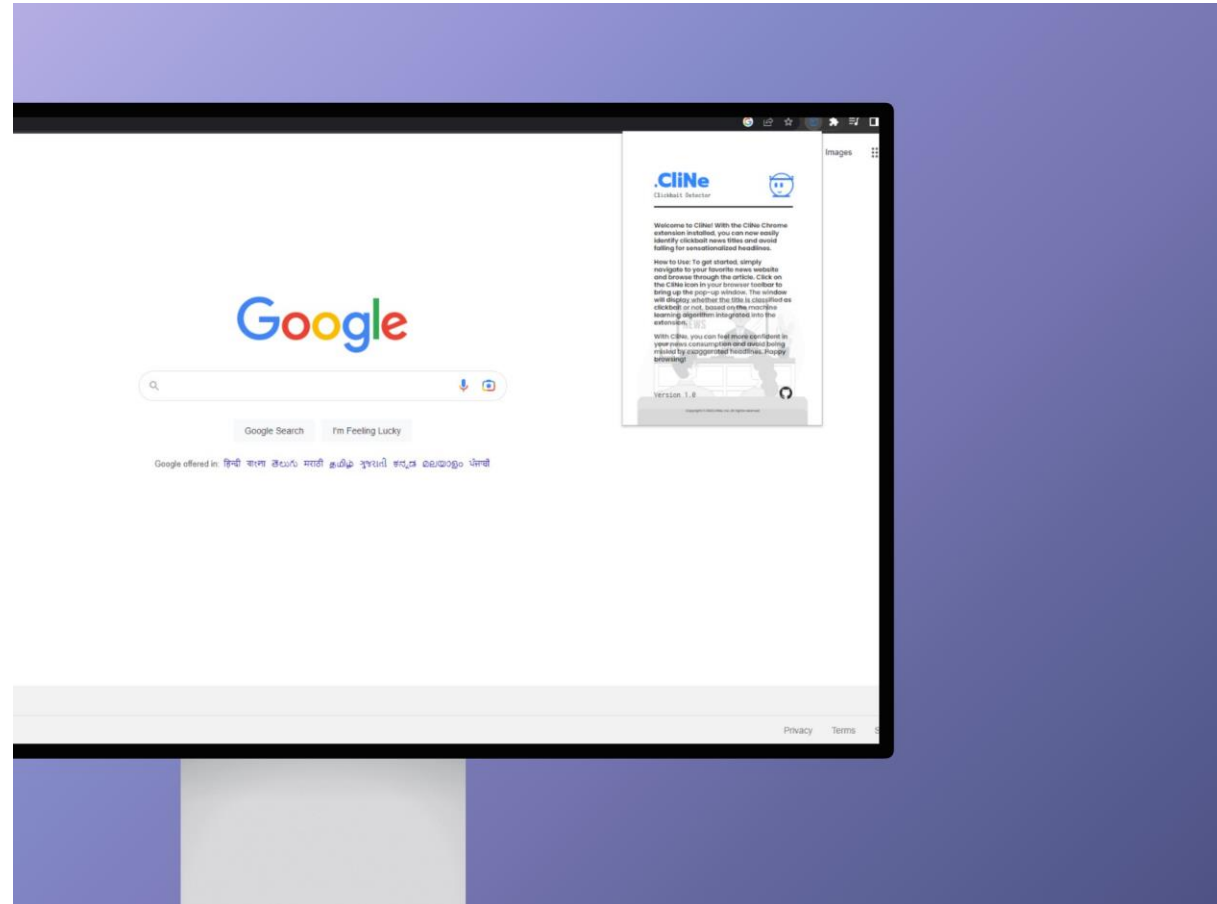


- Working on English Language only.
- Predicting only News Titles.
- Some bugs in Chrome Extension.



## Limitations and Future Work

### *Future Versions*



- Better UX/UI for user, easy navigate through option.
- Customization option, It detect on user's selected text.
- YouTube Clickbait Title Detector.
- Can Detect text that is generated by AI.



# Thank You very much

For your important time.

-Team CliNe

