

**NOT Clickbait!**

...

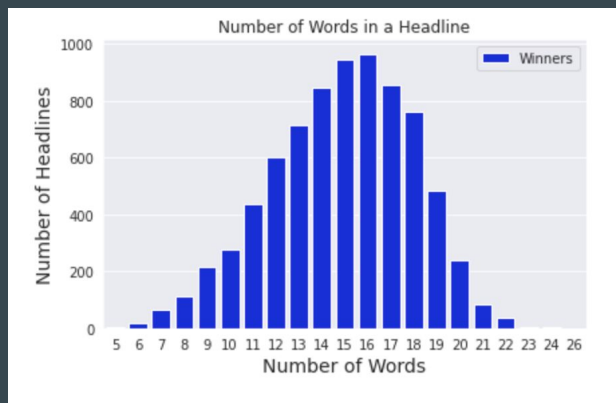
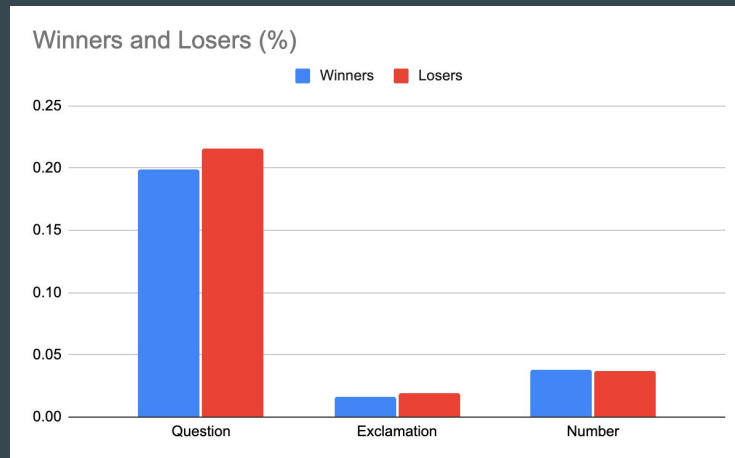
# Winner vs Loser

-Winner has slightly less questions/exclamations than losers

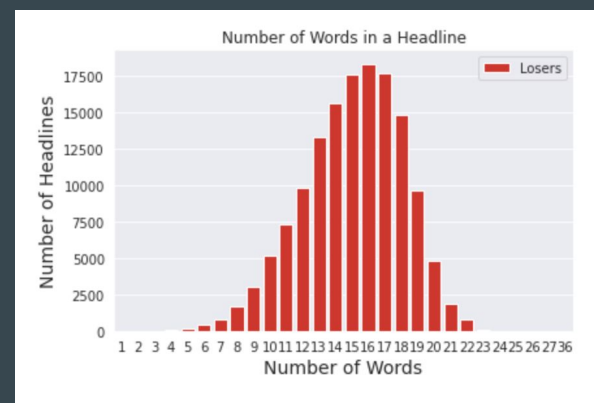
-About the same number of headlines including numbers

-Winner has way higher average score (89.423 vs 38.039)

-Losers have slightly more number of words



Average: 14.858



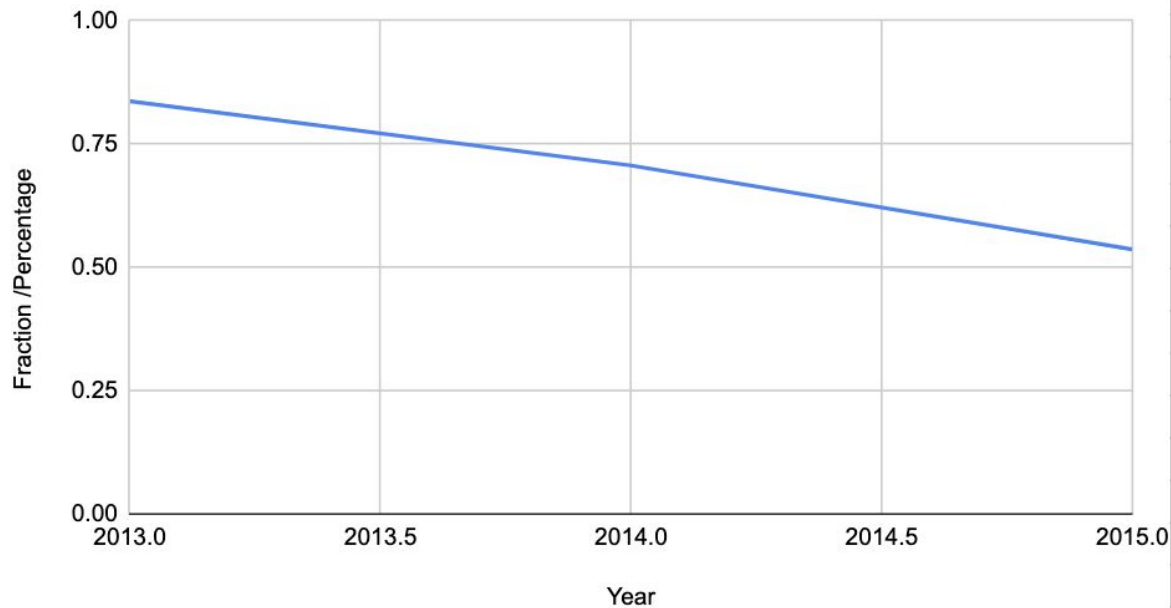
Average: 15.058

# Winners vs first\_place

7664 winners

5716/7664 are first\_place

Percentage of Winners that were First\_Place



# Clickbait analyzer against headlines using Naive Bayes

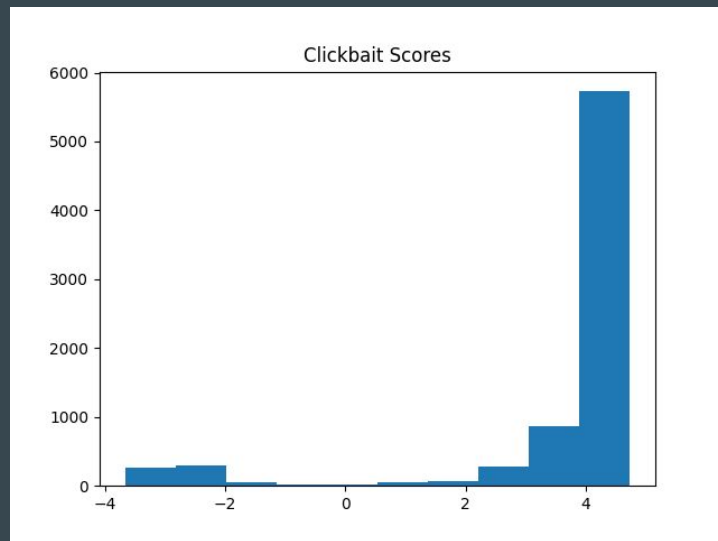
6967 headlines are clickbait

697 headlines classified as not clickbait

# Pretrained Bert Model Analysis

7013 clickbait headlines

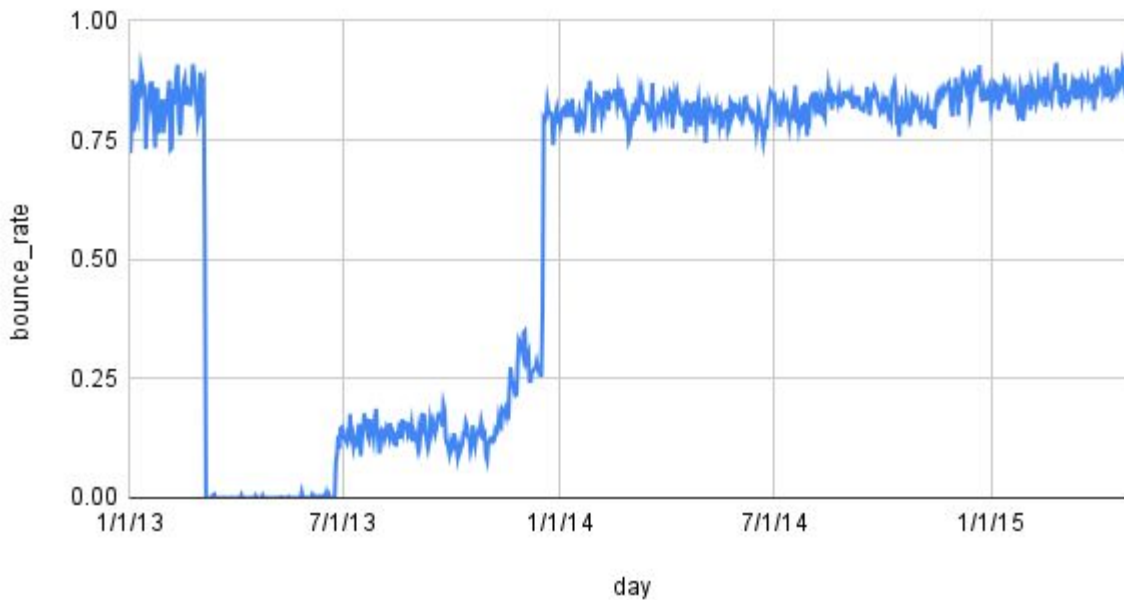
651 non-clickbait headlines



# Bounce Rate

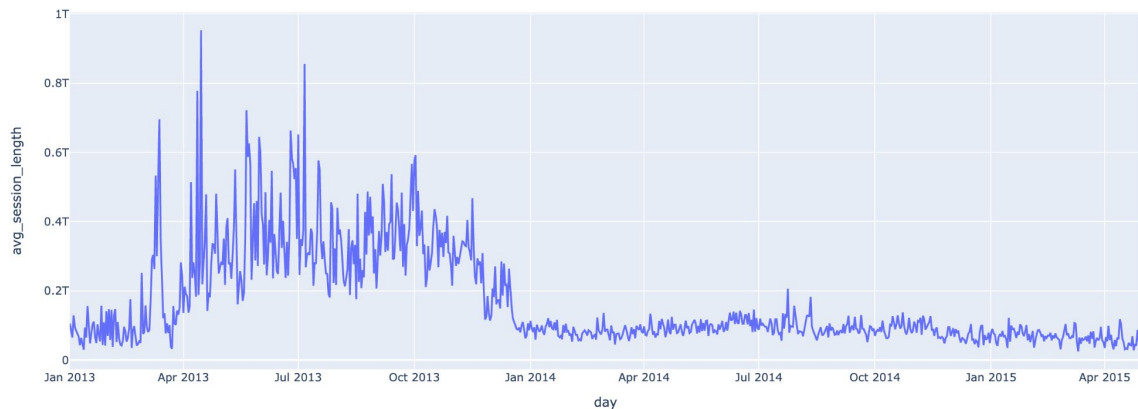
Is Upworthy not worthy?

Bounce Rate over Time



# Average Session Length

- Session length decreased after 2014
- More click-baity = Shorter session length

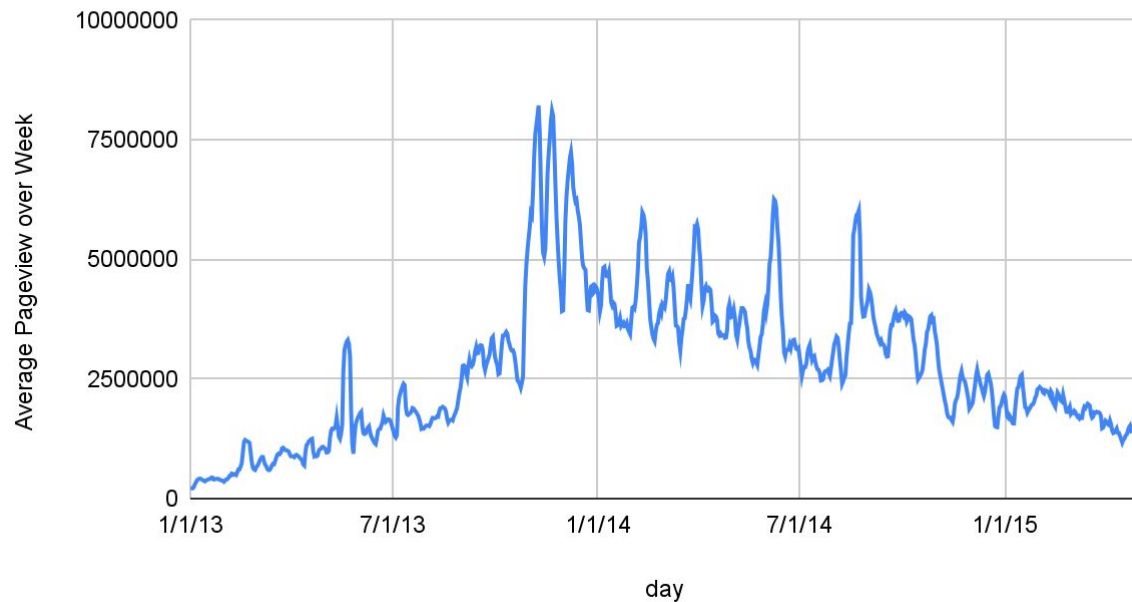


# Page Views

Page views are a rolling average over a week

Notice the steady decline since late 2013

Rolling Page Views over Time



# Works Cited

<https://huggingface.co/elozano/bert-base-cased-clickbait-news>

<https://www.kaggle.com/code/amananandrai/clickbait-detector-naive-bayes-classifier>