YouTube Clickbait: Prevention, Detection & Analysis Using Machine Learning

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INTRODUCTION

The main goal of the project is to develop the Clickbait Prevention and Detection Model (CPDM) for YouTube videos based only on the (i) Video Content, which includes the video and any accompanying audio, (ii) Video Title, and (iii) Thumbnail because clickbait detection and prevention in videos is a field that has not been extensively studied.

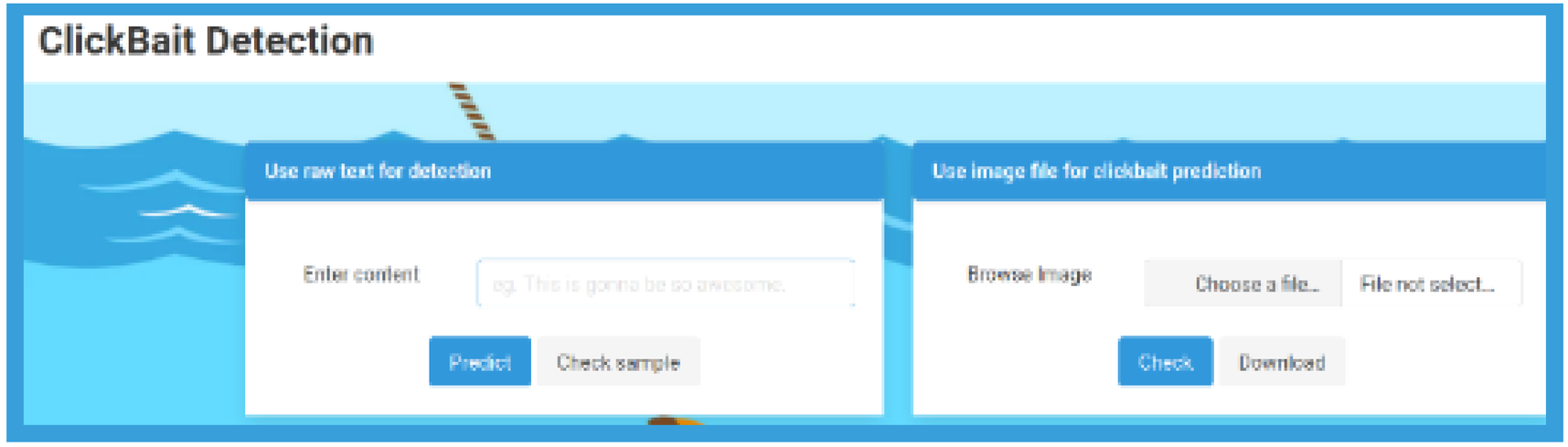
PROBLEM STATEMENT

The problem statement for the project is to develop a comprehensive solution that can prevent, detect, and analyse clickbait in YouTube videos. This solution should include techniques and methods to identify and flag clickbait content, educate content creators and viewers on the impact of clickbait, and provide insights into the prevalence and patterns of clickbait on the paltform.

APPORACH

The clickbait identification challenge uses a predetermined set of videos as input to identify videos that do not accurately depict the event they are meant to. This issue is presented as a problem of binary categorization, where each video has been categorized as clickbait or non-clickbait by an algorithm. The framework for classification is provided with data from many techniques, including titles, descriptions, statistics, and comments. The outcome is then assessed and examined using a variety of metrics, including F1 Score, Recall, and Precision. In this project, three key modes are taken into account. The first step entails extracting attributes from the user's profile (such as the number of subscribers, views, and videos).

SNAPSHOTS



RESULT

The results and findings of sentiment analysis on YouTube videos can be used to gain insights into how viewers feel about the video and its content. For example, a video with mostly positive sentiment in the comments may be more engaging and effective than a video with mostly negative sentiment. This information can be used to optimize video content, improve engagement with viewers, and make better decisions about marketing and advertising strategies.

Overall, sentiment analysis on YouTube videos can provide valuable insights into the emotions and attitudes of viewers, which can be used to improve the quality of content and engagement with audiences.

CONCLUSION

Some characteristics of clickbait videos include sensational or misleading titles and thumbnails, promises of shocking or unbelievable content, and excessive use of all caps or exclamation points. Clickbait videos often prioritize getting clicks and views over providing valuable or informative content.

On the other hand, non-clickbait videos usually have clear and concise titles that accurately represent the content of the video. They often focus on providing helpful or informative content that is relevant to the title and thumbnail.

REFERENCE

Julia Huette, Mahmood Al-Khassaweneh. James Oakley (2022): Using Machine Learning Techniques for Clickbait Classification in 2022 IEEE International Conference on Electro Information Technology (eIT).