Final project rough draft

Title
Upworthy dataset evaluation of whether titles of magazines affect the article exposure.

Introduction Section
While the Upworthy research archive from https://upworthy.natematias.com/index is a large A/B tests' open online dataset. For this project specifically, the focus will be on investigating the influence of different news headlines on article exposure with the use of various regression model. The dataset was first cleaned into a tidier version, followed by models analyzing the various result of naming the magazine with different title. The variables to be used(approximately) in this study are as follows: headline, eyecatcher_id, impression, clicks and significant. Headline as result variable, and the rest of the variable as predictors(Matias et al.).

Work Cited(to be continued)

Matias, J. Nathan, et al. *The Upworthy Research Archive*. upworthy.natematias.com/index.