# Hey Siri, was that a joke?
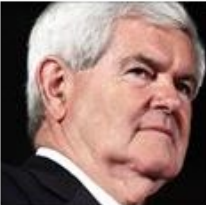
• • •

Separating parody and clickbait from real news with **deep learning**

Sometimes it's hard to know what's real

A
6 hours ago

Really? Wow, I hope this proves to be true since I shared this. You never know.

J.K. Rowling Revealed To Be Pseudonym For Newt Gingrich
www.theonion.com

Former Speaker Wrote All Harry Potter Books, Sources Confirm

Share

J The Onion is a satirical magazine, so it probably isn't.
6 hours ago

A Actually, more evidence is coming out about it. Time will tell.
6 hours ago

S Again, like J said above, this is from The Onion, so it's not true, it's simply to entertain people.
6 hours ago via mobile

A Thanks S . Even satire can be truth, just masked truth. Like a lie. Can we ever be really sure? Satan has many deceptions.
5 hours ago

B shared a link.
1 hr

This Dad Loved His Family So Much He Got Eye Enlargement Surgery So He Could Look At Them More
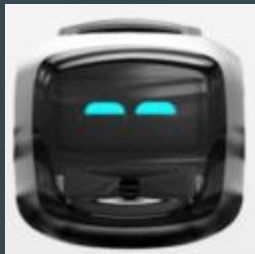
CLICKHOLE.COM

Share

A likes this.

B This man and the Doc are idiots..... God provided the right size eyes... He could of lost his vision and then what? Fools!
1 hr

A How gross is that !!!!! He's sick !!!!!
1 · 26 mins

Three Major Categories

1. Real News

2. Parody News

3. Clickbait

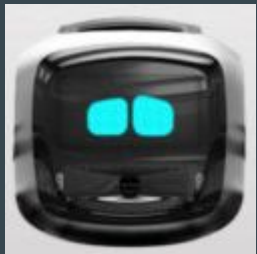Hello human, I'm newsbot. I just love consuming online content. Beep boop.

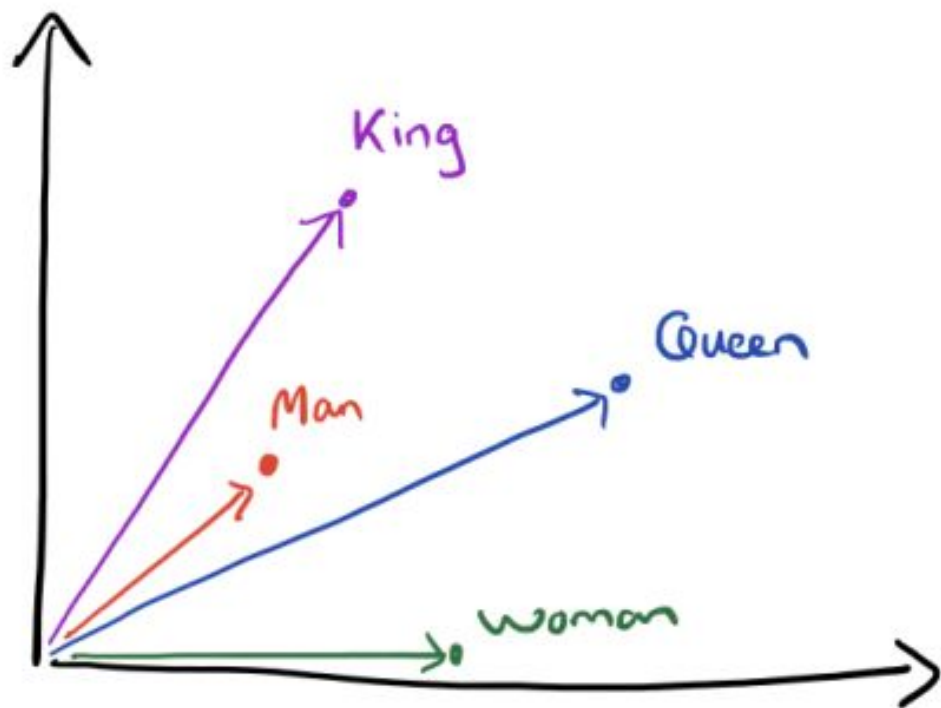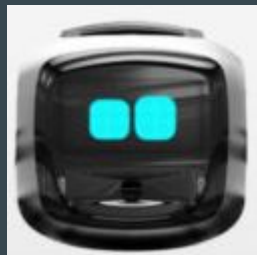Headline-o-matic

Headline-o-matic

Child Bankrupts Make-A-Wish Foundation With Wish For Unlimited Wishes

...I have no way of understanding this...
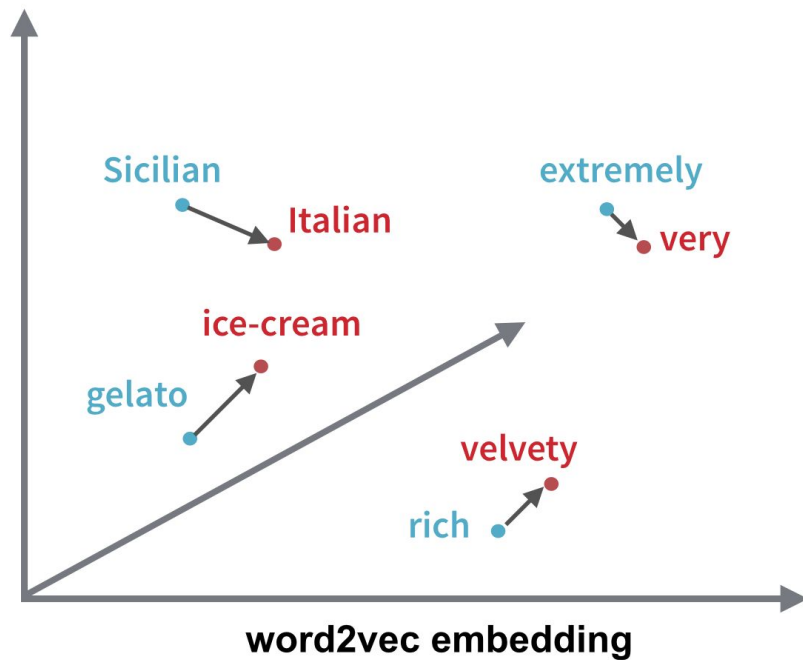
Headline-o-matic

Child Bankrupts Make-A-Wish Foundation With Wish For Unlimited Wishes

Word Vectors

The
Sicilian
gelato
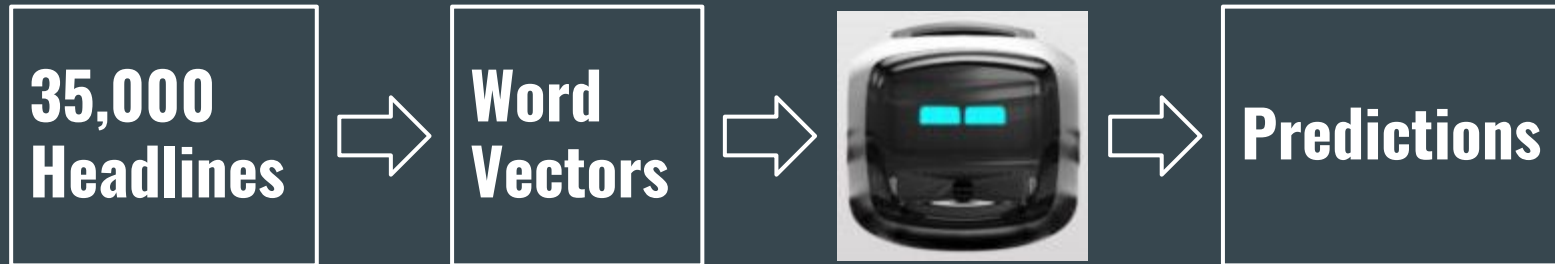was
extremely
rich.

Sicilian

Italian

extremely

very

ice-cream

gelato

velvety

rich

word2vec embedding

The
Italian
ice-cream
was
very
velvety.

How It Works

35,000 Headlines ⇨ Word Vectors ⇨ ⇨ Predictions

How It Works

| 35,000 Headlines | ⇒ | Word Vectors | ⇒ | | ⇒ | Predictions |

I'm

learning!

Child Bankrupts Make-A-Wish Foundation With Wish For Unlimited Wishes
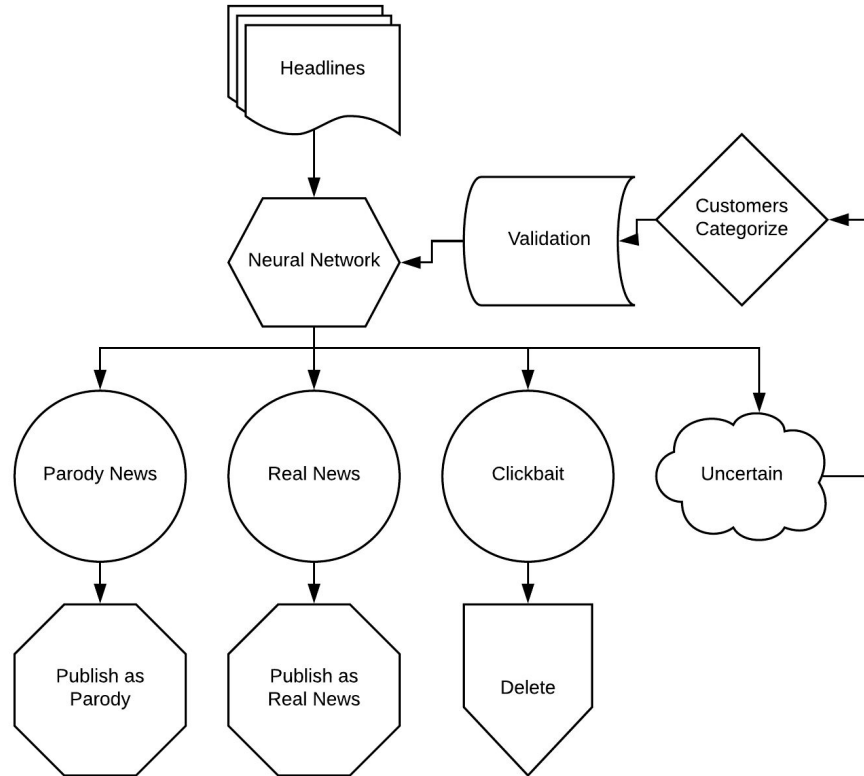
I'm 98% confident this is parody!

Headline-o-matic

Child Bankrupts Make-A-Wish Foundation With Wish For Unlimited Wishes

80%

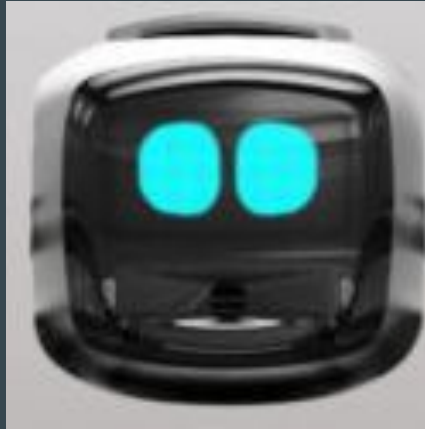Accuracy after just two days of tweaking and a mere 35,000 headlines.

The Product

Your Next Steps

1. Collect as many headlines as possible

2. Have customers label the headlines

3. Watch as the neural network drastically reduces the burden on your staff

4. Prune and categorize your news service with far less fuss

Thank You

I look forward to ~~replacing you~~ working with you!! Beep boop.