Determining clickbait status of news articles across Twelve categories and comparing it to popularity across social media platforms as well as emotional reaction.

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Project Description:

Determine the clickbait status of the most popular news articles of the past month across 10 different topics. Compare the number of articles across the different topics that are considered clickbait. Compare the popularity of clickbait articles to other articles across Facebook, Twitter, and Reddit. Compare the Facebook likes and emotional reactions across different topic areas and clickbait statuses.

Research Questions to Answer:

* Are articles considered clickbait more popular on the various social media platforms than regular articles?
* Do certain topics have more clickbait articles than others?
* How are emotional reactions different across the different article categories?
* How does clickbait status effect the emotional reactions on Facebook?

Datasets to be used:

* .csv files from the Buzzsumo website on 12 different topics containing the most popular 10,000 articles within the past 6 months.

Rough Breakdown of Tasks:

* Read in article .csv files and create clean dataframes with the columns we will use.
* Determine the clickbait status of each article and add that to the datframes.
* Create graphs of the different emotional reaction breakdowns of the various article types
* Create graphs comparing popularity of clickbait vs. non-clickbait articles.
* Create graphs comparing percentage of articles considered clickbait across different categories.
* Create summary write up.