

Clickbait Spoiling at SemEval 2023

Call for Participation

6th November, 2022



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Clickbait Spoiling at SemEval'23

Spoilers: The Dark Side



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Spoilers: The Dark Side



- ❑ A spoiler is a short summary that reveals details of a plot
- ❑ Accidentally seeing a spoiler may ruin the experience
- ❑ Wikipedia had spoiler alerts until 2007

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Spoilers: The Light Side



Lifehacker ✓
@lifehacker

...

How to keep your workout clothes from stinking:
[lifehac.kr/57Y0uEZ](https://lifehack.kr/57Y0uEZ)



Clickbait [Potthast et al., 2016]

- ❑ Social-media posts that create a curiosity gap to generate clicks
- ❑ Resolution is usually ordinary or trivial

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Saved You A Click
@SavedYouAClick

...

Wash them.

Clickbait [Potthast et al., 2016]

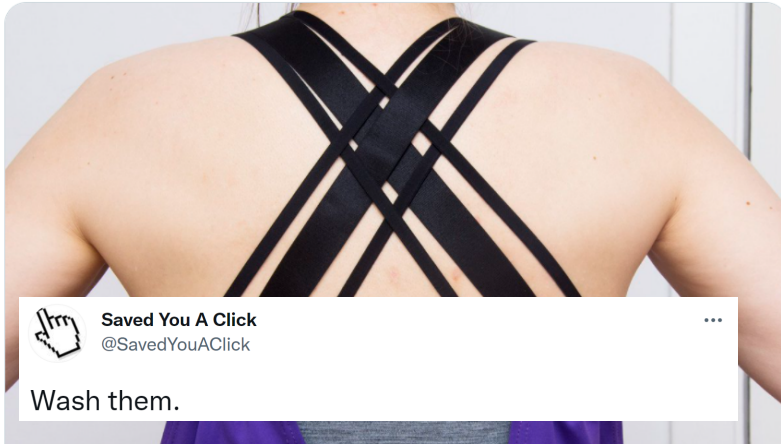
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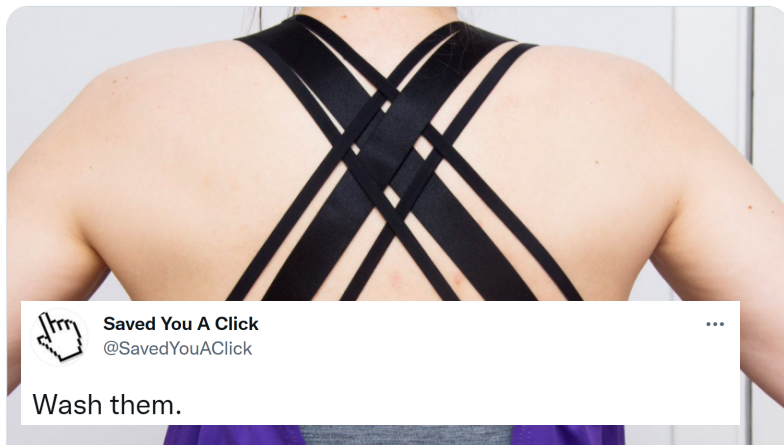
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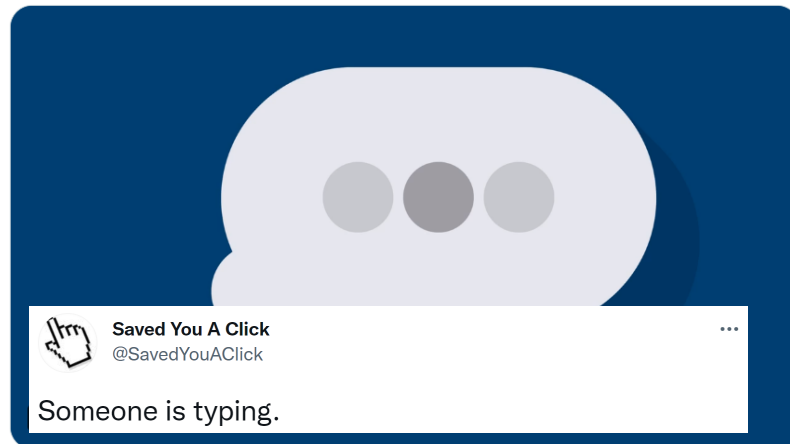
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Clickbait Spoiling [Hagen et al., 2022]

- ❑ Generating a short text that satisfies the curiosity gap

Shared Task on Clickbait Spoiling at SemEval'23





The Dataset


5,000 spoilable clickbait posts with high quality annotations

**Select All** ✓
@selectall

One weird trick for not losing your iPhone 7 headphone dongle slct.al/2gbvEv5

2:07 vorm. · 15 Nov. 2016 · SocialFlow




**Intelligencer** [SUBSCRIBE](#)

The elimination of the headphone jack from the latest iPhone, replaced with a mildly inconvenient dongle adapter, has created a cottage industry of tricks. Today's latest innovation is Uncourage, a keychain with a 3.5-millimeter jack that you can connect your dongle to in order to keep track of it.

As an iPhone 7 user, I have a better idea:

Just leave the dongle attached to the headphones. **Spoiler**





Instead of paying \$6 plus shipping for a keychain ring (35 cents) and headphone plug (70 cents), just leave the dongle attached to the headphones you use. That way, when you grab your

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Spoiler Types

Phrase:

Someone is typing.

Passage:

**Just leave the
dongle attached to
the headphones.**

Multipart:

- 1. Set Your Alarm with
*Precision***
- 2. Write Down 1 Daily
Intention**

Shared Task on Clickbait Spoiling at SemEval'23

Task 1: Spoiler type classification

- ❑ Input: Post, Article
- ❑ Output: Phrase, Passage, Multipart

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Task 1: Spoiler type classification

- ❑ Input: Post, Article
- ❑ Output: Phrase, Passage, Multipart

Task 2: Spoiler generation

- ❑ Input: Post, Article, Spoiler type
- ❑ Output: text that satisfies the curiosity gap of the post

Shared Task on Clickbait Spoiling at SemEval'23

Connection to your Course

- ❑ Extracurricular activity :)
- ❑ Apply concepts from the lecture to an unsolved research problem
- ❑ Mindset of a Shared Task: [sharki-project.github.io/]
Friendly scientific competition on a relevant research problem for which its participants develop (computerized) solutions

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Testimonial :)

WIKIPEDIA



Marti Hearst

US-amerikanische Informatikerin und Hochschullehrerin

Marti Alice Hearst (* 20. Jahrhundert) ist eine US-amerikanische [Informatikerin](#) und [Hochschullehrerin](#). Sie ist Professorin an der School of Information und der Electrical Engineering and Computer Science-Abteilung an der [University of California, Berkeley](#).



Marti Hearst 2008

Subject **Fwd: love this shared task**

... oops - from Marti Hearst - that's quite a knighthood!

Best wishes
Benno

----- Forwarded Message -----

Subject:love this shared task

Date:Wed, 2 Nov 2022 15:05:43 -0700

From:Marti Hearst <hearst@berkeley.edu>

To:pan@webis.de

Hello organizers of the clickbait spoiler workshop,
I'm not going to participate, but I wanted to say that I think this is a brilliant idea and problem to be working on. We need it yesterday!
Marti

--

Marti Hearst

Head of School, School of Information
Professor, I School and Computer Science
University of California, Berkeley

Clickbait Spoiling at SemEval'23

The clickbait spoiling challenge will be a part of SemEVAL 2023

- ❑ Colocated with a major NLP conference

Baselines + Resources online available

- ❑ clickbait.webis.de

Timeline

- ❑ Soon: Register your group
- ❑ January 10, 2023: Submission deadline
- ❑ February 2023: Paper submission
[Examples: [Bondarenko'18](#), [Reusch'21](#), [Zhou'17](#)]
- ❑ Summer 2023: SemEval



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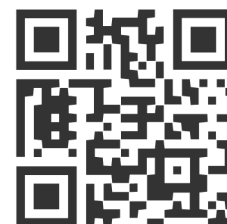
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Thank You!