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Using Transformers and Recurrent Neural Network (Bi- LSTM and Bi-GRU) to identify Clickbaits

Team-

Group 13- (19BCE0200, 19BCE0249, 19BCE0253, 19BCE0902).

Abstract-

Clickbait is a widespread problem that troubles online readers and misleads the readers to an irrelevant site. Currently, detection of clickbait on tweets remains a challenging task. In this project, we propose to build a Clickbait Detector using Bidirectional Encoder Representations from Transformers (BERT), which can effectively identify click-baits using the latest developments in advanced training methods like BERT and Longformer and using Recurrent Neural Networks (Bi. - LSTM and Bi-GRU) with a parallel model structure. Our model will support end-to-end training without incorporating any manual features and achieve efficient results.

We will approach this task as a regression problem in our two parallel baseline models for benchmarking with previous models. The model will take the post title and the linked content as input and will output a clickbait score in the range of $[0, 1]$ with 0 indicating non-clickbait and 1 indicating clickbait. By training on a large twitter posts corpus with annotations of their 'click-baitness' on a scale of $[0, 1]$, we expect our model to be capable of capturing clickbait patterns in the headline and the content.