They Went to Class; What Happened Next Was Wondtacular

Clickbait.

COMM 4940

Kennedy Hall 213

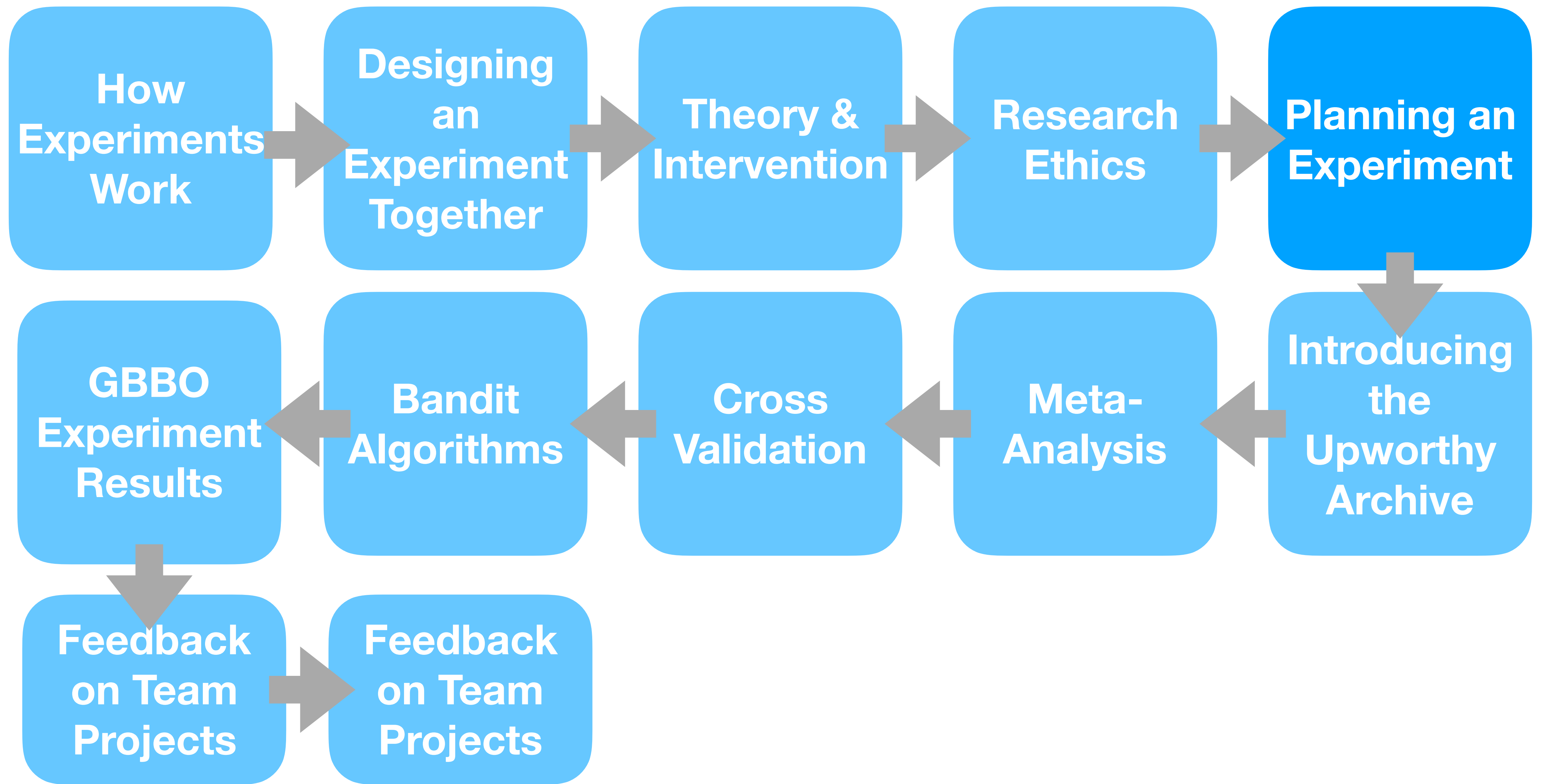## J. Nathan Matias

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natematias.com

Causal Knowledge → Studying Online Behavior at Scale → Audits & Account-ability → Listening Manipulation Or Both? → Will it Work More Than Once? → Clickbait & Viral Content → Why Scientists do Field Research → Do Firms Learn from A/B Tests? → Experiments in Democracy → Interpreting, Using, Misusing Results → Debriefing, Harm & Consent → Answering Scientific Questions

How Experiments Work → Designing an Experiment Together → Theory & Intervention → Research Ethics → **Planning an Experiment** → Introducing the Upworthy Archive → Meta-Analysis → Cross Validation → Bandit Algorithms → GBBO Experiment Results → Feedback on Team Projects → Feedback on Team Projects

COMM 4940: Clickbait

What is Clickbait?

Emotional Clickbait: "a headline designed to appeal directly and explicitly to the emotions of the reader"

Munger, K., Luca, M., Nagler, J., & Tucker, J. (2018). The Effect of Clickbait.

Petre, C., Duffy, B. E., & Hund, E. (2019). "Gaming the System": Platform Paternalism and the Politics of Algorithmic Visibility. Social Media+ Society, 5(4), 2056305119879995.
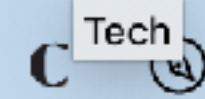
What is Clickbait?

Emotional Clickbait: "a headline designed to appeal directly and explicitly to the emotions of the reader"

Other definitions:

- an article whose content doesn't satisfy the promise made in the headline

- anything that someone wants people to ignore

Munger, K., Luca, M., Nagler, J., & Tucker, J. (2018). The Effect of Clickbait.
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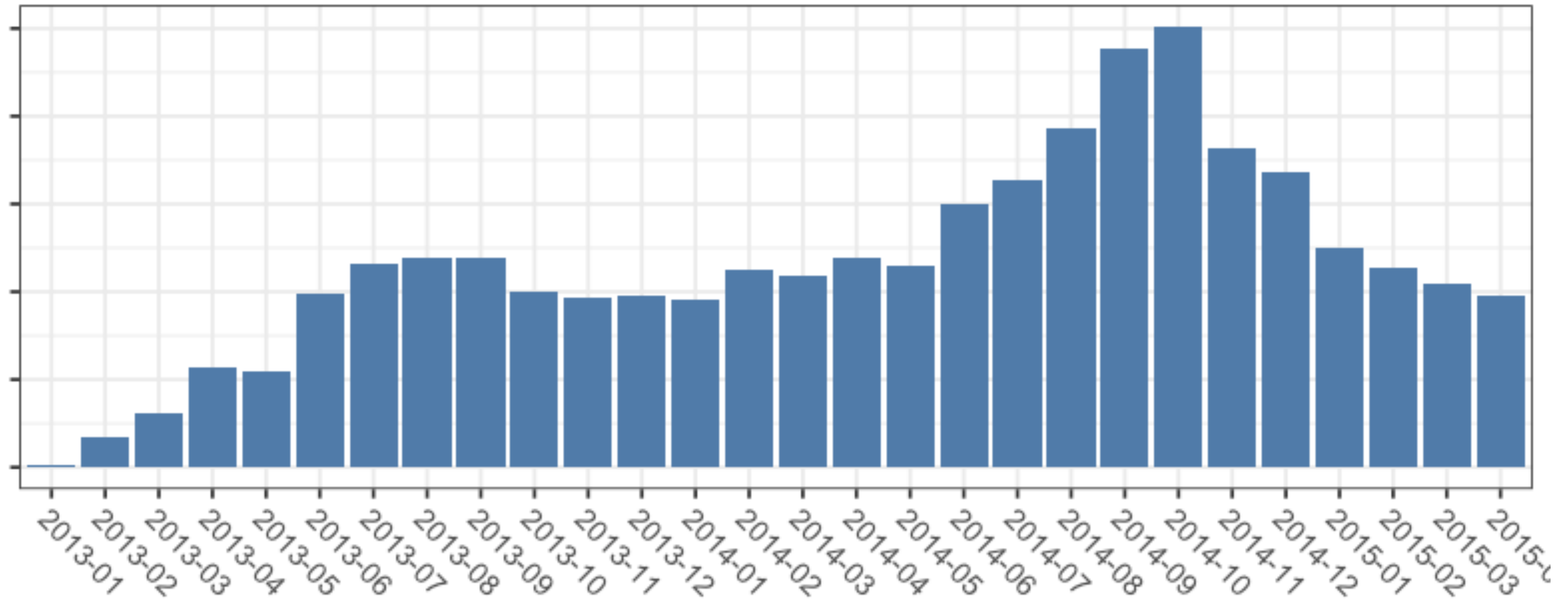
Final Projects (Primary Option)

Group:

1. Define a research question
   Example: do celebrity names increase clicks?
2. Datamine the archive for relevant experiments
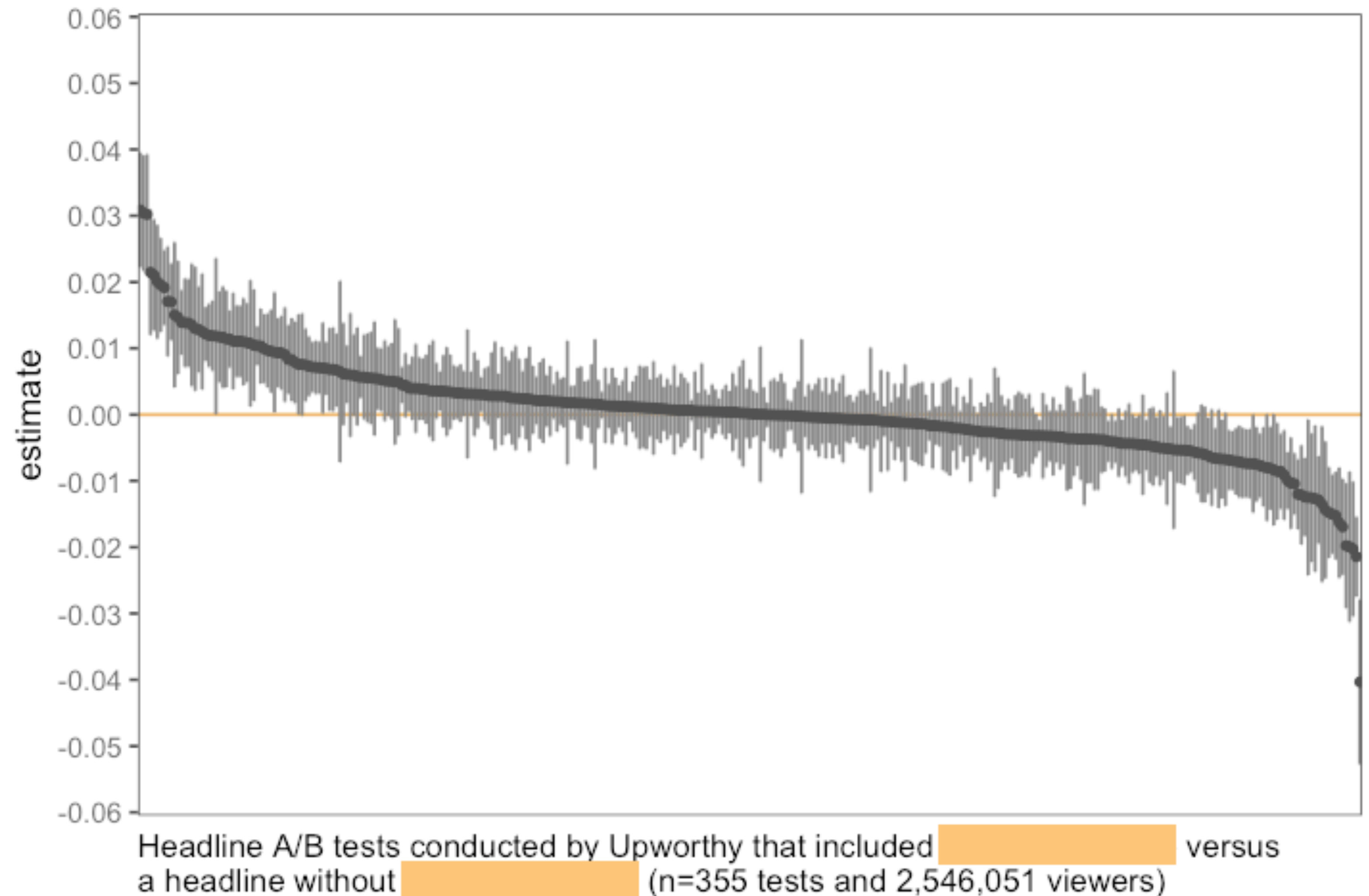3. Analyze & write up the results

Individual:

- Write an essay that examines your team project in relation to a major idea in the class

A/B tests per month conducted by Upworthy between 2013-01-24 and 2015-04-30.
Analysis by J. Nathan Matias and Marianne Aubin Le Quere

Working with the Upworthy Archive

- **Identify a theoretical question**
- **Develop a method to select relevant experiments & arms**
- **meta-analyze the results**

Headline A/B tests conducted by Upworthy that included ████████ versus a headline without ██████████ (n=355 tests and 2,546,051 viewers)

Cross-Validating Confirmatory Studies

Apply & Receive Exploratory Data
(agree to follow the process & share your code at the end)

Submit Registered Report
we are recruiting journals now

Receive Confirmatory Data
(upon peer review)

Publish!
(and share code)

Final Projects (Creative Option)

Group:

Design a novel experiment with a community partner. Complete a implementable research design by the end of the semester

Individual:

Write an essay that examines your team project in relation to a major idea in the class