1.1 Research BackgroundMental Model :

* What’s the option for writing this [what are the example of it]
* What's your mind thinking, in the first place. Write it.
  + What’s the common or the public write;

Chapter 1 :

Introduction

[NR] need resource

1.1 Introduction

(why news title is clikbait; what is clickbait)

[P1] The rise of internet increase the media company in in internet. This meda result the increase of content, especially in the news with the goal to grab attention of the reader. Media need to grab attention of the reader with goals to add revenue. To gain the attention, media use clickbait title as a scheme achieve this. Clickbait refers to the title that exaggerates to attracft the readers for click. It tends to overpromise the reader with title that looks captivating, leading to the dissatisfaction of th readers. However, this markup title can be misleading for the reader where and tend to frustrate the user that the title doest no exacly reprsent the content of th title.

[P2] Since its common practice. Often time journalists using clickbait title for catch their attention. Caplan and boyd (2018) argue that news outlets must construct their content with algorithmic curation in mind.

[P3]Accorindg to (Sismeiro and Mahmood, 2018). The goal is to take user attention, maximize popularity, and increase profit. In addition, with this practice, social media algorithm has also the contributed to amplifying the clickbait media environment. (Liscka 2021). Unfornately this result an outcome decrease the factual reporting and the quality of the news itself. (Vivek,20201)

(what the impact of clickbait)

[P4]The result of clickbait title tends to disadvantage the reader while giving benefit to the media company. From the company perspective, clickbait is said to increase the click of the article link. Current adversiting schemd, especially web based ase. Using page visit as the matrics. On the reader side, click bait title can be frustrated, and takigng reader time by taking the eade tot he article that does not exact with the title created. It creates unpleasant user experience to the user.

[P5] Current research has been extensively study related with clickbait has been increased, with a focus on clickbait detection. (pujahari,). Several method has been use for detection, the most common one including recurrent neural network [need references], support vector machine [nr]. A combination of different methods has also been used for classifying the class. [contrasting]. Another classificatio work focus on author style also had been explore by several researcher [NR]. xxxx use xxx for classifcation based on style of the writing . Altough research on style has been explores, research derived such as generation tend to be overlook. Generation for news dat commonly exist for generating headline from the content of the news. [NR] Xxxx using xxx for generating headline of the data, while xxx using xxx resulting xxx.

[P6] Result of classification shows that based on the of headline, there is the style that result the classfificaito of the headline [find better synonym;]. Researcher propose on exploring the generation based on the style of the headline, by focusing on implementation of style transfer for revising clickbait into non-clickbait. This rsearch will use non corpus style alignment with method. The style of the healdine will use for as parameter. Recurrent neural network will be used in this research, and dataset without align corpus is used.

**1.2 Research Problem**

Clickbait is deliberately misleading for reader. In addition, There are lack of research in the style transfer area, especially in ttranfer learning in clickbait headline revision. Within the news headline, both clickbait and non clickbait has its own style that regulate [need synonym]. With Society want less clickbait title [NeeBackup] and the poetniola of transfe learning. There are a space for style transfer for implementation of clickbait revision via xxx mthod.

**1.3 Research Scope**

Following is the scope of the research:

1. the dataset from William and sari (2000), Using 15,000 labeled without align corpus.
2. The research exploit the headline of news dataset as feature, using xxxx method.

**1.4 Research Objective [lack of the exactly what the algorithm, what kind of what to use for the algorithm; ]**

Following is the objective of the research:

1. Using article headline style without align corpus for revising the clickbait headline into non-clickbait headline
2. Evaluate the performance using BLEU algorithm for the click bait covnersion to non click bait;

**1.5 Benefit**

Following the benefit of the research :

1. Applying style transfer using non corpus alignment for clickbait revision
2. This research used for the basis of the future research about clickbait conversion.
3. Helping society to get more repreesntable, fair and informative [so fair, representable, informative, simple, exact, right, ]]

Reference

[Sci-Hub | Clickbait news and algorithmic curation: A game theory framework of the relation between journalism, users, and platforms. New Media & Society, 146144482110271 | 10.1177/14614448211027174 (yncjkj.com)](https://sci-hub.yncjkj.com/https://doi.org/10.1177/14614448211027174) liska 2021.

Vivek. 2021. ​​[Sci-Hub | Clickbait—Trust and Credibility of Digital News. IEEE Transactions on Technology and Society, 2(3), 146–154 | 10.1109/TTS.2021.3073464 (yncjkj.com)](https://sci-hub.yncjkj.com/10.1109/TTS.2021.3073464)

Clickbait Detection using Multiple Categorization Techniques (pujahari.)

Chapter II :

**Literature Review**

Chapter IV :

**Literature Review**

4.1 Research Description

4.2 Tools and Material

4.2.1 Tools

4.2.2 Material

4.3 Research Phase

4.4 System Design

4.5 Dataset

4.6 Preprocessing

4.7 Feature Engineering

4.7.1 Headline

4.7.3 Similarity

4.7.8 Feature Extraction

4.8.2 Article