Clickbait Spoiling Challenge

Call for Participation

8th July, 2022

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Clickbait Spoiling Challenge: Call for Participation
Spoilers: The Dark Side

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❑ 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/57YOuEZ

Clickbait [Potthast et al., 2016]

- ❏ Social-media posts that create a curiosity gap to generate clicks

- ❏ Resolution is usually ordinary or trivial

Clickbait Spoiling Challenge: Call for Participation
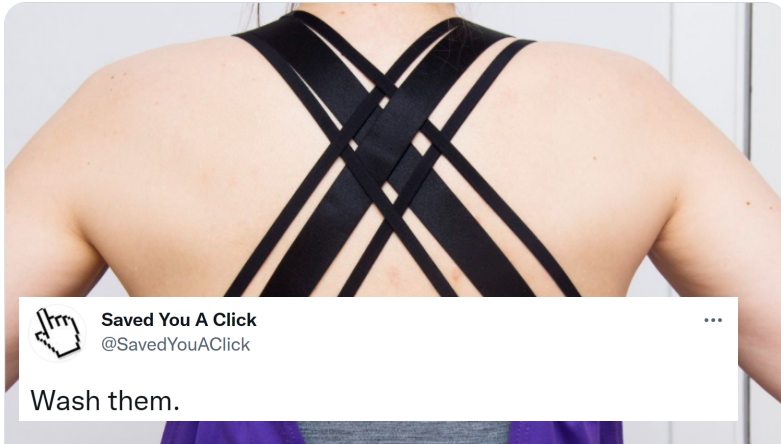
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Wash them.

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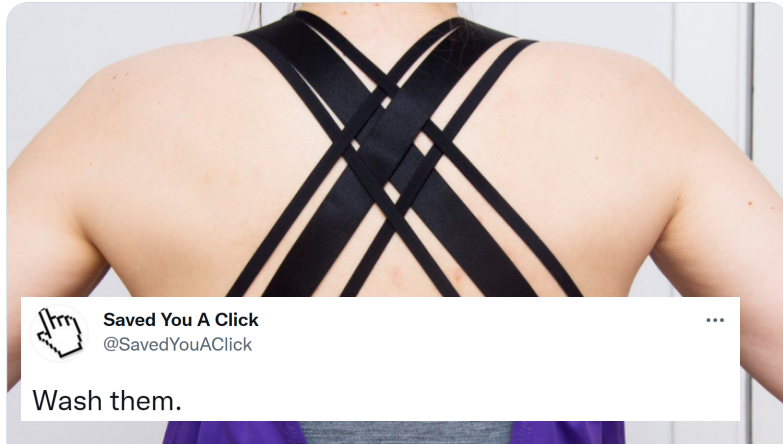
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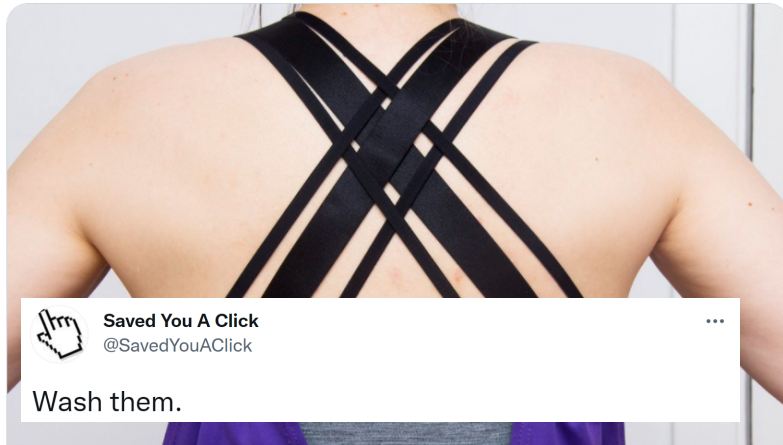

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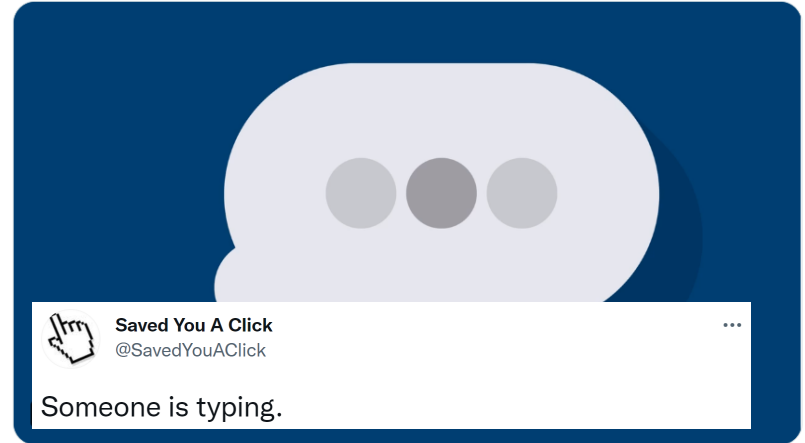# Clickbait Spoiling Challenge: Call for Participation

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Gizmodo ✔
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What the 'someone is typing' bubbles in messaging apps actually mean gizmo.do/jodfFXV

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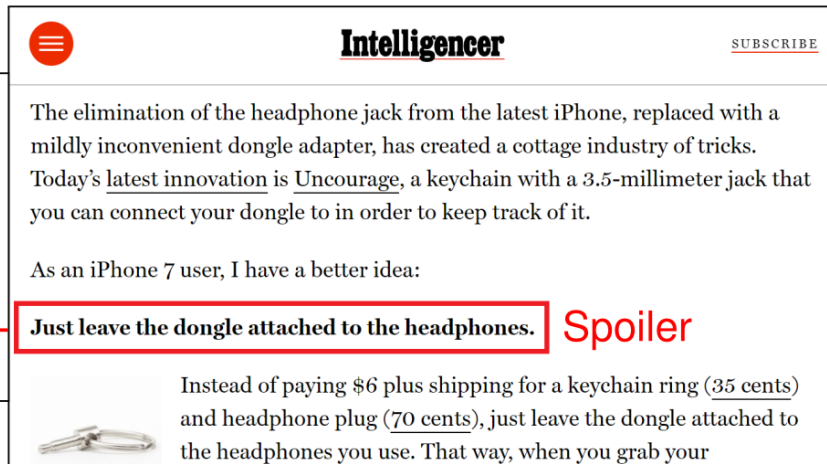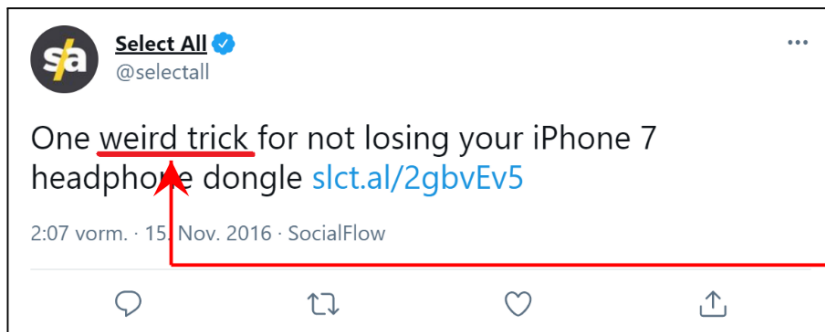
Clickbait Spoiling [Hagen et al., 2022]

- ❑ Generating a short text that satisfies the curiosity gap

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The Dataset

5,000 spoilable clickbait posts with high quality annotations

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Construction:

- ❏ 5 social media accounts that manually spoil clickbait
- ❏ Webis Clickbait-17 dataset

560 hours annotation effort:

- ❏ Manual post selection, main content extraction, and spoiler identification
- ❏ 3 types of spoilers: Phrase, Passage, Multi

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Spoiler Types

❏ Phrase

   – $\leq$5 consecutive words

   – Often entities and nouns

> Someone is typing.

❏ Passage

   – >5 consecutive words

   – Often Descriptions

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

❏ Multipart

   – Lists closing multiple curiosity gaps

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

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Task 1: Spoiler type classification

- Input: Post, Article
- Output: Phrase, Passage, Multipart
- Related work: Query intent prediction

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Task 2: Spoiler generation

- ❑ Input: Post, Article, Spoiler type
- ❑ Output: text that satisfies the curiosity gap of the post
- ❑ Related work: Question answering, passage retrieval

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Baselines Task 1: Spoiler Type Classification

Docker images with two baselines

- ❏ Feature-based model: Logistic Regression
- ❏ Transformer model: RoBERTa

Model	Accuracy
Log. Regression	70.10
RoBERTa	**80.39**

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Baselines Task 2: Spoiler generation

Docker images with question ansering baseline

- ❏ Transformer model: DeBERTa

Model	Precision@1
DeBERTa	**65.50**

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The clickbait spoiling challenge will be a part of SemEVAL 2023

- ❑ Colocated with a major NLP conference

Software submissions to improve reproducibility

- ❑ Submit docker images to tira.io

Timeline

- ❑ December 1, 2022: Early bird software submission
- ❑ January 10, 2023: Submission deadline
- ❑ February 2023: Participant paper submission
- ❑ Summer 2023: SemEval

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Thank You!