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## ALTA 2023 has received your submission titled BanglaClickBERT: Bangla Clickbait Detection from News Headlines using Domain Adaptive BanglaBERT and MLP Techniques

2 messages

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To: saman.sarker.joy@g.bracu.ac.bd

Wed, Aug 16, 2023 at 12:29 AM

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Submission Number: 3

Title: BanglaClickBERT: Bangla Clickbait Detection from News Headlines using Domain Adaptive BanglaBERT and MLP Techniques

Abstract: News headlines or titles that deliberately persuade readers to view a particular online content are referred to as clickbait. There have been numerous studies focused on clickbait detection in English language, compared to that, there have been very few researches carried out that address clickbait detection in Bangla news headlines. In this study, we have experimented with several distinctive transformers models, namely BanglaBERT, XLM-RoBERTa and our created domain-adaptive pretrained BanglaBERT named BanglaClickBERT, each of them along with MLP techniques, in order to come up with the best performing model. The dataset we used for this study contained 15,056 labeled and 65,406 unlabeled news headlines; in addition to that, we have collected more unlabeled Bangla news headlines by scraping clickbait-dense websites making a total of 1 million unlabeled news headlines in order to make our BanglaClickBERT. Our approach has successfully surpassed the performance of existing state-of-the-art technologies, providing a more accurate and efficient solution to clickbait detection in Bangla news headlines.

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Wed, Aug 16, 2023 at 12:45 AM

Your submission to ALTA 2023 has been updated.

[Quoted text hidden]