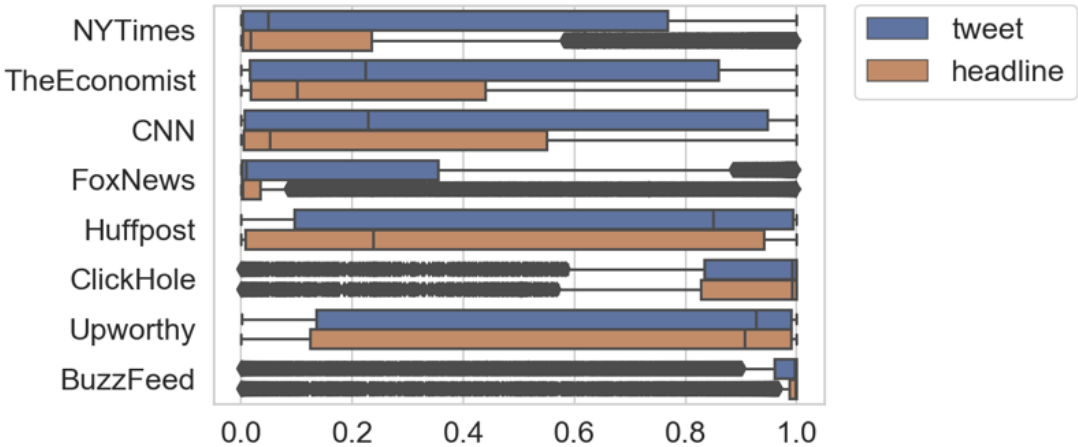
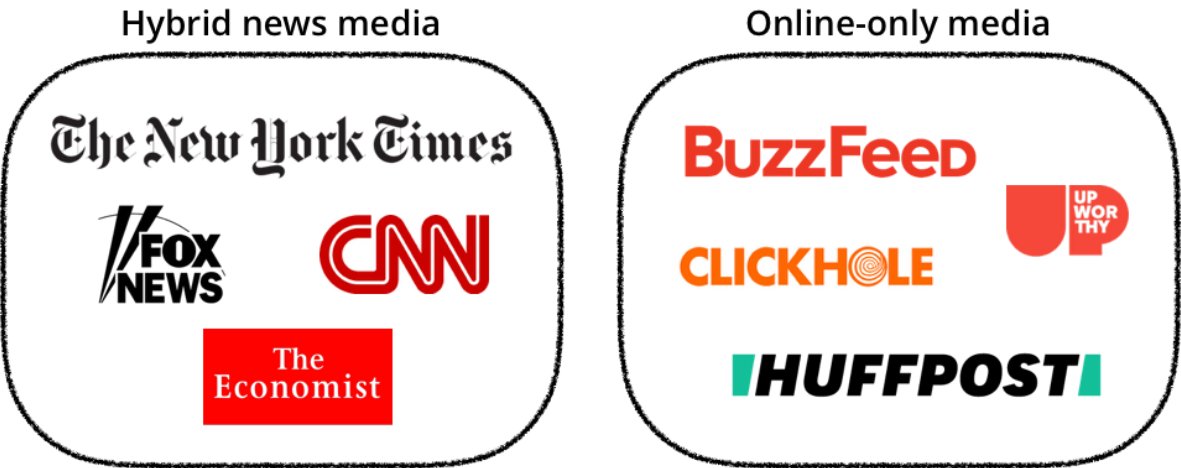


RQ1. How do news media publish news articles and share them on social media? (Style)



We analyze how each media use text styles differently between their websites and social media (e.g., clickbait)

RQ2. How does a changed style affect audience engagement? (Effect)

