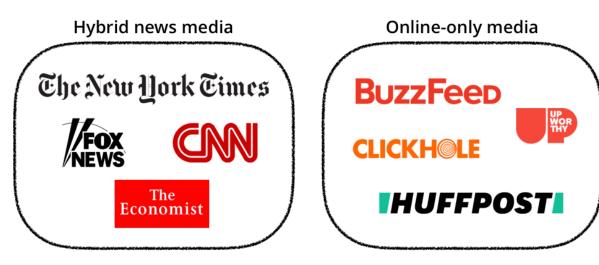
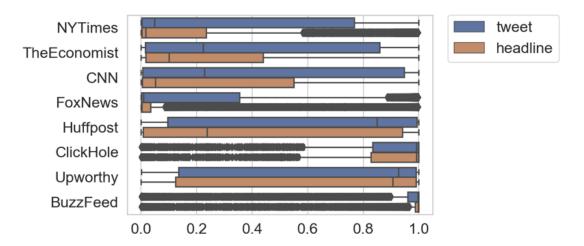
RQ1. How do news media publish news articles and share them on social media? (Style)

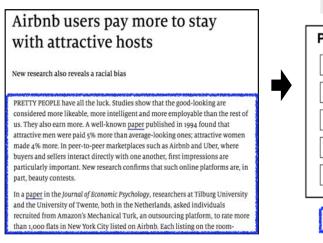


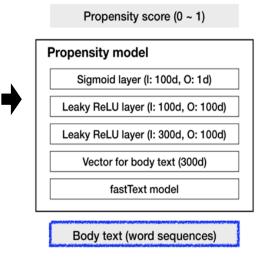


We collect 360,574 pairs of news articles and tweets

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)





Estimated Effects of Using Clickbait Messages for Sharing

NYTimes			TheEconomist			Huffpost			ClickHole		
RT	LK	RP	RT	LK	RP	RT	LK	RP	RT	LK	RP
32.34	69.69	6.8	6.75	7.72	-	4.8	26.69	1.58	-16.96	-93.35	-

Combining propensity score matching with deep learning, we estimate an editing style's **causal** effect on engagement