**Persuasion detection in News articles to detect native ads**

**Team Members Information**

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**Project Goal and Objectives:**

* **Motivation**

How many times did it occur to you that it would’ve been better if you did not have to call someone at an odd time to get an answer to a simple question? Let it be about an event happening around, or a contact number of student center.

* **Significance of Project**

It is the need of the hour that students’ queries be answered in an instant for a better governance from the administration’s end and ease of use from the students’ end. If implemented in a campus, this Chatbot will answer more than 50 % of students’ queries and help them make better use of the college’s resources.

* **Scope Of Project**

Our project involves building a responsive web app for a Chatbot that answers the queries of the students, professors or anyone who wants to utilize the services of the university, effectively. It involves creating a responsive web app to take user input and answer them using a chat based interface.

* **Objectives of Project**

The objective is to answer the questions of the students using an interactive chat interface and reduce the turnaround time for queries by a factor of 10.

* **System Features**

Ubuntu 18.04 running on a i5 processor with 8GB RAM and 1TB hard drive.

**Backup Idea:**

**Just write one paragraph about backup project idea.**

**Students helper Chatbot**

This strategy of presenting editorial content that is paid for by a third-party goes by many names: sponsored content, partner content, advertorials, and branded journalism, to name a few. Unlike the editorial content of a publication, sponsored content advertising involves some degree of input, if not production, from individuals other than the publications staff of journalists, namely representatives of the advertiser and/or creative agency. It affects the freedom of journalists and righteousness of journalism in a negative way and we’d like to stop that, because it just is not right.

The scope of our project involves creating a machine learning model using topic modeling techniques and a browser extension that utilizes the model to identify native ads on a website.

The objective is to achieve an accuracy in the range of 80% to 90% in identifying the native ads from the genuine content.