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

**Team Members Information**

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**Project Goal and Objectives:**

* **Motivation**

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.

* **Significance of Project**

Native advertising, is all about deception. The reader is encouraged to perceive the messages as something other than what they are. And even if, at some level, you understand they weren't put together by the magazine's staff, you're still expected to see them as partaking of the magazine's trustworthiness, and as deserving something of the same regard. Our project will assist the reader to identify native ads in a clear way.

* **Scope Of Project**

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.

* **Objectives of Project**

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

* **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**

A Student bot project is built using artificial algorithms that analyzes user’s queries and understand user’s message. This System is a web application which provides answer to the query of the student. Students just have to query through the bot which is used for chatting. Students can chat using any format there is no specific format the user has to follow. The System uses built in artificial intelligence to answer the query. The answers are appropriate what the user queries. If the answer found to invalid, user just need to select the invalid answer button which will notify the admin about the incorrect answer.Admin can view invalid answer through portal via login.System allows admin to delete the invalid answer or to add a specific answer of that equivalent question.The User can query any college related activities through the system. The user does not have to personally go to the college for enquiry. The System analyzes the question and then answers to the user. The system answers to the query as if it is answered by the person. With the help of artificial intelligence, the system answers the query asked by the students. The system replies using an effective Graphical user interface which implies that as if a real person is talking to the user. The user can query about the college related activities through online with the help of this web application. This system helps the student to be updated about the college activities.