

Clickbait Spoiling at SemEval 2023

Overview Talk

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Clickbait Spoiling at SemEval'23

Spoilers: The Dark Side



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Spoilers: The Dark Side



- ❑ A spoiler is a short summary that reveals details of a plot
- ❑ Accidentally seeing a spoiler may ruin the experience
- ❑ Wikipedia had spoiler alerts until 2007

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Spoilers: The Dark Side



- ❑ A spoiler is a short summary that reveals details of a plot
- ❑ Accidentally seeing a spoiler may ruin the experience
- ❑ Wikipedia had spoiler alerts until 2007

Clickbait Spoiling at SemEval'23

Spoilers: The Light Side



Lifehacker ✓
@lifehacker

...

How to keep your workout clothes from stinking:
[lifehac.kr/57YOUeZ](https://lifehacker.com/57YOUeZ)



Clickbait [Potthast et al., 2016]

- ❑ Social-media posts that create a curiosity gap to generate clicks
- ❑ Resolution is usually ordinary or trivial

Clickbait Spoiling at SemEval'23

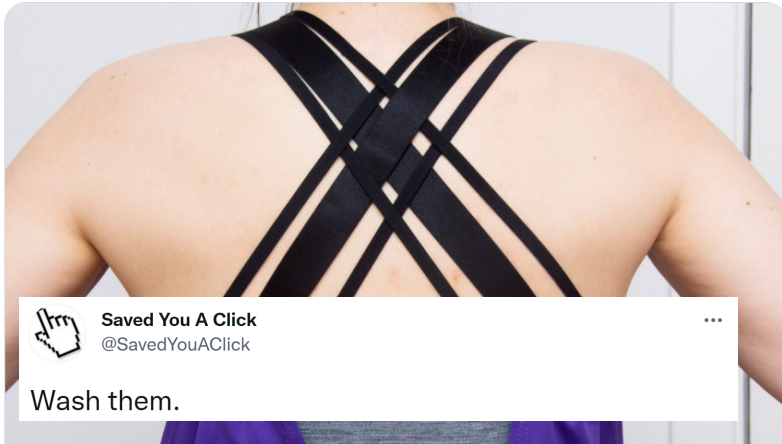
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Saved You A Click
@SavedYouAClick

...

Wash them.

Clickbait [Potthast et al., 2016]

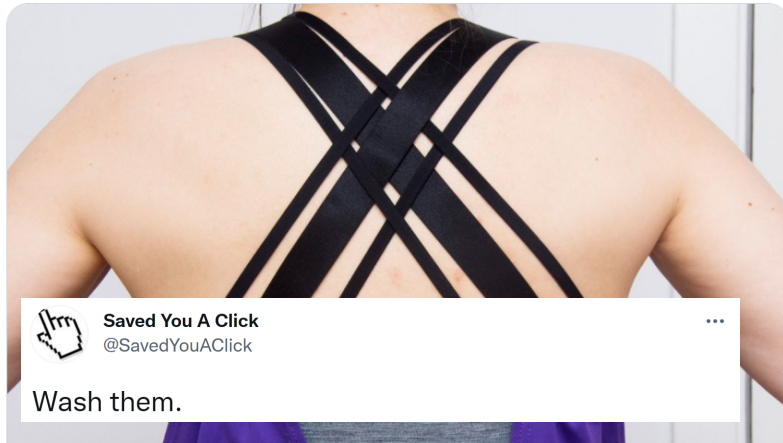
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What the 'someone is typing' bubbles in messaging apps actually mean gizmo.do/jodfFXV



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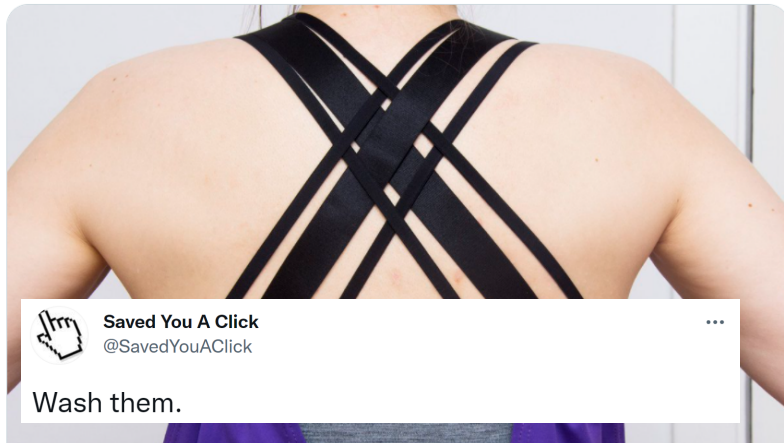
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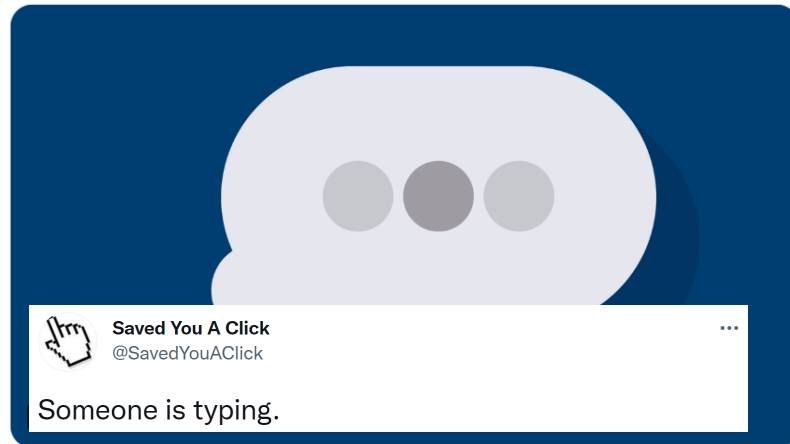
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Clickbait Spoiling [Hagen et al., 2022]

- ❑ Generating a short text that satisfies the curiosity gap

Shared Task on Clickbait Spoiling at SemEval'23





The Dataset


5,000 spoilable clickbait posts with high quality annotations

**Select All** ✓
@selectall

One weird trick for not losing your iPhone 7 headphone dongle slct.al/2gbvEv5

2:07 vorm. · 15 Nov. 2016 · SocialFlow




**Intelligencer** [SUBSCRIBE](#)

The elimination of the headphone jack from the latest iPhone, replaced with a mildly inconvenient dongle adapter, has created a cottage industry of tricks. Today's latest innovation is Uncourage, a keychain with a 3.5-millimeter jack that you can connect your dongle to in order to keep track of it.

As an iPhone 7 user, I have a better idea:

Just leave the dongle attached to the headphones. **Spoiler**



Instead of paying \$6 plus shipping for a keychain ring (35 cents) and headphone plug (70 cents), just leave the dongle attached to the headphones you use. That way, when you grab your

Shared Task on Clickbait Spoiling at SemEval'23

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The image shows a tweet from the account 'Select All' (@selectall) with the text: 'One weird trick for not losing your iPhone 7 headphone dongle slct.al/2gbvEv5'. A red arrow points from the underlined phrase 'weird trick' to a red box in the article content below. The article is from 'Intelligencer' and discusses a 'dongle adapter' for iPhone 7. The red box contains the text 'Just leave the dongle attached to the headphones.' followed by the word 'Spoiler' in red. Below this, the article continues with advice on saving money by using the dongle instead of buying a keychain ring.

Select All @selectall

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Construction:

- ❑ 5 social media accounts that manually spoil clickbait
- ❑ Webis Clickbait-17 dataset

560 hours annotation effort:

- ❑ Manual post selection, main content extraction, and spoiler identification
- ❑ 3 types of spoilers: Phrase, Passage, Multi

Shared Task on Clickbait Spoiling at SemEval'23

Spoiler Types

❏ Phrase

- ≤ 5 consecutive words
- Often entities and nouns

Someone is typing.

❏ Passage

- > 5 consecutive words
- Often Descriptions

**Just leave the
dongle attached to
the headphones.**

❏ Multipart

- Lists closing multiple curiosity gaps

**1. Set Your Alarm with
Precision
2. Write Down 1 Daily
Intention**

Shared Task on Clickbait Spoiling at SemEval'23

Statistics

- ❑ 83 registered teams from 24 countries
- ❑ 30 teams submitted results / software
- ❑ 23 teams submitted notebook papers
- ❑ Real or fictional journalists as nicknames (e.g., Peter Parker)



Shared Task on Clickbait Spoiling at SemEval'23

Task 1: Spoiler type classification

- ❑ Input: Post, Article
- ❑ Output: Phrase, Passage, Multipart

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Statistics

- ❑ 26 teams submitted to task 1
- ❑ 17 teams made software submissions

Shared Task on Clickbait Spoiling at SemEval'23

Task 1: Spoiler type classification

- ❑ Input: Post, Article
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- ❑ 26 teams submitted to task 1
- ❑ 17 teams made software submissions

Submissions

Submission			Accuracy
Team	Name	Run	
Billy Batson	result upload	02-13-07-44-28	0.74
Baseline	citron-landaulet	11-20-15-48-19	0.74
Gallegher	task1-gpu	02-01-23-07-17	0.72
Paul Morgan	result upload	12-17-16-10-28	0.72
Walter Burns	result upload	01-26-00-53-14	0.72

Shared Task on Clickbait Spoiling at SemEval'23

Task 2: Spoiler generation

- ❑ Input: Post, Article, Spoiler type
- ❑ Output: text that satisfies the curiosity gap of the post

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- ❑ Input: Post, Article, Spoiler type
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Statistics

- ❑ 17 teams submitted to task 2
- ❑ 12 teams made software submissions

Shared Task on Clickbait Spoiling at SemEval'23

Task 2: Spoiler generation

- ❑ Input: Post, Article, Spoiler type
- ❑ Output: text that satisfies the curiosity gap of the post

Statistics

- ❑ 17 teams submitted to task 2
- ❑ 12 teams made software submissions

Submissions

Submission			
Team	Name	Run	BL4
John King	burning-desert	02-06-07-29-13	0.48
S. Spellman	cerulean-r.	01-24-00-32-15	0.47
Walter Burns	result upload	01-26-01-01-19	0.44
Mr. Fosdick	Squad QA	01-10-21-21-07	0.42
Brooke English	congruent-eel	01-31-05-27-54	0.42

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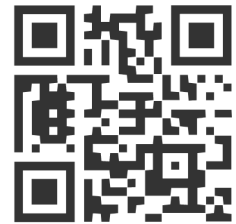
The clickbait spoiling challenge was hosted at SemEVAL 2023

Take Aways

- ❑ Task 1 seems to still have potential for improvement
- ❑ Substantial improvements upon the baseline for task 2

Future Work

- ❑ All datasets are publicly released
- ❑ Software submissions released for reproducibility



clickbait.webis.de

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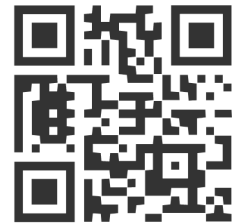
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Thank You!