

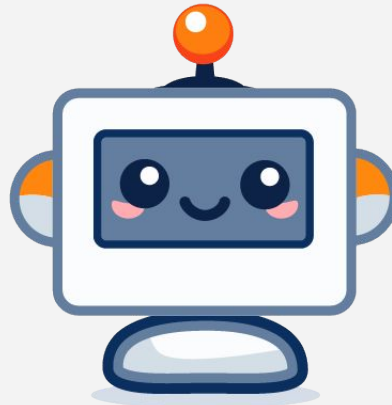
Click Bait or Not?

Classification Bots

Which bot has found the best algorithm?



Gail has analysed headlines and found some keywords that should be able to determine whether a headline is news or clickbait.



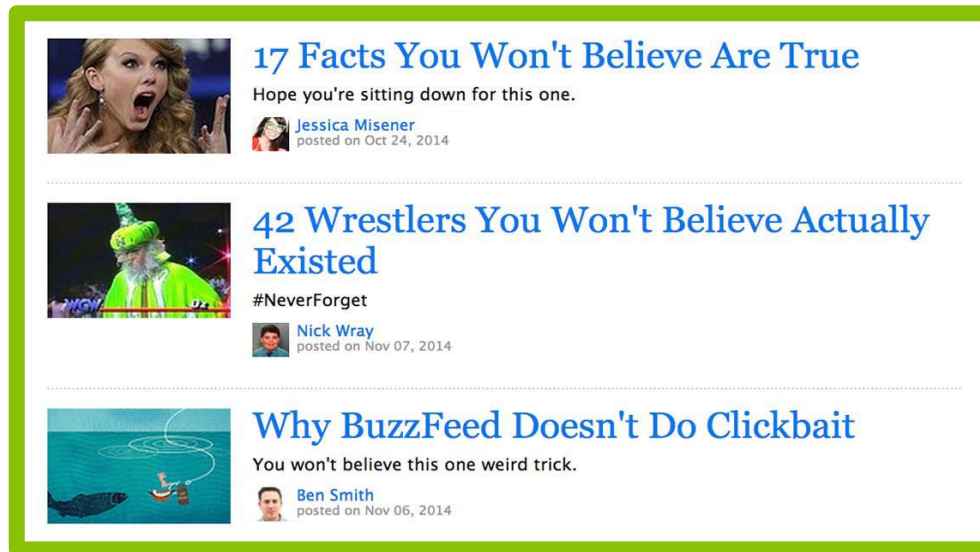
Penny has analysed headlines and found some groups of words that should be able to determine whether a headline is news or clickbait.



Nico has analysed headlines and found some groups of words and some types of words that should be able to determine whether a headline is news or clickbait.

How smart are our bots?

We're going to use our bots to classify headlines as news or clickbait to see which is more accurate



The image shows three social media posts, each with a small thumbnail image on the left and text on the right. The posts are separated by horizontal dotted lines. The first post features a photo of Taylor Swift with a shocked expression. The second post features a photo of a wrestler in a green and yellow costume. The third post features a photo of a person in a small boat on a body of water.

17 Facts You Won't Believe Are True
Hope you're sitting down for this one.
Jessica Misener
posted on Oct 24, 2014

42 Wrestlers You Won't Believe Actually Existed
#NeverForget
Nick Wray
posted on Nov 07, 2014

Why BuzzFeed Doesn't Do Clickbait
You won't believe this one weird trick.
Ben Smith
posted on Nov 06, 2014

Text has patterns!

Some text is much more likely to have some words than other types of text.

What type of text do you think is most likely to have the word “beseech”?

A comic book or a Shakespearean play?

Did you know that AI chatbots are much more likely to use the word “delve” than humans. Let’s delve in and see how good our bots are.

**Some words are used much more in Clickbait
E.g. “Believe”**

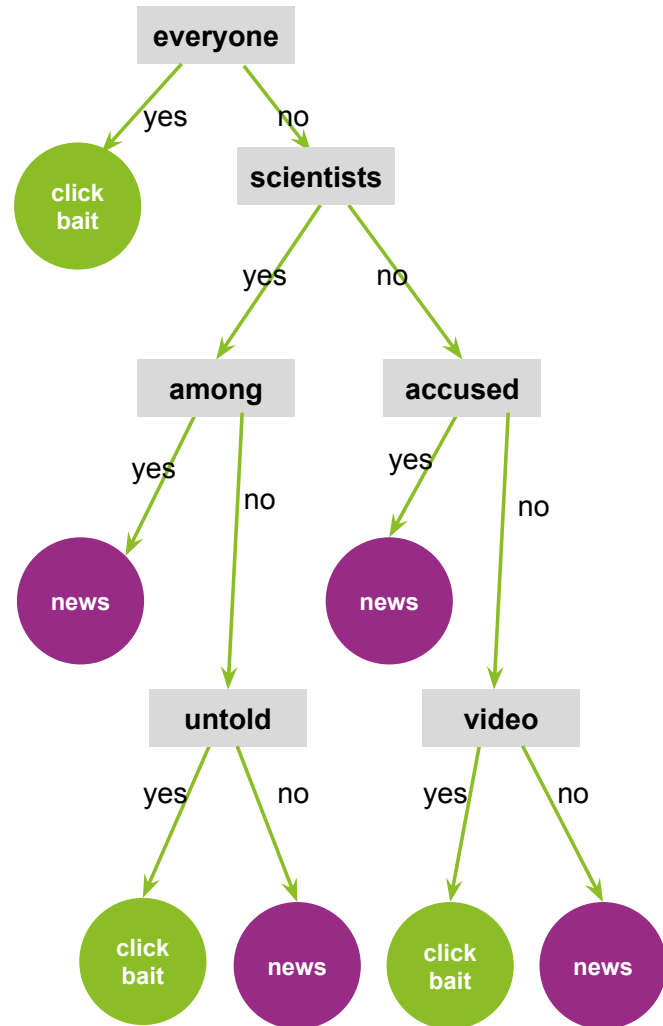
**Some words are used much more in news articles
E.g. “Education”**



Click Bait or Not?

The bots have counted
HEAPS of words and
made a decision tree
each!

They should sort news
from clickbait articles!



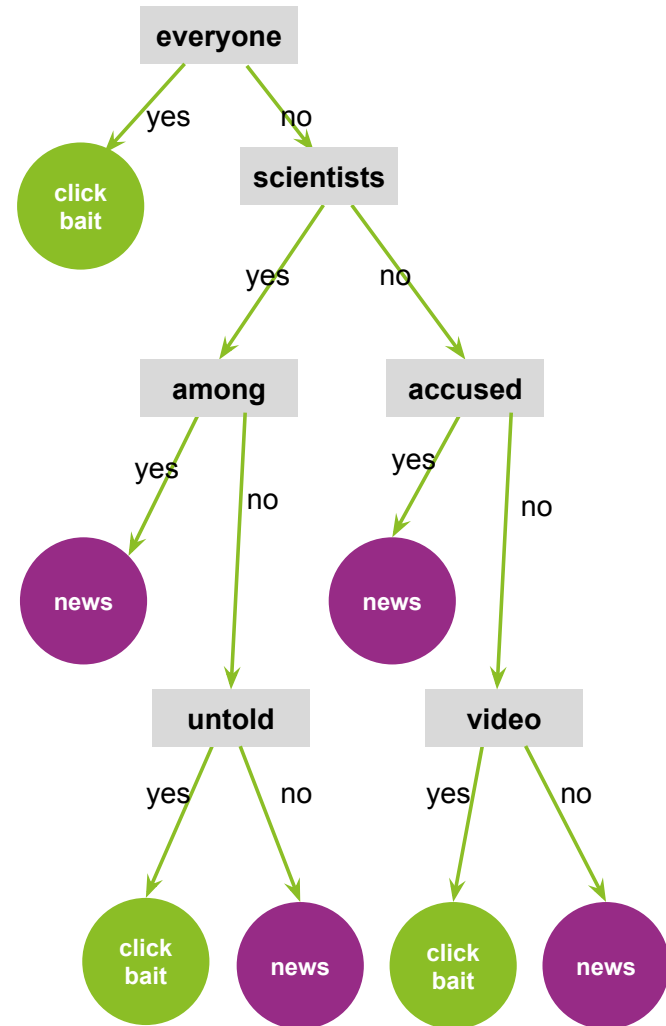
But which decision tree is the best??

We're going to find out!

1. Get a story headline!
2. Run it through the decision tree based on the words in the headline
3. See if it gets it correct!
4. Repeat for a bunch of headlines of your choice, to see how it does on average!

Keep count in a table like this!

		Headline is actually...	
		Clickbait	News
Decision tree thinks headline is...	Clickbait	(True positives)	(False negatives)
	News	(False positives)	(True negatives)



Find the best one!

		Headline is actually...	
		Clickbait	News
Decision tree thinks headline is...	Clickbait	(True positives)	(False negatives)
	News	(False positives)	(True negatives)

We want the one with the best accuracy!

$$\frac{\text{true positives} + \text{true negatives}}{\text{total number of headlines tested}} = \text{accuracy}$$

When you have found the most accurate one for your set of headlines, put a sticker on it!!