

Clickbait or Not?

Clickbait tries to draw you in by giving you just enough information in a headline to make you curious.

In this game you will learn some ways in which we can use computers to look at a headline for an article and try to decide: **is this clickbait or not?**

“You Won't Believe What These Hollywood Stars Looked Like As Teenagers!”

“This One Simple Trick Changed Everything”

“Top 20 Life Hacks Of 2026”

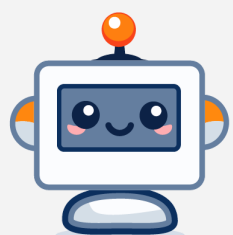
“Europe Saw Fourfold Increase In Measles Cases In 2025”

Making clickbait decision trees

Our robots have created some decision trees.



Gail made decision tree 1



Penny made decision tree 2

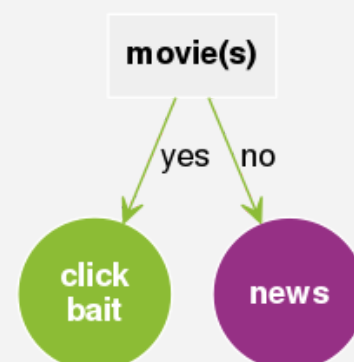


Niko made decision tree 3

1. Build a decision tree using the best features.

The robots chose the features that help us to separate headlines into clickbait and news.

Then they created graphs that allow us to classify each headline with a maximum of 10 steps.



2. Test the decision tree to see how well it works!

Which tree gets the answer right most often?

We want to choose the best decision tree by trying each one with some example headlines, so we can compare which one guesses correctly most often.

Clickbait	Tree 1	Tree 2	Tree 3
The Longest Movies Ever Made	✓	✓	✓
This is the Cast of 'Sucker Punch' Now	✗	✗	✓
News	Tree 1	Tree 2	Tree 3
ABC apology to Kevin Rudd	✓	✓	✗
Paving The Path For Paid Family Leave	✓	✓	✗
Total Score	3	3	2

