

# 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



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# Clickbait Spoiling at SemEval'23

## Spoilers: The Light Side



Lifehacker ✓  
@lifehacker



How to keep your workout clothes from stinking:  
[lifelifehack.com/57Y0uEZ](https://lifelifehack.com/57Y0uEZ)



## 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

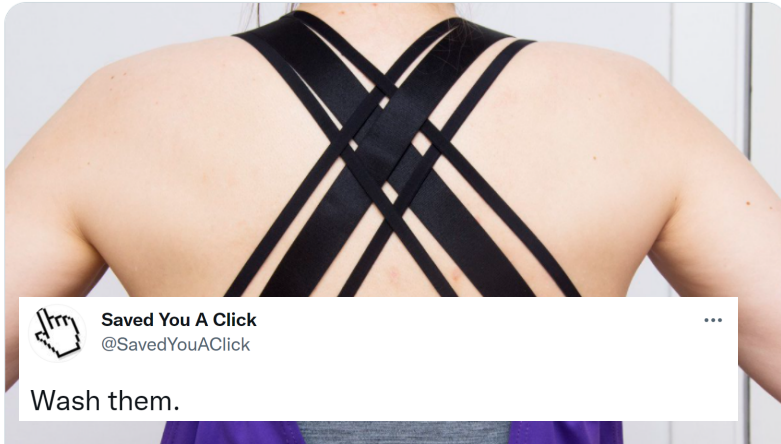
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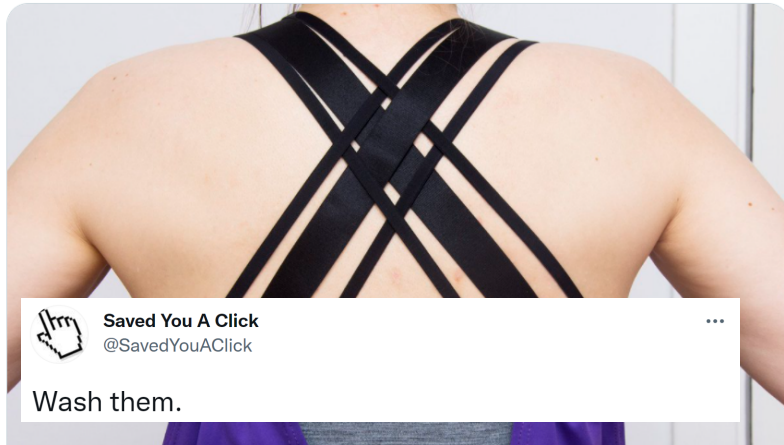
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What the 'someone is typing' bubbles in messaging apps actually mean [gizmodo.com/jodfFXV](https://gizmodo.com/jodfFXV)



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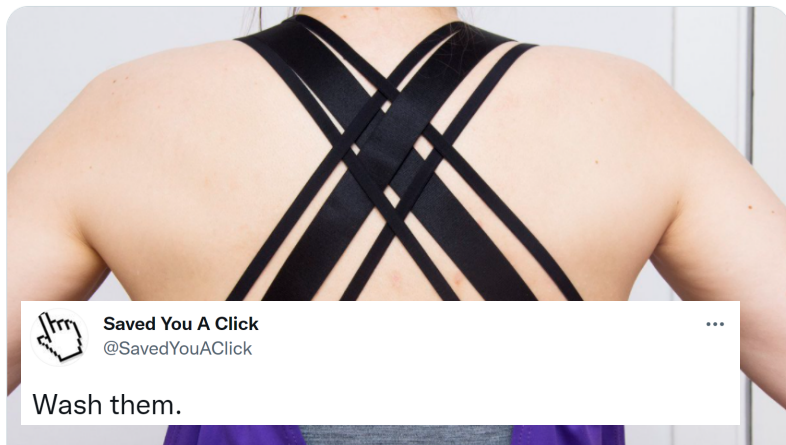
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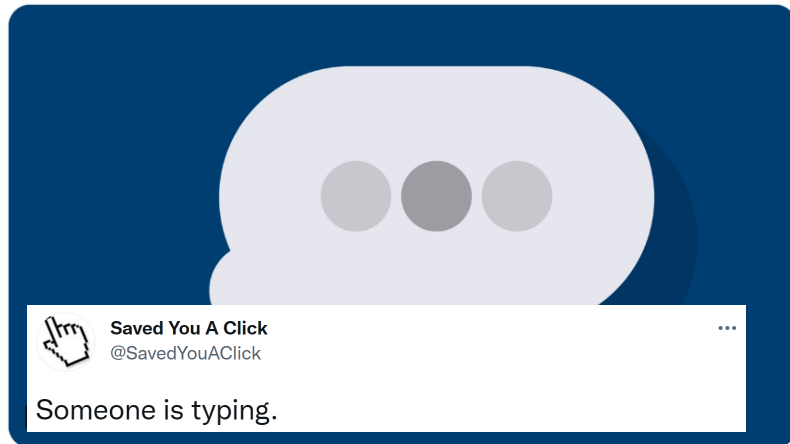
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- ❑ Social-media posts that create a curiosity gap to generate clicks
- ❑ Resolution is usually ordinary or trivial

## Clickbait Spoiling [Hagen et al., 2022]

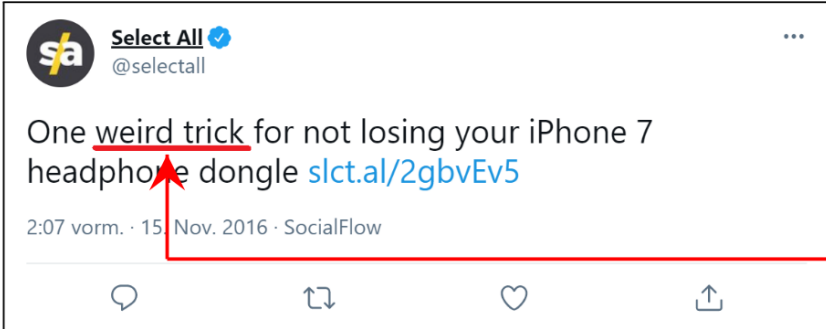
- ❑ Generating a short text that satisfies the curiosity gap



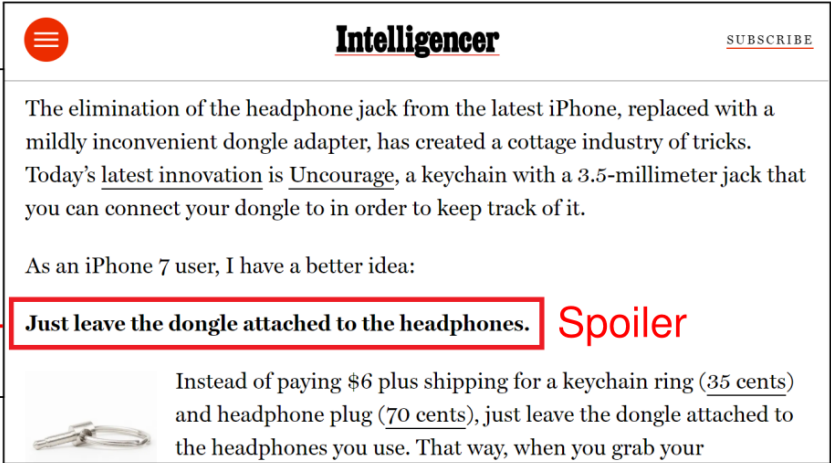
# Shared Task on Clickbait Spoiling at SemEval'23

## The Dataset

5,000 spoilable clickbait posts with high quality annotations



A screenshot of a tweet from the user 'Select All' (@selectall). The tweet text is 'One weird trick for not losing your iPhone 7 headphone dongle [slct.al/2gbvEv5](https://slct.al/2gbvEv5)'. The words 'weird trick' are underlined in red. A red arrow points from the underlined text to a red box in the adjacent article snippet. Below the tweet text, it says '2:07 vorm. · 15 Nov. 2016 · SocialFlow'. At the bottom of the tweet are icons for reply, retweet, like, and share.

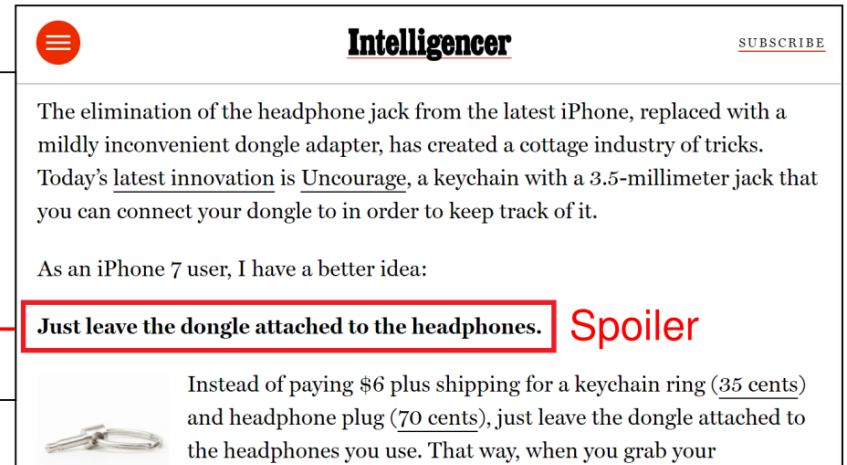
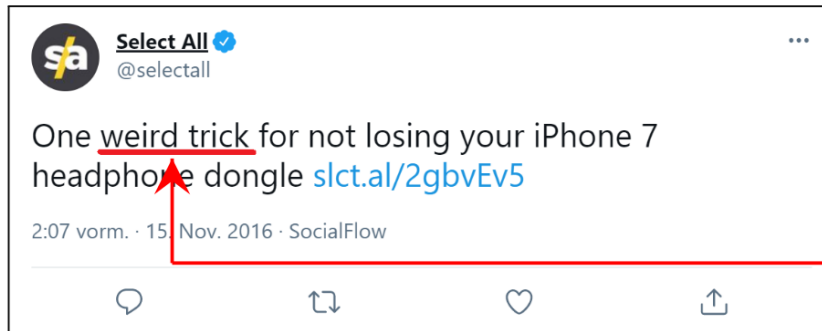


An article snippet from 'Intelligencer'. The title is 'Intelligencer' with a 'SUBSCRIBE' link. The main text reads: 'The elimination of the headphone jack from the latest iPhone, replaced with a mildly inconvenient dongle adapter, has created a cottage industry of tricks. Today's latest innovation is 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'. Below the text is a small image of a keychain ring and the text: '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

## The Dataset

5,000 spoilable clickbait posts with high quality annotations



## 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

- $\leq 5$  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

Run Submissions vs. Software Submissions

<http://tira.io>

A rectangular graphic with a blurred sunset background in shades of orange, red, and brown. The text is centered in white.

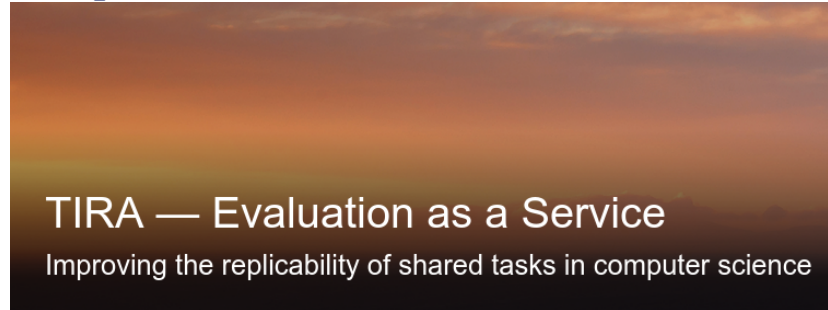
TIRA — Evaluation as a Service

Improving the replicability of shared tasks in computer science

# Shared Task on Clickbait Spoiling at SemEval'23

## Run Submissions vs. Software Submissions

<http://tira.io>



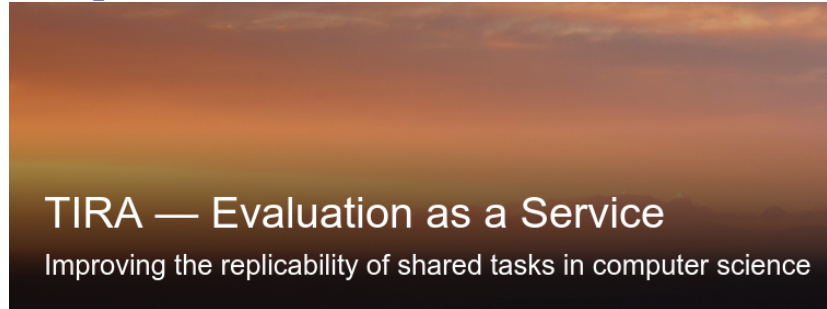
## Software Submissions

1. Implement approach in Docker image
2. Upload image to dedicated image registry in TIRA
3. Your approach is executed in a Kubernetes cluster in a sandbox

# Shared Task on Clickbait Spoiling at SemEval'23

## Run Submissions vs. Software Submissions

<http://tira.io>



## Software Submissions

1. Implement approach in Docker image
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## Repeat, Replicate, and Reproduce in One Line of Code

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```
import tira
df = tira.load_data('<dataset-name>')
predictions, evaluation = tira.run(
    '<task-name>/<user-name>/<software-name>',
    data=df, evaluate='<evaluator-name>'
)
```

# 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
- ❑ Output: Phrase, Passage, Multipart

## Statistics

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

## Submissions

Team	Submission		Accuracy
	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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## Task 2: Spoiler generation

- ❑ 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

<b>Submission</b>			
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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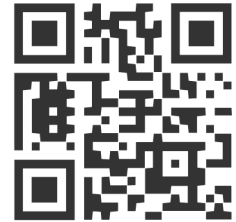
The clickbait spoiling challenge was hosted at SemEVAL 2023

## 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](https://clickbait.webis.de)

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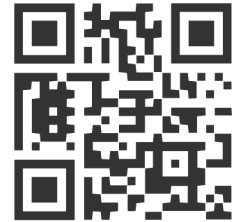
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# Thank You!