

Clickbait Spoiling Challenge

Call for Participation

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Clickbait Spoiling Challenge: Call for Participation

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 Light Side



Lifehacker ✓
@lifehacker

...

How to keep your workout clothes from stinking:
[lifehac.kr/57Y0uEZ](https://lifehack.kr/57Y0uEZ)



Clickbait [Potthast et al., 2016]

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

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Spoilers: The Light Side



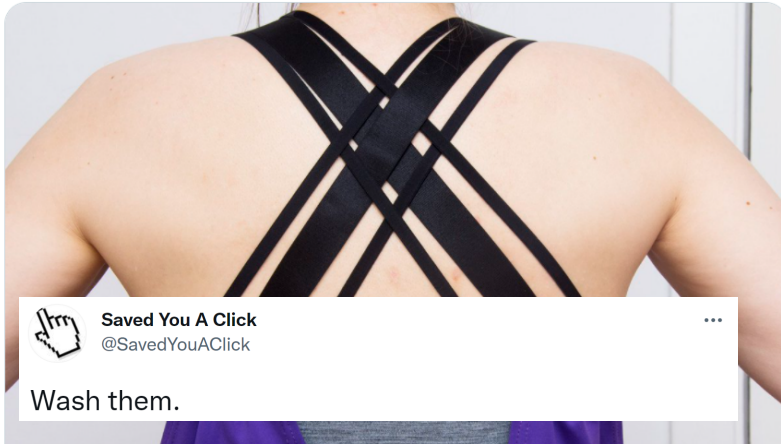
Lifehacker

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Saved You A Click

@SavedYouAClick

...

Wash them.

Clickbait [Potthast et al., 2016]

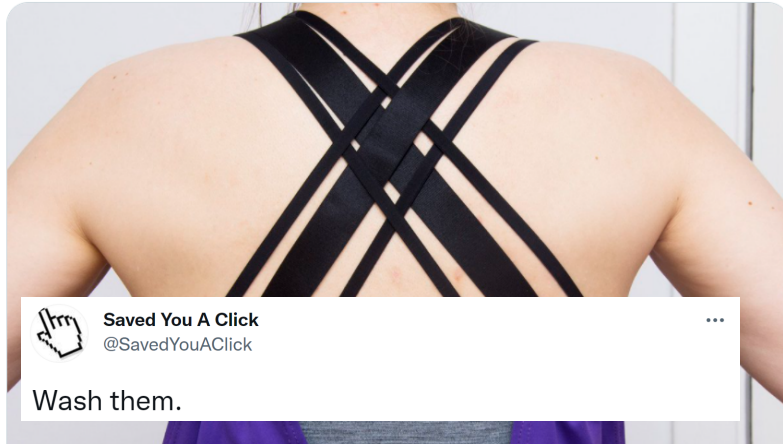
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What the 'someone is typing' bubbles in messaging apps actually mean gizmo.do/jodfFXV

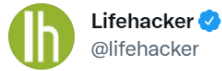


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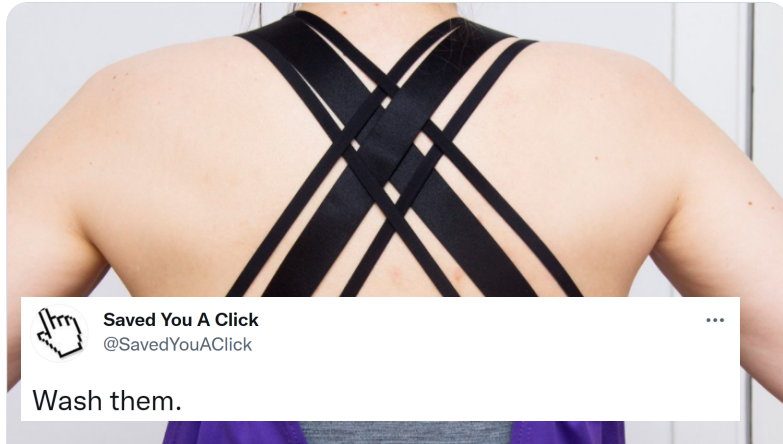
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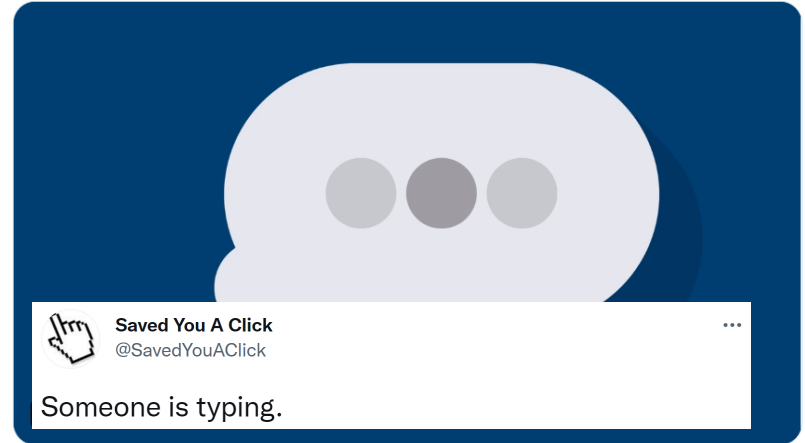
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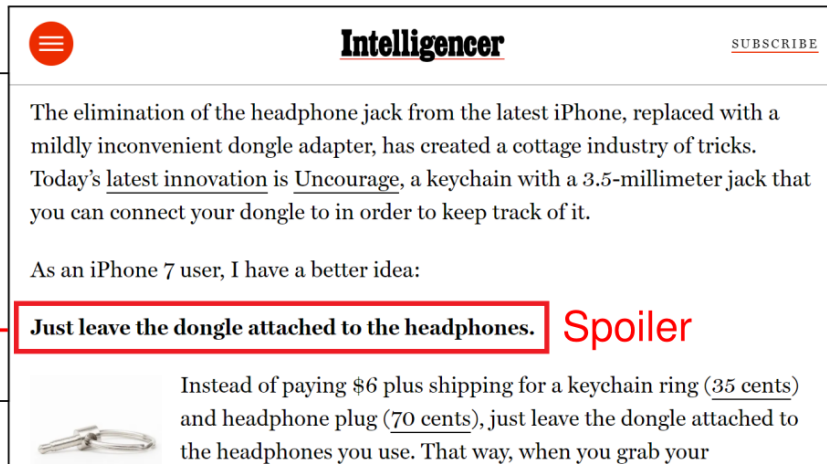
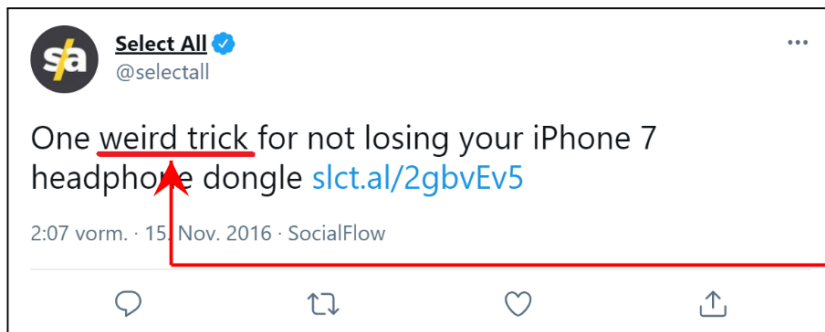
Clickbait Spoiling [Hagen et al., 2022]

- ❑ Generating a short text that satisfies the curiosity gap

Clickbait Spoiling Challenge: Call for Participation

The Dataset

5,000 spoilable clickbait posts with high quality annotations



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The image shows a social media post on the left and the article it links to on the right. The post is from 'Select All' (@selectall) and contains 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. 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 the red box is a small image of a metal clip and more text about the dongle.

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

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

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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**

Clickbait Spoiling Challenge: Call for Participation

Task 1: Spoiler type classification

- ❑ Input: Post, Article
- ❑ Output: Phrase, Passage, Multipart
- ❑ Related work: Query intent prediction

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Task 2: Spoiler generation

- ❑ Input: Post, Article, Spoiler type
- ❑ Output: text that satisfies the curiosity gap of the post
- ❑ Related work: Question answering, passage retrieval

Clickbait Spoiling Challenge: Call for Participation

The clickbait spoiling challenge will be a part of SemEval 2023

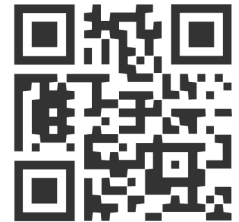
- ❑ Colocated with a major NLP conference

Software submissions to improve reproducibility

- ❑ Submit docker images to tira.io

Timeline

- ❑ July 15, 2022: Registration opens
- ❑ December 1, 2022: Early bird software submission
- ❑ January 10, 2023: Submission deadline
- ❑ February 2023: Participant paper submission
- ❑ Summer 2023: SemEval



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Thank You!