Clickbait Spoiling at SemEval 2023
Overview Talk

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Clickbait Spoiling at SemEval’23
Spoilers: The Dark Side

LUKE, I AM YOUR FATHER
Clickbait Spoiling at SemEval’23
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
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 [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
Spoilers: The Light Side

How to keep your workout clothes from stinking:
lifehac.kr/57YOuEZ

Clickbait [Potthast et al., 2016]

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Clickbait [Potthast et al., 2016]

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

What the 'someone is typing' bubbles in messaging apps actually mean gizmo.do/jodfFXV
Clickbait Spoiling at SemEval’23

Spoilers: The Light Side

Clickbait [Potthast et al., 2016]

- 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
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
  
  ![Example Phrase]

- **Passage**
  - \( > 5 \) consecutive words
  - Often Descriptions
  
  ![Example Passage]

- **Multipart**
  - Lists closing multiple curiosity gaps
  
  ![Example Multipart]
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

TIRA — Evaluation as a Service

Improving the replicability of shared tasks in computer science
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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3. Your approach is executed in a Kubernetes cluster in a sandbox

Repeat, Replicate, and Reproduce in One Line of Code

```python
import tira
df = tira.load_data(''<dataset-name>'')
predictions, evaluation = tira.run(
    '<task-name>/<user-name>/<software-name>'
    ,
    data=df, evaluate=''<evaluator-name>''
)
```
Task 1: Spoiler type classification

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

<table>
<thead>
<tr>
<th>Team</th>
<th>Name</th>
<th>Run</th>
<th>Accuracy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billy Batson</td>
<td>result upload</td>
<td>02-13-07-44-28</td>
<td>0.74</td>
</tr>
<tr>
<td>Baseline</td>
<td>citron-landaulet</td>
<td>11-20-15-48-19</td>
<td>0.74</td>
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<tr>
<td>Gallegher</td>
<td>task1-gpu</td>
<td>02-01-23-07-17</td>
<td>0.72</td>
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<tr>
<td>Paul Morgan</td>
<td>result upload</td>
<td>12-17-16-10-28</td>
<td>0.72</td>
</tr>
<tr>
<td>Walter Burns</td>
<td>result upload</td>
<td>01-26-00-53-14</td>
<td>0.72</td>
</tr>
</tbody>
</table>
Task 2: Spoiler generation

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

<table>
<thead>
<tr>
<th>Team</th>
<th>Name</th>
<th>Run</th>
<th>BL4</th>
</tr>
</thead>
<tbody>
<tr>
<td>John King</td>
<td>burning-desert</td>
<td>02-06-07-29-13</td>
<td>0.48</td>
</tr>
<tr>
<td>S. Spellman</td>
<td>cerulean-r.</td>
<td>01-24-00-32-15</td>
<td>0.47</td>
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<tr>
<td>Walter Burns</td>
<td>result upload</td>
<td>01-26-01-01-19</td>
<td>0.44</td>
</tr>
<tr>
<td>Mr. Fosdick</td>
<td>Squad QA</td>
<td>01-10-21-21-07</td>
<td>0.42</td>
</tr>
<tr>
<td>Brooke English</td>
<td>congruent-eel</td>
<td>01-31-05-27-54</td>
<td>0.42</td>
</tr>
</tbody>
</table>
Clickbait Spoiling at SemEval’23

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
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Thank You!