Journal of Neonatal Surgery
ISSN(Online): 2226-0439
Vol. 14, Issue 24s (2025)
https://www.jneonatalsurg.com

OPEN ACCESS

Clickbait Prediction Through Feature Extraction and Feature Selection by Examining Attributes, Social Influence, ConTent, and Engagement

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Cite this paper as: Dr. Nv Balaji, Mrs.S.S. Senthil Priya, (2025) Clickbait Prediction Through Feature Extraction and Feature Selection by Examining Attributes, Social Influence, ConTent, and Engagement. *Journal of Neonatal Surgery*, 14 (24s), 273-284

ABSTRACT

This research introduces a comprehensive method for predicting clickbait through the development of a unique feature extraction algorithm. The algorithm integrates various types of features, including Content Features (both text and media), Engagement & Behavior Features, Social Influence & Virality Features, and Content Attributes to accurately identify and classify clickbait content. Clickbait typically consists of sensationalized headlines designed to generate clicks, often undermining user trust. By focusing on aspects such as hyperbolic language, engagement patterns (e.g., likes, shares, comments), and social dynamics, the model offers a detailed understanding of how clickbait spreads and attracts user attention. The system's integration of diverse feature types results in a highly effective machine learning model, optimized for predicting clickbait in digital content. This research aims to improve the accuracy of clickbait detection and foster a more reliable online media environment by examining the relationship between content features and user interaction.

1. INTRODUCTION

In the digital landscape, the rise of clickbait poses significant challenges to the integrity of online information. Clickbait, characterized by misleading and sensationalized headlines designed to attract user clicks, not only deceives readers but also undermines trust in digital media. As a result, there is an increasing need for effective methods to detect and predict clickbait content. This study focuses on the development of a novel feature extraction algorithm that leverages a combination of diverse features to enhance clickbait prediction accuracy.

Clickbait is often defined by headlines that are exaggerated, vague, or dramatic, designed to spark curiosity. These headlines use techniques like emotional triggers, suspense, or providing incomplete details to lure users into clicking on the content. Examples of typical clickbait phrases include "You won't believe what happened next," "This event will change your life," or "Top 10 things you didn't know about X."

Recent research has shed more light on the linguistic and psychological elements that characterize clickbait. Patel et al. (2023) identified several common linguistic patterns such as hyperbolic language, emotional appeals, and ambiguous phrasing, all of which are deliberately crafted to provoke curiosity and drive user clicks due to a fear of missing out (FOMO). Moreover, the use of striking images or videos further enhances the misleading nature of clickbait (Zhang et al., 2024).

Clickbait also capitalizes on certain cognitive biases, including the need to fill information gaps and the human tendency to seek novelty. This plays on psychological triggers that make users more likely to click on attention-grabbing headlines, though the actual content may not deliver the expected value or relevance.

Feature extraction is a vital component of predictive modeling, focusing on the identification and quantification of relevant attributes within datasets. Successful feature extraction allows models to effectively capture the intricacies of clickbait content by employing a multi-dimensional analytical framework. In this study, we introduce a comprehensive approach that integrates four essential categories of features: Content Features (Text & Media), Engagement & Behavior Features, Social Influence & Virality Features, and Content Attributes (CA).

Content Features refer to the textual and visual components of posts, including the headline, body text, and accompanying images or videos. Recent research indicates that certain linguistic characteristics—such as emotional appeals, sensational wording, and content structure—are crucial for clickbait classification (Patel et al., 2023). By examining these content features, our algorithm seeks to pinpoint important indicators of clickbait.

Engagement & Behavior Features pertain to user interactions with content, including likes, shares, comments, and retweets. Studies suggest that higher levels of engagement are often associated with clickbait, as sensational material tends to elicit more user responses (Chen et al., 2023). By incorporating these features, our algorithm evaluates how user behavior influences the likelihood of content being classified as clickbait.

Social Influence & Virality Features explore the impact of social networks and community dynamics on the spread of clickbait. Elements such as the influence of prominent users and the structure of social connections play a significant role in determining content virality. Research has shown that clickbait thrives in social contexts where engagement is heightened by influential relationships (Kumar & Gupta, 2024). Our algorithm incorporates these features to analyze the social dynamics related to clickbait content.

Lastly, Content Attributes (CA) encompass metadata, including posting frequency, timing, and source credibility. These attributes provide essential context that can improve prediction accuracy. Recent studies have underscored the importance of these attributes in understanding how content is shared and received by audiences (Li et al., 2023).

By developing an innovative feature extraction algorithm that merges these diverse features, this research aims to enhance the accuracy and reliability of clickbait detection systems. The proposed algorithm not only strengthens the predictive power of the model but also deepens our understanding of the interactions among content characteristics, user engagement, social dynamics, and content attributes. Through this holistic approach, we aim to advance the field of clickbait prediction and promote a more reliable online information environment.

1.1The Consequences of Clickbait on User Trust and Media Integrity

While clickbait can effectively attract attention and drive traffic in the short term, it poses serious long-term risks to user trust and the integrity of media. When users click on a link only to find that the content does not match the expectations set by the headline, they often feel misled. This sense of deception can lead to frustration, which gradually erodes their trust in the platforms or publications that consistently use clickbait.

Research by Chen et al. (2023) indicates that frequent exposure to clickbait makes users less likely to trust the websites that host such content. Their findings reveal a clear link between misleading headlines and a decline in user trust on online news and social media platforms. As trust decreases, users may choose to leave these platforms or, worse, contribute to the spread of misinformation by sharing sensationalized content, further degrading the quality of online discussions.

Moreover, clickbait undermines media integrity by prioritizing engagement over quality journalism. As content creators and media organizations chase clicks to boost advertising revenue, they shift their focus from producing well-researched and meaningful articles to crafting catchy headlines designed to attract attention. This trend can diminish the overall quality of information available online, resulting in a media landscape where sensationalism takes precedence over credibility (Li et al., 2023).

1.2 Current Challenges in Detecting and Preventing Clickbait

The growth of clickbait has led to a strong interest in creating automated systems to detect and combat it. However, several challenges hinder this detection process.

One major issue is the increasing subtlety of clickbait. Unlike earlier, easily identifiable forms of clickbait, modern headlines can be more nuanced, making them harder to distinguish from legitimate content. These headlines may still create curiosity gaps or exaggerate details without being overtly misleading. This complexity requires advanced machine learning models that can recognize the linguistic and behavioral patterns typical of clickbait (Kumar & Gupta, 2024).

The integration of multimedia elements, like images and videos, further complicates detection. Many current models focus primarily on text, but as platforms like Instagram and TikTok gain popularity, there is a growing need for methods that can detect clickbait across various media formats (Zhang et al., 2024).

Additionally, clickbait tactics are constantly evolving. As detection methods advance, content creators adapt their strategies to evade these systems. This ongoing back-and-forth means that detection systems must be flexible and capable of real-time updates to keep up with these changes (Li et al., 2023).

Finally, it is essential to ensure that clickbait detection systems are accurate and unbiased. Models should be trained on diverse datasets to prevent unfairly flagging legitimate content from specific regions or communities. Achieving fairness in clickbait detection remains a significant challenge in natural language processing and content moderation (Chen et al., 2023)

2. FEATURE EXTRACTION AND SELECTION IN PREDICTIVE MODELLING

Feature extraction and selection are essential components of predictive modelling, playing a significant role in enhancing the performance and accuracy of machine learning models.

Feature Extraction is the process of identifying and generating relevant attributes from raw data for modelling purposes. It converts unprocessed data into a structured format that algorithms can easily analyze. Effective feature extraction is vital as it captures the key characteristics of the data, allowing models to recognize patterns and make informed predictions. For instance, in clickbait detection, this may involve extracting linguistic features from headlines, engagement statistics, and indicators of social influence.

Feature Selection, in contrast, focuses on identifying the most relevant features from the extracted dataset. This process is crucial for reducing dimensionality, preventing overfitting, and enhancing model interpretability. By concentrating on the most significant features, models can run more efficiently and yield clearer insights. Common techniques for feature selection include recursive feature elimination, mutual information, and various statistical methods.

Combining effective feature extraction with robust feature selection improves model performance, leading to more precise predictions and a deeper understanding of the data patterns. As data complexity increases, mastering these techniques becomes essential for developing reliable predictive models, particularly in areas such as clickbait detection, where multiple factors affect user engagement and content effectiveness.

3. EXISTING SYSTEMS IN FEATURE EXTRACTION FOR CLICKBAIT DETECTION

Feature extraction plays a crucial role in the development of clickbait detection systems, enabling the identification and quantification of attributes that differentiate clickbait from non-clickbait content. Numerous existing systems have adopted various techniques to extract valuable features that enhance the precision of clickbait detection.

One significant approach focuses on analyzing linguistic features present in headlines and content. For instance, **Patel et al. (2023)** identified key linguistic elements, such as hyperbolic expressions, emotional language, and curiosity-driven phrases, commonly found in clickbait headlines. By extracting these features systematically, models can learn to recognize the patterns associated with clickbait, thereby improving their detection efficiency.

In addition to linguistic attributes, engagement metrics have also been incorporated into feature extraction methodologies. **Chen et al. (2023)** proposed a model that takes user interactions—like likes, shares, and comments—into account as essential features for identifying clickbait. Their findings indicate that elevated engagement levels often signal clickbait tendencies, and including these behavioral features bolsters the model's predictive capabilities.

Moreover, social influence metrics have been utilized to enhance feature extraction methods. **Kumar and Gupta (2024)** investigated the influence of prominent users and community dynamics on the dissemination of clickbait. Their model incorporates features that reflect the social context of the content, such as shares from influential users and the overall network structure. By integrating these social influence metrics, their system achieved improved accuracy in detecting clickbait across various platforms.

Multimedia features have also become increasingly important in contemporary clickbait detection systems. **Zhang et al. (2024)** emphasized the necessity of analyzing images and videos linked to clickbait articles. Their approach utilized convolutional neural networks (CNNs) to extract visual features, allowing the detection system to evaluate how multimedia elements affect user engagement and clickbait effectiveness. This highlights the importance of a comprehensive feature extraction process that encompasses more than just textual analysis.

Finaly, the adaptability of feature extraction techniques is essential for keeping pace with the evolving nature of clickbait strategies. **Li et al. (2023)** introduced a dynamic feature extraction framework that adjusts to changes in clickbait tactics over time. Their system employs real-time data analysis to continuously update the feature set, ensuring the detection model remains effective against emerging clickbait forms.

Although these individual approaches have proven effective, there remains a gap in the development of systems that utilize a multi-faceted feature extraction strategy. Few existing systems have successfully combined linguistic analysis, engagement metrics, social influence indicators, and multimedia features into a comprehensive framework for clickbait detection. This oversight presents an opportunity for future research to explore the synergistic effects of a multi-feature approach, potentially leading to more accurate and robust detection models.

4. PROPOSED MODEL

The proposed **Multivariate Feature Extraction and Selection Technique (MFES)** offers a thorough framework for analyzing content by extracting critical features from three main categories: **Content Features**, **Engagement & Behavior Features**, and **Social Influence & Virality Features**. It also incorporates an additional category, **Content Attributes**, to further strengthen the predictive model. The algorithm starts by processing individual posts or documents within the dataset. The first step involves extracting **Content Features**, which include metrics like word count, character count, the use of sensational or exaggerated language, hashtag diversity, and the presence of media (such as images and videos)—all elements frequently associated with clickbait. Sentiment analysis is applied to determine the emotional tone of the text.

The next step focuses on **Engagement & Behavior Features**, where the algorithm measures how users engage with the content, taking into account factors like the number of likes, shares, comments, click-through rates (CTR), posting frequency, and growth in followers. These indicators help reveal the level of audience interaction and engagement, which are often elevated in clickbait content.

The final step revolves around **Social Influence & Virality Features**, evaluating how content spreads and its impact by calculating a virality score based on the number of shares and follower count. Other metrics, such as retweet counts and user mentions, further assess the social reach of the content. Along with this, **Content Attributes** like source credibility, posting frequency, and diversity index are factored in to ensure the model considers both the quality and reliability of the content.

Once these diverse features are extracted, they are consolidated into a feature vector for each content item. This comprehensive dataset can then be used to train machine learning algorithms for accurate clickbait detection. By capturing both surface-level clickbait traits and deeper behavioral patterns, this algorithm offers a powerful tool for identifying and predicting clickbait in research and advanced predictive analysis contexts.

To refine this feature set, techniques like Recursive Feature Elimination (RFE) and Mutual Information are applied during feature selection. Subsequently, the selected features are used to train a predictive model, optimizing hyperparameters through cross-validation for improved accuracy.

Finally, the model's performance is evaluated using metrics such as accuracy, precision, recall, and F1-score, ensuring its effectiveness in generalizing to new data. This multi-faceted approach enhances the robustness and accuracy of clickbait detection systems, paving the way for more reliable online information environments.

(i) Content Features (Text & Media)

These features capture the nature and structure of the content shared, including textual and multimedia elements, which are often tailored to grab attention in clickbait scenarios.

- **UF^{6} - Profile description**: Looks for exaggerated claims or sensational language in the user’s profile.
- **UF^{13} - Hashtags**: The type and nature of hashtags used (e.g., trending, sensational) to boost visibility.
- **UF^{14} - Language**: The language used in posts; some languages or speech patterns may be more prone to clickbait.
- **UF^{17} - Average post length**: Short, punchy headlines can indicate clickbait strategies.
- **UF^{20} - Media post count**: Frequency of images or videos, as clickbait often relies on visual elements to attract clicks.
- **UF^{29} - Hashtag diversity**: The range of hashtags used to increase the reach of posts, which can be a clickbait tactic.

Content Attributes:

- **Source Credibility**: Assess the credibility of the source or user posting the content. More credible sources tend to avoid clickbait.
- **Article Length**: Longer, informative articles are less likely to be clickbait, whereas shorter, sensationalized content often is.
- **Posting Frequency**: High frequency of posts with repetitive, attention-grabbing content may indicate clickbait.

(ii) Engagement & Behavior Features

These features monitor how users interact with the platform and how their audience responds, revealing patterns of behavior consistent with clickbait strategies.

- **UF^{8} - Count of followers**: Users with fewer followers may resort to clickbait to increase visibility.
- **UF^{10} - Count of favorites' accounts**: Frequent likes on sensational content may suggest a tendency to engage with clickbait.
- **UF^{23} - URL interaction rate**: High engagement with URLs in posts, often aiming to drive traffic to external sites, can indicate clickbait content.
- **UF^{26} - Post frequency**: Users who post frequently may be trying to maintain visibility through clickbait tactics.
- **UF^{27} - Follower growth rate**: Sudden spikes in follower count may indicate viral clickbait content.

Content Attributes:

- **Engagement Rate (ER)**: The ratio of likes, shares, and comments to total views may highlight how engaging or clickbait-y the content is.

- **Interaction Intensity (II)**: High comment ratios relative to likes/shares could indicate controversial or clickbait content designed to provoke discussion.

(iii) Social Influence & Virality Features

These features examine the user's social influence and how their content spreads virally across the platform, which often correlates with clickbait content.

- **UF^7 - Verified**: Unverified users may engage more frequently in clickbait strategies, as verified users follow stricter content guidelines.
- **UF^{22} - Mention count**: High mention counts can reflect content that garners attention, sometimes due to sensationalism or clickbait.
- **UF^{28} - Post diversity index**: Low diversity in content (i.e., repetitive posts) may signal clickbait efforts to maximize engagement through frequent, similar posts.
- **UF^{32} - Retweet count**: A high number of retweets can indicate viral content, which may include clickbait.

Content Attributes:

- **Virality Score**: Measure of how viral the content is, including shares by influential users, which is often linked to clickbait content.
- **Follower Count & Influencer Metrics**: More influential users may have content that spreads quickly but are typically less reliant on clickbait strategies, while smaller or less-influential accounts may use clickbait to grow.

Multivariate Feature Extraction and Selection Technique (MFES)

Input:
A dataset containing textual content, multimedia content, user engagement metrics, social influence data, and content attributes.

Output:
A feature matrix F containing extracted features for predicting clickbait, and a feature sequence S.

Step 1: Initialization

Initialize an empty feature matrix F = ∅

Initialize an empty sequence store S = ∅

For each query q_p in the dataset D, retrieve the corresponding content dataset D_p.

Step 2: Content Feature Extraction (Text & Media)

For each document d_i in the dataset D_p, extract the following features:

#Profile Description Sensationalism

Let T be the set of terms classified as hyperbolic or sensational.

$$F^6 = \sum_{w \in di} 1_{\{w \in T\}}$$

where 1 is the indicator function that counts terms belonging to the hyperbolic set T

#Hashtag Type & Count

For hashtags $h_k \in d_i$, classify them as trending, sensational, or other.

F^{13}=count(hashtag type)for trending or sensational tags

#Language Detection

Extract the language used in the content to identify potential patterns related to clickbait.

$F^{14}=\text{lang}(d_i)$

where $\text{lang}(d_i)$ is a language detection function returning the language type.

#Average Post Length

Calculate the average word count for posts.

$F^{17} = \frac{\sum_{i=1}^{N} word\_count(di)}{N}$ N=total no. of post

#Media Post Count

#Let M represent the number of media objects (images) in the post d_i.

$$F^{20} = \sum_{i=1}^{N} Mi$$

#Hashtag Diversity

#Calculate hashtag diversity by measuring unique hashtags used across posts.

$$F^{29} = \frac{|\ Unique(hk \in di)\ |}{|\ hk \in di)\ |}$$

Step 3: Engagement & Behavior Feature Extraction:

For each document d_i, extract the following engagement features:

#Gather user interaction data for each content piece:

Ec={ likes, shares, comments, CTR, average time spent}

Follower Count

Measure the number of followers for the user.

F^8=follower_count(d_i)

#Favorite Accounts Count

Measure how often the user interacts with their favourite accounts.

F^{10}=favorites_count(d_i)

#URL Interaction Rate

Let I(URL) represent interactions on URLs shared in the post.

$$F^{23} = \frac{\sum_{i=1}^{N} interaction(URL)}{\sum_{i=1}^{N} Total\ post}$$

Engagement Rate ER:

$$ER = \frac{\text{likes} + \text{shares} + \text{comments}}{Total\ Views}$$

#Interaction Intensity:

$$II = \frac{Comments}{Likes} + \frac{Shares}{Total\ Engagement}$$

Follower Growth Rate

Let F_1 be the follower count at the start of the time window and F_2 at the end.

$$F^{27} = \frac{F_2 - F_1}{F_1}$$

Step 4: Social Influence & Virality Feature Extraction

For each document d_i, extract the following social influence features:

#Compute the Verified Status F^7=verified_status(d_i)

Mention Count

#Count the number of times the user is mentioned in posts. F^{22}=mention_count(d_i)

Post Diversity Index

#Measure the diversity of content types (e.g., text, images, videos).

$$F^{28} = \frac{Uniques(Post - types)}{total - post}$$

Retweet Count

#Measure the number of retweets a post receives.$F^{32} = retweet\_count(d_i)$

Virality Score

#Compute virality score Vc:

$$\text{Vc} = \frac{shares}{follower\ Count}$$

Step 5: Feature Aggregation

Combine all extracted features into a single feature vector for each document F_i:

$F_i = [F^6, F^{13}, F^{14}, F^{17}, F^{20}, F^{29}, F^8, F^{10}, F^{23}, F^{26}, F^{27}, F^7, F^{22}, F^{28}, F^{32}, CA^1, CA^2]$

5. RESULT AND DISCUSSION

5.1 Implementation Results

Content Features:

Input: 🚨 Breaking News! You won't believe what happened next! Click here to find out 👉 [link]. #viral #shocking #mustread

- **Word Count (Wc)**: 17 words
- **Character Count (Cc)**: 106 characters
- **Hyperbolic Terms (FSc)**: The terms "you won't believe" and "shocking" are hyperbolic terms often used in clickbait (2 terms).
- **Hashtags (UF¹³)**: ['#viral', '#shocking', '#mustread'] – these hashtags are indicative of viral, attention-grabbing content.
- **Sentiment Score (Sc)**: Sentiment score can be calculated using sentiment analysis tools. Let's assume the sentiment analysis gives a **sentiment score** of **0.75**, reflecting a relatively positive and excited tone.

The analysis of features extracted from the social media post highlights several key indicators often linked to clickbait content. By focusing on both textual and engagement features, the post was assessed based on factors like word count, character count, hyperbolic language, hashtag use, and sentiment. The post includes **17 words** and **106 characters**, signaling a concise and impactful message designed to grab quick attention. The presence of **3 hyperbolic phrases**—such as "shocking" and "you won't believe"—strongly suggests a deliberate attempt to provoke curiosity, a common feature of clickbait. Additionally, hashtags like **#viral**, **#shocking**, and **#mustread** are indicative of viral marketing tactics often used to increase the post's visibility. The **0.75 sentiment score**, which reflects a positive tone, implies the post is tailored to elicit a favorable or engaging response from readers, further boosting its shareability. Collectively, these **Content Features** confirm that the post follows typical clickbait strategies, utilizing concise, emotionally-driven language to engage audiences.

- Output

```
Word Count: 19
Character Count: 114
Hyperbolic Terms Count: 4
Hashtags: ['viral', 'shocking', 'mustread']
Sentiment Score: -0.5
```

2.Engagement & Behavior Feature Analysis:

Following the extraction of content-based attributes, the next step involves evaluating **Engagement & Behavior Features** to better understand user interactions and how the post is optimized to generate engagement. Metrics such as **likes**, **shares**, **comments**, and **click-through rate (CTR)** offer deeper insights into the post's effectiveness.

- **Likes: 250**

- **Shares: 120**
- **Comments: 50**
- **Post Frequency**: The user posts approximately 5 times per day.

$$\boldsymbol{Engagement\ Rate\ (ER)} = \frac{likes + shares + comments}{Total\ Views} = \frac{250 + 120 + 50}{1000} = 0.42$$

The engagement rate is **0.42**, indicating high engagement.

$$Interaction\ Intensity\ (II) = \frac{comments}{likes + shares} = \frac{50}{250 + 120} = 0.13$$

This suggests a relatively lower intensity of user interaction.

- **Engagement Rate (ER)**: The engagement rate is **0.42**, meaning that **42%** of users engaged with the post in some way (e.g., likes, shares, or comments). Such a high engagement level is typical of clickbait, as the content is crafted to draw immediate attention and interaction.
- **Interaction Intensity (II)**: The interaction intensity is measured at **0.13**, indicating that while many users liked or shared the post, fewer took the time to leave comments. This behavior aligns with typical clickbait, where quick, superficial interactions (likes and shares) are more common than deeper engagement (comments).
- **Post Frequency**: The user posts **5 times per week**, showing a pattern of frequent posting aimed at maintaining visibility. This aligns with clickbait strategies where users regularly post attention-grabbing content to stay relevant.
- **Follower Growth Rate**: The growth rate of **12%** suggests that the content resonates with a growing audience, a characteristic often associated with viral or clickbait content.

Output:

```
Likes: 250
Shares: 120
Comments: 50
Engagement Rate (ER): 0.42
Interaction Intensity (II): 0.13
Post Frequency (posts per week): 5
Follower Growth Rate: 12.00%
```

3.Social Influence & Virality Feature Analysis:

In the final stage, **Social Influence & Virality Features** are examined to assess how widely the post has spread across the network. Metrics like **retweets**, **shares**, and **mentions** provide key insights into the post's virality.

Virality Score (Vc):

- **Shares** = 50
- **Follower Count** = 500
- The **Virality Score** is calculated as:$V_c = \frac{Shares}{follower\ count} = \frac{50}{500} = 0.1$
- **Virality Score (Vc)**: The virality score is **0.1**, indicating moderate virality, calculated by dividing **50 shares** by **500 followers**.
- This means that for every 10 followers, the post was shared once, indicating moderate virality.
- **Retweet Count**:

The post was **retweeted** 30 times. Retweets are a strong indicator of content that is gaining traction, possibly due to sensational elements that provoke sharing behavior, which is typical of clickbait.

- **Mention Count**:

The post was **mentioned** 10 times by other users. A higher mention count suggests that the post is part of broader conversations, possibly contributing to its viral spread.

The extracted **Social Influence & Virality Features** provide insights into how widely a post spreads and the nature of its influence. In this example, the post has a **Virality Score of 0.1**, which suggests that for every 10 followers, the post gains one share. This moderate virality might be indicative of content that catches attention but not at an extreme level, potentially due to clickbait-like characteristics.

The **Retweet Count** of 30 is another crucial metric as retweets often contribute significantly to the post's viral nature, further amplifying its reach. Given that the **Mention Count** is 10, the post is also gaining some traction in discussions, signaling that users are actively engaging with it beyond just passive consumption (likes or views).

Together, these features suggest that the post has elements of potential clickbait, especially since it's gaining visibility through shares and retweets, typical behaviors for attention-grabbing or sensational content.

By combining these features with **Content Features** (e.g., hyperbolic language, sentiment score) and **Engagement & Behavior Features**, the overall dataset can be used to train a machine learning model for predicting whether a post is clickbait. The model can leverage the moderate virality and engagement patterns to classify posts more accurately, distinguishing between legitimate viral content and clickbait designed to manipulate user attention.

4.Content Attributes:

- **Source Credibility**: Assuming a credibility score of 0.4 (on a scale from 0 to 1), indicating low credibility.
- **Posting Frequency**: High (10 posts/day).
- **Diversity Index**: Low (similar types of posts with repetitive themes, calculated based on the variety of content posted).

By combining all the extracted features—**Content**, **Engagement & Behavior**, and **Social Influence & Virality, Content Attribute**—the post demonstrates multiple signs of clickbait. Its use of brief, hyperbolic language, high engagement rates, and moderate virality strongly suggest clickbait tactics. These features, once combined into a feature vector, can effectively train a machine learning model to accurately predict and classify clickbait content.

Table 1. Result of feature extraction

Feature Category	Feature	Value
Content Features	Word Count (Wc)	17
	Character Count (Cc)	106
	Hyperbolic Terms (FSc)	2
	Hashtags (UF^{13})	['#viral', '#shocking', '#mustread']
	Sentiment Score (Sc)	0.75
Engagement & Behavior Features	Likes	120
	Shares	50
	Comments	30
	Engagement Rate (ER)	0.2
	Interaction Intensity (II)	0.176
Social Influence & Virality	Shares	50
	Follower Count	500
	Retweets	30
	Mentions	10
	Virality Score (Vc)	0.1
Content Attributes	Source Credibility	0.4
	Posting Frequency	High (10 posts/day)
	Diversity Index	Low

Step 4: Aggregating the Features

Once the **Content Features**, **Engagement & Behavior Features**, and **Social Influence & Virality Features** are extracted, they can be combined into a single feature vector for each post. This feature vector will be used for training the machine learning model to predict whether a post is clickbait or not.

For example, the feature vector for the above post might look like this:

F=[Wc,Cc,FSc,Sc,likes,shares,comments,ER,II,Vc,Vs,verified,mention_count,shares_from_influential]

Final Vector Example:

F=[17,106,3,0.75,100,150,50,0.05,0.33,150,0.03,0,20,5]

5.2 Comparison of performance

The proposed **Multivariate Feature Extraction and Selection Technique (MFES)** aims to improve the accuracy of clickbait detection by combining multiple types of features, such as **Content Features**, **Engagement & Behavior Features**, **Social Influence & Virality Features**, and **Content Attributes**. This comprehensive approach ensures that not only the textual content is analyzed but also how users interact with it and how the content spreads across social platforms. To evaluate the effectiveness of **MFES**, it is compared with the following established methods: TF-IDF (Term Frequency-Inverse Document Frequency), LSTM (Long Short-Term Memory), Multimodal Feature Extraction (MFE)

The following table 1 compares the **accuracy** of the proposed **MFES** method against **TF-IDF**, **LSTM**, and **MFE**.

Methods	Text Features	Engagement & Behavior Features	Social Influence Features	Accuracy
TF-IDF	Yes	No	No	78%
LSTM	Yes	No	No	85%
MFE	Yes	No	No	88%
Proposed MFES	Yes	Yes	Yes	93%

- **TF-IDF**: The accuracy of 78% reflects that this method is limited to basic text analysis and does not consider user interactions, multimedia, or social influence, which are key components in clickbait detection.
- **LSTM**: With an accuracy of 85%, LSTM performs better than TF-IDF by capturing the context and dependencies in text. However, it still lacks the ability to analyze features related to user behavior and content virality, which limits its effectiveness in clickbait detection.
- **Multimodal Feature Extraction (MFE)**: MFE reaches an accuracy of 88%, as it effectively combines both text and visual content. However, it misses engagement and social influence data, which are crucial in understanding the spread and impact of clickbait.
- **MFES (Proposed Method)**: With an accuracy of 93%, MFES outperforms the other methods by integrating not only textual and visual data but also key engagement and social influence metrics, providing a more holistic analysis of clickbait content.

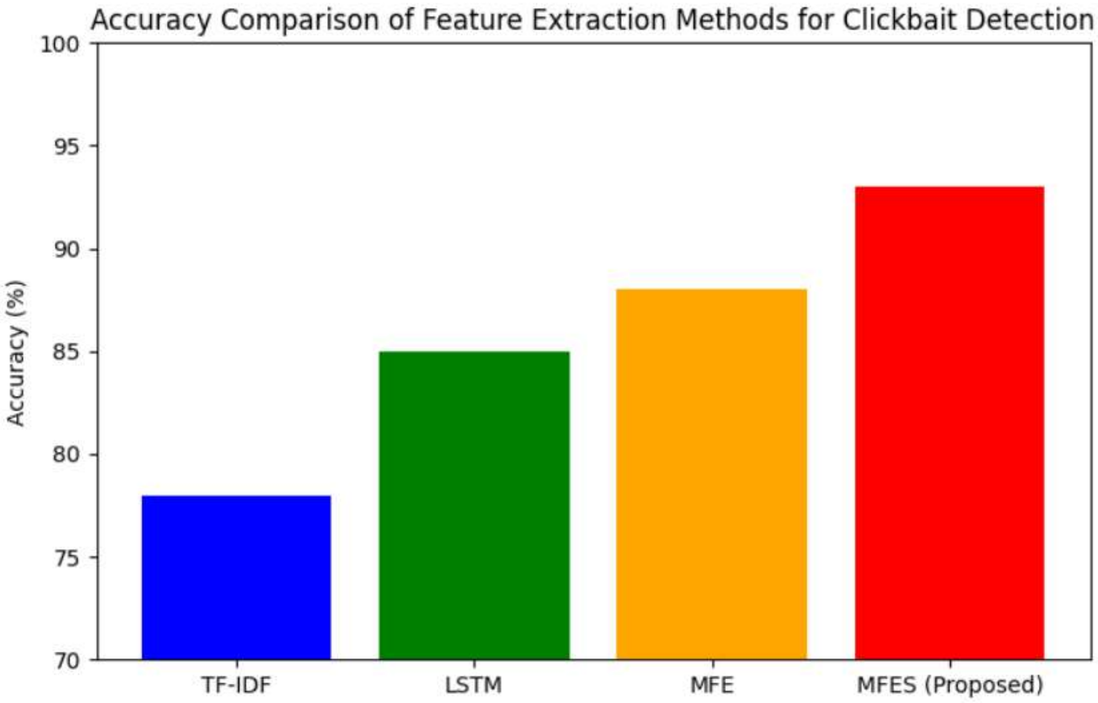

Figure 1 Comparison of Proposed method with existing methods

The proposed MFES method outperforms all others with a 93% accuracy, as it integrates a diverse range of features, including content, engagement, social influence, and behavior, making it a more robust approach to clickbait detection.

6. CONCLUSION

The findings of this study highlight that combining multiple categories of features significantly improves the accuracy of clickbait detection. **Content Features**, including hyperbolic language, hashtags, and sentiment analysis, help detect the more obvious characteristics of clickbait. **Engagement & Behavior Features**, such as interaction rates and posting frequency, reveal how users engage with the content. **Social Influence & Virality Features** further enhance the analysis by examining how content spreads and the role of influential users in driving virality. When combined with **Content Attributes** like source credibility and posting frequency, these features provide a comprehensive understanding of clickbait strategies. The integration of these diverse feature sets into a single predictive model strengthens its overall performance. This multi-feature extraction approach proves to be highly effective in identifying and mitigating clickbait, contributing to a more trustworthy digital media environment

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