

MULTILINGUAL NEWS ARTICLE PERSUASION TECHNIQUE CLASSIFIER

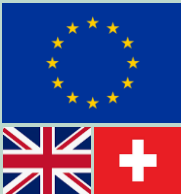
developed by The University of Sheffield

AIM OF THE TOOL This service is able to identify the main persuasion techniques used in a particular article. This service annotates particular sentences within the document that use each of the persuasion techniques. It is a multilingual classifier capable of processing 104 languages, but it will perform the best on the six languages on which it was trained: English, French, German, Italian, Polish and Russian. The classifier recognises 23 principal persuasion techniques, which can be grouped into 6 broader categories:
(1) Manipulative wording, (2) Attack on reputation, (3) Call, (4) Simplification, (5) Justification, and (6) Distraction.

ACCESS TO THE TOOL The current version of graphical user interface is publicly accessible via <https://cloud.gate.ac.uk/shopfront/displayItem/persuasion-classifier-spans>

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MORE INFORMATION
The tool is based on our submission to the [SemEval 2023 Task 3](#) and the [follow-up journal publication](#).
Demo of the tool is provided as a part of the EBU Webinar: [University of Sheffield presents work on synthetic text detection, credibility signals and OCR](#)



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