

Weekly Project SCRUM Report

Date: 4/15/2021

Project Name: Deviance or Deservingness? Opioids, Morality, and Economic Precarity

Team Members: Jayden Font, Della Lin, Nikita Jakkam, Michalina Jadick, Divya Gowravaram

Tasks Completed This Week:

- Used VADER to assign sentiment scores to the campaign descriptions and titles
- Created more figures describing different attributes in relation to time (from 2012 to 2021)
- Finished deliverable 3 and submitted to client and PM
 - Presented deliverable 3 to client
- Created a logistic regression model that predicts success of campaign based on input attributes
- Used GMM to cluster data by numerical attributes to see which keywords were more associated with successful campaigns
- Ranked keywords based on average percent reached in clusters

WORDS RANKED	Average	Normalized
Recovery	88.51	1
Rehabilitation	55.6825	0.59974395
Heroin	55.45	0.59690915
Drugs	51.52375	0.54903754
Opioid	51.06625	0.54345938
Rehab	34.84	0.34561748
Opiate	29.2425	0.27736881
Overdose	24.6275	0.22109948
Addiction	16.1425	0.11764437
Dependency	8.31875	0.02225169
Demon	7.22375	0.00890068
Addict	6.49375	0.0056

Plans for Next Week:

- Draft the final report
- Create new features for the dataset by weighting key words according to how negative/overt they are (get confirmation/approval from client) in relation to drug use, apply to logistic regression
- Think about how to answer more nuanced questions regarding how socioeconomic & financial status may relate to campaign success
- Apply our models to 2020/2021 and characterize that data
- Improve documentation in the coding and upload final versions, give a more detailed description of the project folder in the README
- Normalize sentiment analysis data

Obstacles and Questions:

- Need to get rid of / combine redundant features

Met with the client recently? When is the next meeting with the client?:

- Met with client on April 14th
- Meetings are biweekly so next meeting with client is April 22nd

