Social Computing Homework Coursebook

**Instructions**

Please fill in each exercise and submit the entire document as a PDF on Moodle before the section’s respective deadline. Keep working on the whole document so that for the last submission you submit a completely filled in template. You may not change previous sections in subsequent submissions. Some sections require you to work on an existing software project, which you have to fork on [GitHub.com](http://github.com), or clone and create your repository. Provide the URL of your public fork or repository of this project below.

Fill in each answer to a homework task to the textbox underneath. Use as much space as you wish. Do not provide long code snippets or other irrelevant information.

**Restrictions**

You may use AI tools for language styling or only. Usage of any AI tools to answer questions, inspire creative solutions or write code is strictly forbidden. Group work and sharing solutions is strictly prohibited. Any suspected cases of [misconduct](https://www.oulu.fi/external/Code-of-conduct-for-the-prevention-and-processing-of-misconduct-in-studies-at-University-of-Oulu-2024.pdf) will be referred to the Education Dean. If you are not sure whether you are in violation of course-specific restrictions or the university’s code of conduct, please ask the Lecturer or a TA.

**Name**

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| *Vu Truong* |

**Student ID**

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| *2506393* |

**Student Email**

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| --- |
| *Vu.Truong@student.oulu.fi* |

**GitHub Repository URL**

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| *Write your answer here…* |

## AI Use Disclaimer

**Explain in detail in what parts and how AI was used for any of the work above. Fill it out and update after each homework submission, even if you did not use AI at all.**

**Your answers to homework tasks should not include AI-generated code or text.**

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| *I used Social Computing AI Agent to ask about the task 1.1 because there are no “purpose” description inside the database.* |

## **Task 1 (due 22.9.2025 23:59)** 15 points

**Exercise 1.1** Reading the dataset: Load the database and for each table, print and inspect the available columns and the number of rows. Explain below how you loaded the database. For each table, describe all columns (name, purpose, type, example of contents). You may use SQL and/or Python to perform this task. (3 points)

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| *# Explanations for the work are being added as comments*  *import* sqlite3  *import* pandas *as* pd  *# Current db file location (same location as the code file)*  dbfile = 'database.sqlite'  *# Establish a connection to the db*  conn = sqlite3.connect(dbfile)  *# Read all table names -> turn it to a dataframe*  tablenames\_df = pd.read\_sql\_query("SELECT name FROM sqlite\_master WHERE type='table';", conn)  *# Convert df to a list*  tables = tablenames\_df['name'].tolist()  *for* table *in* tables:      print(f"Table: {table}")      df = pd.read\_sql\_query(f"SELECT \* FROM {table};", conn)  *# Inspect the table*      print(f"Number of rows: {len(df)}")      print(f"Available columns: {df.columns.tolist()}")  *# Get metadata*      col = pd.read\_sql\_query(f"PRAGMA table\_info({table});", conn)  *for* idx, row *in* col.iterrows():          print(f"Name: {row['name']}")          print(f"Type: {row['type']}")  *# Hardcoded purpose as metadata is not available in db so I will describe this in the output*          print(f"Purpose: -")          print(f"Example: {df[row['name']].head(1).values[0]}")  print("--")      print("-----")  """  Output:  Table: follows  Note: This is a many-to-many relationship table between users and their followers  Number of rows: 7225  Available columns: ['follower\_id', 'followed\_id']  Name: follower\_id  Type: INT  Purpose: This is the id of the user who is following  Example: 12  --  Name: followed\_id  Type: INT  Purpose: This is the id of the user who is being followed  Example: 1  --  -----  Table: users  Number of rows: 210  Available columns: ['id', 'username', 'location', 'birthdate', 'created\_at', 'profile', 'password']  Name: id  Type: INT  Purpose: Id of the user  Example: 1  --  Name: username  Type: varchar(50)  Purpose: Username of user  Example: artistic\_amy  --  Name: location  Type: varchar(100)  Purpose: Location of user  Example: Boston, USA  --  Name: birthdate  Type: date  Purpose: User's date of birth  Example: 1997-06-30  --  Name: created\_at  Type: timestamp  Purpose: The timestamp when the user account was created  Example: 2022-07-01 12:17:48  --  Name: profile  Type: TEXT  Purpose: Profile description of user that contains personality traits and interests  Example: Artistic soul from Boston ? | Born in '97 | Balancing mind & style | Fashion lover | News junkie | Embracing the highs and lows | Dreaming big, moving forward ✨  --  Name: password  Type: TEXT  Purpose: Password for the account  Example: izmQoLHw  --  -----  Table: sqlite\_sequence  Note: Automatically created table manage AUTOINCREMENT fields  Number of rows: 3  Available columns: ['name', 'seq']  Name: name  Type:  Purpose: Shows which table (like reactions, posts, ect) the row is about  Example: reactions  --  Name: seq  Type:  Purpose: Shows the last used AUTOINCREMENT value for that table  Example: 8286  --  -----  Table: reactions  Number of rows: 8276  Available columns: ['id', 'post\_id', 'user\_id', 'reaction\_type']  Name: id  Type: INTEGER  Purpose: Id of the reaction  Example: 1  --  Name: post\_id  Type: INTEGER  Purpose: Id of the post that the reaction is for  Example: 2631  --  Name: user\_id  Type: INTEGER  Purpose: Id of the user who made the reaction  Example: 60  --  Name: reaction\_type  Type: TEXT  Purpose: The type of reaction  Example: like  --  -----  Table: comments  Number of rows: 5804  Available columns: ['id', 'post\_id', 'user\_id', 'content', 'created\_at']  Name: id  Type: INTEGER  Purpose: Id of the comment  Example: 1  --  Name: post\_id  Type: INTEGER  Purpose: Id of the post that the comment is for  Example: 1963  --  Name: user\_id  Type: INTEGER  Purpose: Id of the user who commented  Example: 55  --  Name: content  Type: TEXT  Purpose: Content of the comment  Example: Haha, I bet your neighbors are either loving or hating you right now! Crank it up and see if you can get a dance party going next door. #DIYparty  --  Name: created\_at  Type: TIMESTAMP  Purpose: The timestamp when the comment was created  Example: 2022-12-04 02:36:15  --  -----  Table: posts  Number of rows: 1303  Available columns: ['id', 'user\_id', 'content', 'created\_at']  Name: id  Type: INTEGER  Purpose: Id of the post  Example: 1718  --  Name: user\_id  Type: INTEGER  Purpose: Id of the post owner  Example: 10  --  Name: content  Type: TEXT  Purpose: Content of the post  Example: Just had the most ridiculous encounter with a cat in Shibuya. It hissed like I was invading its turf! #CatWhisperer #TokyoLife  --  Name: created\_at  Type: TIMESTAMP  Purpose: The timestamp when the post was created  Example: 2023-10-12 10:43:24  --  -----  """ |

**Exercise 1.2** Lurkers: How many users are there on the platform who have not interacted with posts or posted any content yet (but may have followed other users)? Answer and explain your queries/calculations below.You may use SQL and/or Python to perform this task. (3 points)

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| *# Explanations for the work are being added as comments*  *import* sqlite3  *import* pandas *as* pd  *# Current db file location*  dbfile = 'database.sqlite'  *# Establish a connection to the db*  conn = sqlite3.connect(dbfile)  *try*:  *# Check for users who not exist in posts, comments, and reactions table using subqueries*      lurkers = pd.read\_sql\_query("""      SELECT          id      FROM users      WHERE id NOT IN (SELECT user\_id FROM posts)      AND id NOT IN (SELECT user\_id FROM comments)      AND id NOT IN (SELECT user\_id FROM reactions);      """, conn)  *# print("Lurkers: ")*  *# print(lurkers)*      print("The number of people who have not interacted at all: ", len(lurkers))  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  The number of people who have not interacted at all:  55  """ |

**Exercise 1.3** Influencers: In the history of the platform, who are the 5 users with the most engagement on their posts? Describe how you measure engagement. Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (4 points)

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| *# Explanations for the work are being added as comments*  *import* sqlite3  *import* pandas *as* pd  *# Current db file location*  dbfile = 'database.sqlite'  *# Establish a connection to the db*  conn = sqlite3.connect(dbfile)  """  To find top 5 influencers, I count the number of reactions and comments on each user's posts.  First, I JOIN the posts table with the users table to get the username (the author).  Then, I LEFT JOIN the reactions and comments tables to count the number of reactions and comments for each posts.  Finally, I group the results by username and order them by the total number of reactions and comments in descending order, limiting the results to the top 5.  By using DISTINCT in the COUNT, I ensure that each reaction and is counted only once, because when joining multiple tables, there can be duplicate rows for the same reaction and comment, resulting in same count value for these columns.  """  *try*:      influencer\_df = pd.read\_sql\_query("""      SELECT          users.id,          users.username,          COUNT(DISTINCT reactions.id) as Reactions,          COUNT(DISTINCT comments.id) AS Comments      FROM posts      JOIN users on users.id = posts.user\_id      LEFT JOIN reactions on posts.id = reactions.post\_id      LEFT JOIN comments ON posts.id = comments.post\_id      GROUP by users.username      ORDER BY (COUNT(DISTINCT reactions.id) + COUNT(DISTINCT comments.id)) DESC      LIMIT 5;      """, conn)      print("Top 5 influencers: ")      print(influencer\_df)  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  Top 5 influencers:     id      username  Reactions  Comments  0  54    WinterWolf        267       179  1  65   PinkPanther        234       152  2  94     PinkPetal        246       137  3  81  GoldenDreams        217       149  4  30     WildHorse        196       157  """ |

**Exercise 1.4** Spammers: Identify users who have shared the same text in posts or comments at least 3 times over and over again (in all their history, not just the last 3 contributions). Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (5 points)

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| *# Explanations for the work are being added as comments*  *import* sqlite3  *import* pandas *as* pd  *# Current db file location*  dbfile = 'database.sqlite'  *# Establish a connection to the db*  conn = sqlite3.connect(dbfile)  """  For this task, I identify spammer by check the same contents being posted or commented more than 3 times by the same user  I use 2 separate SELECT to find the spam and combine them using UNION.  I also add a column 'type' to indicate whether the spam is from post or comment.  """  *try*:      spammer\_df = pd.read\_sql\_query("""      SELECT          users.username,          posts.content,          'post' as type,          COUNT(\*) as occur      FROM posts      JOIN users on users.id = posts.user\_id      GROUP by posts.user\_id, posts.content      HAVING COUNT(\*) >= 3      UNION      SELECT          users.username,          comments.content,          'comment' as type,          COUNT(\*) as occur      FROM comments      JOIN users on users.id = comments.user\_id      GROUP by comments.user\_id, comments.content      HAVING COUNT(\*) >= 3;      """, conn)      print("Spammer: ")      print(spammer\_df)  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  Spammer:          username                                            content     type  occur  0    coding\_whiz  ?FREE VACATION? Tag a friend you’d take to Bal...  comment      3  1    coding\_whiz  Shocking! #lol #weekend #coffee #bookstagram #...     post      3  2    coding\_whiz  Top 10 gadgets of 2025 – All available here: b...     post      8  3    eco\_warrior  Not gonna lie, I was skeptical at first. But a...     post      6  4    eco\_warrior  Revolutionary idea! #fashionblogger #instafash...     post      3  5    eco\_warrior  Wearing this hoodie in my latest reel—so many ...     post      4  6   history\_buff  A lot of you asked what helped me drop 5kg in ...     post      5  7   history\_buff  Best way to clean your sneakers ? snag yours h...     post      5  8   history\_buff  Mood: me refreshing for likes every 30 seconds...     post      5  9   history\_buff  What do you think? #thoughts #motivationmonday...     post      4  10  history\_buff  You need this travel pillow in your life ? sho...     post      3  11     night\_owl  ? Mega Giveaway Alert! ? Follow all accounts w...     post      8  12     night\_owl  ?FLASH GIVEAWAY? Click the link in our bio to ...     post      5  13     night\_owl  Find out why everyone is switching to this new...     post      4  14     night\_owl  This one trick will make you $500/day from hom...     post      3  15     yoga\_yogi  I couldn’t believe it! I just entered this giv...     post      5  16     yoga\_yogi  Just entered this Xbox giveaway and the form w...     post      3  """ |

## **Task 2 (due 29.9.2025 23:59)** 15 points

**Exercise 2.1** Growth:This year, we are renting 16 servers to run our social media platform. They are soon at 100% capacity, so we need to rent more servers. We would like to rent enough to last for 3 more years without upgrades, plus 20% capacity for redundancy. We need an estimate of how many servers we need to start renting based on past growth trends. Plot the trend on a graph using Python and include it below. Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (Note that the dataset may not end in the current year, please assume that the last data marks today’s date) (3 points)

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| *Write your answer here…* |

**Exercise 2.2** Virality:Identify the 3 most viral posts in the history of the platform. Select and justify a specific metric or requirements for a post to be considered viral. Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (4 points)

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| *Write your answer here…* |

**Exercise 2.3** Content Lifecycle:What is the average time between the publishing of a post and the first engagement it receives? What is the average time between the publishing of a post and the last engagement it receives? Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (4 points)

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| *Write your answer here…* |

**Exercise 2.4** Connections:Identify the top 3 user pairs who engage with each other’s content the most. Define and describe your metric for engagement. Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (4 points)

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| *Write your answer here…* |

## **Task 3 (due 19.10.2025 23:59)** 15 points

**Exercise 3.1** Censorship: implement the moderate\_content function that automatically detects and censors inappropriate user posts on the platform. Your function should take a post, comment or user introduction as input and apply censorship rules to either clean or remove content, and supply a risk score that corresponds to the number and weight of violations in the content (note the risk classification thresholds in the code). The exact rules are detailed on the Rules page. Think of and implement one more moderation measure you think is important to keep the platform safe. Include and explain your implementation below. (5 points)

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| *Write your answer here…* |

**Exercise 3.2** User risk analysis: Assign risk scores to each user by implementing the user\_risk\_analysis function. This function returns a risk score for a given user based on rules presented on the Rules page. Identify the top 5 highest risk users. Think of and implement one more risk prediction measure you think is important to keep the platform safe. Answer and explain your queries/calculations below. (5 points)

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| *Write your answer here…* |

**Exercise 3.3** Recommendation Algorithm: Implement the recommend function. Identify a suitable, simple recommendation algorithm that will recommend 5 relevant posts on the “Recommended” tab based on the posts the user reacted to positively and the users they followed. (5 points)

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| *Write your answer here…* |

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## **Task 4 (due 27.10.2025 23:59)** 20 points

**Exercise 4.1** Topics: Identify the 10 most popular topics discussed on our platform. Use Latent Dirichlet Allocation (LDA) with the gensim library.Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. 5 points)

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| *Write your answer here…* |

**Exercise 4.2** Sentiment: Perform sentiment analysis on posts and comments. What is the overall tone of the platform? How does sentiment vary across user posts discussing different topics identified in Exercise 3? Please use VADER (nltk.sentiment) for this analysis. Answer and explain your queries/calculations below. You may use SQL and/or Python to perform this task. (5 points)

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| *Write your answer here…* |

**Exercise 4.3** Learning from others’ mistakes: Find two social platforms similar to Mini Social that have been under fire for an engineering, design or operation error that severely affected a large group of users. Describe how we can learn from their mistakes and draft up a plan about how Mini Social can be improved learning from their mistakes. You do not need to write code in this exercise unless your plan includes a specific change to an algorithm or function. (5 points)

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| *Write your answer here…* |

**Exercise 4.4** Design and implement a new social feature in Mini Social. For example, a user reputation scoring system, a reporting system, a feature to find related content to a post, new post modalities such as polls or reposts. Your change must include a UI improvement or addition. Do not implement non-social, technical features, such as resource optimization, security improvements or style changes. Document the design and implementation process of your addition here. You must also demonstrate a fully functional feature in a maximum 2-minute video recording uploaded to Moodle. (5 points)

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| *Write your answer here…* |