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.

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**GitHub Repository URL**

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| *https://github.com/HarryxDD/social-computing-hw* |

## 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.*  *For task 2.1, I used AI Agent to ask about the growing trend of some social media platforms.* |

## **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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| *import* sqlite3  *import* pandas *as* pd  *import* matplotlib.pyplot *as* plt  *import* numpy *as* np  """  For this task, I thought about the growing factors, is it linear growth or exponential growth, as normally some social media platforms grow exponentially in the beginning, but after a while, the growth rate slows down.  After analyzing the data, I found that the growth is more linear than exponential. So I decided to use a linear projection for the next 3 years.  And the answer for the number of additional servers needed is 23. The calculation will be shown below.  """  def **get\_data**():      conn = sqlite3.connect('database.sqlite')    *# This query get total counts of users, posts, and comments.*      totals = pd.read\_sql\_query("SELECT (SELECT COUNT(\*) FROM users) as users, (SELECT COUNT(\*) FROM posts) as posts, (SELECT COUNT(\*) FROM comments) as comments", conn)  *# These queries get monthly new users, posts, and comments.*      monthly\_users = pd.read\_sql\_query("SELECT strftime('%Y-%m', created\_at) as month, COUNT(\*) as count FROM users GROUP BY strftime('%Y-%m', created\_at) ORDER BY month", conn)      monthly\_posts = pd.read\_sql\_query("SELECT strftime('%Y-%m', created\_at) as month, COUNT(\*) as count FROM posts GROUP BY strftime('%Y-%m', created\_at) ORDER BY month", conn)      monthly\_comments = pd.read\_sql\_query("SELECT strftime('%Y-%m', created\_at) as month, COUNT(\*) as count FROM comments GROUP BY strftime('%Y-%m', created\_at) ORDER BY month", conn)        conn.close()    *return* totals.iloc[0]['users'], totals.iloc[0]['posts'], totals.iloc[0]['comments'], monthly\_users, monthly\_posts, monthly\_comments  def **calculate\_projections**(*total\_users*, *total\_posts*, *total\_comments*, *monthly\_users*):  *# The value 1.0 is based on the assumption that each user has many props, such as posts, comments, authentication, etc.*      user\_weight = 1.0  *# For posts, each of them can contains long text, images, and interactions.*      post\_weight = 0.5  *# For comments, they are usually short text, but can also contain images, and reactions.*      comment\_weight = 0.2  *# Traffic spike factor to account for peak times when user activity is higher.*      traffic\_spike\_factor = 1.2    *# Current server load*      current\_load = (total\_users \* user\_weight + total\_posts \* post\_weight + total\_comments \* comment\_weight) \* traffic\_spike\_factor    *# Continue current growth for 3 years*      days\_until\_now = len(monthly\_users) \* 30      daily\_user\_growth = total\_users / days\_until\_now  *# Projected number of users for the next 3 years*      projected\_users = total\_users + (daily\_user\_growth \* 1095)  *# Projected posts and comments based on user growth*      user\_growth\_multiplier = projected\_users / total\_users      projected\_posts = total\_posts \* user\_growth\_multiplier      projected\_comments = total\_comments \* user\_growth\_multiplier    *# Calculate projected server load and servers needed*      projected\_load = (projected\_users \* user\_weight + projected\_posts \* post\_weight + projected\_comments \* comment\_weight) \* traffic\_spike\_factor  *# Current servers with 20% redundancy*      needed\_servers = 16 \* (projected\_load / current\_load) \* 1.2    *return* {          'users': projected\_users,          'posts': projected\_posts,          'comments': projected\_comments,          'needed\_servers': needed\_servers      }  def **create\_plots**(*monthly\_users*, *monthly\_posts*, *monthly\_comments*):      fig, ((ax1, ax2), (ax3, ax4)) = plt.subplots(2, 2, *figsize*=(12, 8))    *for* df *in* [monthly\_users, monthly\_posts, monthly\_comments]:          df['date'] = pd.to\_datetime(df['month'])          df['cumulative'] = df['count'].cumsum()    *# Create 4 plots*      ax1.plot(monthly\_users['date'], monthly\_users['cumulative'], 'b-o')      ax1.set\_title('Cumulative Users'); ax1.grid(True)        ax2.plot(monthly\_posts['date'], monthly\_posts['cumulative'], 'r-o')      ax2.set\_title('Cumulative Posts'); ax2.grid(True)        ax3.plot(monthly\_comments['date'], monthly\_comments['cumulative'], 'g-o')      ax3.set\_title('Cumulative Comments'); ax3.grid(True)        ax4.plot(monthly\_users['date'], monthly\_users['count'], 'b-o', *label*='Users/month')      ax4.set\_title('Monthly New Users'); ax4.grid(True); ax4.legend()        plt.tight\_layout()      plt.savefig('growth\_analysis.png', *dpi*=150)      plt.show()  def **analyze\_and\_plot**():      total\_users, total\_posts, total\_comments, monthly\_users, monthly\_posts, monthly\_comments = get\_data()        print(f"Current: {total\_users} users, {total\_posts} posts, {total\_comments} comments")        results = calculate\_projections(total\_users, total\_posts, total\_comments, monthly\_users)        print(f"\n3-Year Linear Projection:")      print(f"  Users: {results['users']:.0f}, Posts: {results['posts']:.0f}, Comments: {results['comments']:.0f}")      print(f"  Additional servers needed: +{results['needed\_servers'] - 16:.0f}")      print(f"  Total servers: {results['needed\_servers']:.0f}")        create\_plots(monthly\_users, monthly\_posts, monthly\_comments)    *if* \_\_name\_\_ == "\_\_main\_\_":      analyze\_and\_plot()  """  Output:  Current: 211 users, 1303 posts, 5804 comments  3-Year Linear Projection:    Users: 431, Posts: 2662, Comments: 11857    Additional servers needed: +23    Total servers: 39  """ |

**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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| *# Explainations 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)  """  After research about viral post, I found that it is a piece of content that gets shared quickly across various social media platforms in a short period of time. So I decided to use growth rate in the first few hours to measure the virality of a post.  I was trying to calculate the growth rate based on reactions, but I found that the table does not have a created\_at column, so I can only use comments in this case.  """  CALCULATING\_HOURS = 24  def **calculate\_growth\_rate\_hours**(*table\_alias*, *post\_alias*, *hours*):  *# Don't forget to check if the hours since posted is less than the calculating hours*  *return* f"""      COUNT(DISTINCT CASE WHEN (julianday({table\_alias}.created\_at) - julianday({post\_alias}.created\_at)) \* 24 <= {hours} THEN {table\_alias}.id END) \* 1.0 /      CASE          WHEN (julianday('now') - julianday({post\_alias}.created\_at)) \* 24 >= {hours} THEN {hours}          WHEN (julianday('now') - julianday({post\_alias}.created\_at)) \* 24 < 1 THEN 1          ELSE (julianday('now') - julianday({post\_alias}.created\_at)) \* 24      END      """  *try*:      viral\_post\_df = pd.read\_sql\_query(f"""      SELECT          p.id,          -- Total engagement (comments + reactions)          COUNT(DISTINCT c.id) as total\_comments,          COUNT(DISTINCT r.id) as total\_reactions,          (COUNT(DISTINCT c.id) + COUNT(DISTINCT r.id)) as absolute\_engagement,          -- Growth rate: comments per hour in first {CALCULATING\_HOURS} hours          {calculate\_growth\_rate\_hours('c', 'p', CALCULATING\_HOURS)} as growth\_rate,            -- Combined virality score          {calculate\_growth\_rate\_hours('c', 'p', CALCULATING\_HOURS)} \* (COUNT(DISTINCT c.id) + COUNT(DISTINCT r.id)) as virality\_score      FROM posts p      LEFT JOIN comments c on c.post\_id = p.id      LEFT JOIN reactions r on r.post\_id = p.id      GROUP by p.id      HAVING absolute\_engagement > 0      ORDER BY virality\_score DESC      LIMIT 3;      """, conn)      print(f"Viral posts - first {CALCULATING\_HOURS} hours: ")      print(viral\_post\_df)  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  Viral posts - first 5 hours:       id  total\_comments  total\_reactions  absolute\_engagement  growth\_rate  virality\_score  0  2351              62              139                  201         12.4          2492.4  1  2813              82              103                  185         12.0          2220.0  2  2195              45              133                  178          9.0          1602.0  Viral posts - first 12 hours:       id  total\_comments  total\_reactions  absolute\_engagement  growth\_rate  virality\_score  0  2813              82              103                  185     6.833333     1264.166667  1  2351              62              139                  201     5.166667     1038.500000  2  2004              71               94                  165     5.916667      976.250000  Viral posts - first 24 hours:       id  total\_comments  total\_reactions  absolute\_engagement  growth\_rate  virality\_score  0  2813              82              103                  185     3.416667      632.083333  1  2351              62              139                  201     2.583333      519.250000  2  2004              71               94                  165     2.958333      488.125000  As we can see, the vital posts are consistent across different hours, so the answer for the question is post id 2813, 2351, and 2004. There was a slight change in the order because there's a higher early burst of post id 2351 at the start, but slower sustained growth.  """ |

**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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| --- |
| *# Explainations 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 define the engagement based on comments since the reactions table does not have a created\_at column.  I excluded posts that have no comments, since they do not have any engagement, but still show the number of such posts in the output.  Basically, I created a CTE to calculate the time to first comment and time to last comment for each post, then I used aggregate functions to get the required metrics.  I used INNER JOIN to exclude posts with no comments first, then I calculated the number of such posts by subtracting from the total.  """  *try*:      content\_lifecycle = pd.read\_sql\_query(f"""      with post\_lifecycle as (      SELECT          p.id,          p.created\_at,          MIN(c.created\_at) AS first\_comment\_at,          (julianday(MIN(c.created\_at)) - julianday(p.created\_at)) \* 24 as hours\_to\_first\_comment,          MAX(c.created\_at) as last\_comment\_at,          (julianday(MAX(c.created\_at)) - julianday(p.created\_at)) \* 24 as hours\_to\_last\_comment      from posts p      INNER join comments c on p.id = c.post\_id      GROUP by p.id      )      SELECT          COUNT(\*) as posts\_with\_comments,          (select COUNT(\*) from posts) - count(\*) as posts\_with\_no\_comments,          AVG(hours\_to\_first\_comment) as avg\_hr\_to\_first\_cmt,          AVG(hours\_to\_last\_comment) as avg\_hr\_to\_last\_cmt      from post\_lifecycle;      """, conn)      print(f"Content Lifecycle: ")      print(content\_lifecycle)  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  Content Lifecycle:     posts\_with\_comments  posts\_with\_no\_comments  avg\_hr\_to\_first\_cmt  avg\_hr\_to\_last\_cmt  0                 1215                      88            86.604362          151.445664  """ |

**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)

|  |
| --- |
| *# Explainations 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 define engagement as the total number of comments and reactions exchanged between two users on each other's posts. This means I count all individual comments and reactions that flow in both directions between a user pair.  First, I create the CTE all\_engagements to gather all comments and reactions between users, ensuring that self-engagements are excluded by using WHERE (c|r).user\_id != p.user\_id.  The second CTE user\_pairs aggregates the total engagement between each pair of users.  For example, if User A commented 2 times and reacted 3 times to User B's posts, the total engagement from User A to User B would be 5.  The third CTE mutual\_engagement combines the engagements from both users in each pair to get the total mutual engagement. I joined the user\_pairs table with itself to achieve this. I avoid double counting by ensuring that I only consider pairs where action\_owner < post\_owner (or action\_owner > post\_owner no matter), so each user pair appears only once in the final results regardless of who initiated more engagement.  """  *try*:      connections = pd.read\_sql\_query(f"""      WITH all\_engagements AS (      SELECT          c.user\_id AS action\_owner,          p.user\_id AS post\_owner,          'comment' AS type,          count(\*) AS quantity      FROM comments c      JOIN posts p ON p.id = c.post\_id      WHERE c.user\_id != p.user\_id      GROUP BY c.user\_id, p.user\_id        UNION ALL        SELECT          r.user\_id AS action\_owner,          p.user\_id AS post\_owner,          'reaction' AS type,          count(\*) AS quantity      FROM reactions r      JOIN posts p ON p.id = r.post\_id      WHERE r.user\_id != p.user\_id      GROUP BY r.user\_id, p.user\_id      ),      user\_pairs as (      SELECT          action\_owner,          post\_owner,          SUM(quantity) AS total\_engagement      FROM all\_engagements      GROUP BY action\_owner, post\_owner      ),      mutual\_engagement AS (      SELECT          CASE WHEN e1.action\_owner < e1.post\_owner THEN e1.action\_owner ELSE e1.post\_owner END AS user1\_id,          CASE WHEN e1.action\_owner < e1.post\_owner THEN e1.post\_owner ELSE e1.action\_owner END AS user2\_id,          e1.total\_engagement + e2.total\_engagement AS mutual\_total      FROM user\_pairs e1      JOIN user\_pairs e2 ON e1.action\_owner = e2.post\_owner AND e1.post\_owner = e2.action\_owner      WHERE e1.action\_owner < e1.post\_owner      )      SELECT          u1.username AS user1,          u2.username AS user2,          me.mutual\_total AS total\_mutual\_engagement      FROM mutual\_engagement me      JOIN users u1 ON me.user1\_id = u1.id      JOIN users u2 ON me.user2\_id = u2.id      ORDER BY me.mutual\_total DESC      LIMIT 3;      """, conn)      print(f"Connections: ")      print(connections)  *except* Exception *as* e:      print(f"Error: {e}")  """  Output:  Connections:              user1       user2  total\_mutual\_engagement  0  DancingDolphin  SilverMoon                       16  1     userInBlack    TigerEye                       13  2       StarGazer  WinterWolf                       13  """ |

## **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)

|  |
| --- |
| def moderate\_content(content):      """      Args          content: the text content of a post or comment to be moderated.        Returns:          A tuple containing the moderated content (string) and a severity score (float). There are no strict rules or bounds to the severity score, other than that a score of less than 1.0 means no risk, 1.0 to 3.0 is low risk, 3.0 to 5.0 is medium risk and above 5.0 is high risk.        This function moderates a string of content and calculates a severity score based on      rules loaded from the 'censorship.dat' file. These are already loaded as TIER1\_WORDS, TIER2\_PHRASES and TIER3\_WORDS. Tier 1 corresponds to strong profanity, Tier 2 to scam/spam phrases and Tier 3 to mild profanity.        You will be able to check the scores by logging in with the administrator account:              username: admin              password: admin      Then, navigate to the /admin endpoint. (http://localhost:8080/admin)      """      # Handle empty or invalid content      if not content or not isinstance(content, str):          return content, 0.0        moderated\_content = content      score = 0.0        """      Rule 1.1.1      A case-insensitive, whole-word search is performed against the Tier 1 Word List. If a match is found, the function immediately returns the string [content removed due to severe violation] and a fixed Content Score of 5.0.      """      for word in TIER1\_WORDS:          pattern = r'\b' + re.escape(word) + r'\b'          if re.search(pattern, content, re.IGNORECASE):              return "[content removed due to severe violation]", 5.0        """      Rule 1.1.2      If no Tier 1 match is found, a case-insensitive, whole-phrase search is performed against the Tier 2 Phrase List. If a match is found, the function immediately returns the string [content removed due to spam/scam policy] and a fixed Content Score of 5.0.      """      for phrase in TIER2\_PHRASES:          # Use word boundaries for whole phrase matching          pattern = r'\b' + re.escape(phrase) + r'\b'          if re.search(pattern, content, re.IGNORECASE):              return "[content removed due to spam/scam policy]", 5.0        """      Rule 1.2.1      Each case-insensitive, whole-word match from the Tier 3 Word List is replaced with asterisks (\*) equal to its length. The Content Score is incremented by +2.0 for each match.      """      for word in TIER3\_WORDS:          pattern = r'\b' + re.escape(word) + r'\b'          matches = re.findall(pattern, moderated\_content, re.IGNORECASE)          if matches:              score += len(matches) \* 2.0              def replace\_with\_asterisks(match):                  return '\*' \* len(match.group(0))              moderated\_content = re.sub(pattern, replace\_with\_asterisks, moderated\_content, flags=re.IGNORECASE)        """      Rule 1.2.2      Each detected URL is replaced with [link removed]. The Content Score is incremented by +2.0 for each match.        After detecting some odd URLs, I decided to implement some enhanced URL detection that checks for:      - Full URLs with and without http(s) protocol      - Obfuscated URLs: example[.]com, domain[dot]org (spammer technique to bypass filters)      - Common TLDs: .com, .org, .net, .edu, .gov, .io, .co.uk, .co.jp, etc.      - Excludes URLs inside square brackets [example.com] to avoid false positives      # Here I de-obfuscate URLs by replacing [.] and [dot] with actual dots      # I temporarily convert these to domain.com so our pattern can detect them      """      deobfuscated\_content = moderated\_content      deobfuscated\_content = re.sub(r'\[\.\]', '.', deobfuscated\_content)      deobfuscated\_content = re.sub(r'\[dot\]', '.', deobfuscated\_content, flags=re.IGNORECASE)      """      Regex pattern explaination:      https?://[^\s\[\]]+  -> Matches full URLs starting with http:// or https://      www\.[a-zA-Z0-9][-a-zA-Z0-9.]\*[a-zA-Z0-9] -> Matches URLs starting with www.      \b[a-zA-Z0-9][-a-zA-Z0-9]\*\.[a-z]{2,}(?:\.[a-z]{2,})? -> Matches domain.abc or domain.abc.abc      """      url\_pattern = r'(?<![@\[])(?:https?://[^\s\[\]]+|www\.[a-zA-Z0-9][-a-zA-Z0-9.]\*[a-zA-Z0-9](?:/[^\s\[\]]\*)?|\b[a-zA-Z0-9][-a-zA-Z0-9]\*\.[a-z]{2,}(?:\.[a-z]{2,})?(?:/[^\s\[\]]\*)?)(?!\])'        urls = re.findall(url\_pattern, deobfuscated\_content, re.IGNORECASE)      if urls:          url\_count = len(urls)          score += url\_count \* 2.0          moderated\_content = re.sub(url\_pattern, '[link removed]', deobfuscated\_content, flags=re.IGNORECASE)        """      Rule 1.2.3      If content has >15 alphabetic characters and >70% are uppercase, the Content Score is incremented by a fixed value of +0.5. The content is not modified.      """      alphabetic\_chars = [c for c in moderated\_content if c.isalpha()]      if len(alphabetic\_chars) > 15:          uppercase\_count = sum(1 for c in alphabetic\_chars if c.isupper())          uppercase\_ratio = uppercase\_count / len(alphabetic\_chars)          if uppercase\_ratio > 0.7:              score += 0.5        """      Additional measure: Giveaway/Contest Spam Detection      After investigating the dataset, I found that giveaway and contest spam is a probable issue on this platform, because it can lead to harmful outcomes for users. To name a few: leading to phising attempts, create false expectations and disappointment, etc.        Real examples from the platform that currently score 0.0 but are clearly spam:      - "FLASH GIVEAWAY? Click the link in our bio to claim your PS5! Only 100 units left!"      - "We're giving away $1000 to 5 lucky people! Like, share, and comment 'WIN' to enter!"        Penalty: +2.0 (severe spam that harms user trust and security)      """        # Define giveaway spam patterns with their regex      giveaway\_patterns = [          r'\bgiveaway\b',          r'\bgiving away\b',          r'\bwin free\b',          r'\bclaim your\b',          r'\bclick\s+(the\s+)?link\b',          r'\b(dm|message)\s+(us|me)\b',          r'\bfollow\s+and\b',          r'\benter\s+to\s+win\b',          r'\bonly\s+\d+\s+(left|units)\b',          r'\bflash\s+giveaway\b',          r'\bcontest\s+alert\b',          r'\blucky\s+(winner|people)\b',      ]        giveaway\_matches = 0      content\_lower = content.lower()        """      I count the number of giveaway-related patterns matched in the content. If 2 or more patterns are found, I consider it as giveaway spam and increment the score by +2.0      """      for pattern in giveaway\_patterns:          if re.search(pattern, content\_lower):              giveaway\_matches += 1        if giveaway\_matches >= 2:          score += 2.0        return moderated\_content, score |

**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)

|  |
| --- |
| def user\_risk\_analysis(user\_id):      """      Args:          user\_id: The ID of the user on which we perform risk analysis.      Returns:          A float number score showing the risk associated with this user. There are no strict rules or bounds to this score, other than that a score of less than 1.0 means no risk, 1.0 to 3.0 is low risk, 3.0 to 5.0 is medium risk and above 5.0 is high risk. (An upper bound of 5.0 is applied to this score elsewhere in the codebase)            You will be able to check the scores by logging in with the administrator account:              username: admin              password: admin          Then, navigate to the /admin endpoint. (http://localhost:8080/admin)      """        user = query\_db('SELECT profile, created\_at FROM users WHERE id = ?', (user\_id,), one=True)      if not user:          return 0.0        # Step 1: I moderate the user's profile description and get the score from it      profile\_text = user['profile'] if user['profile'] else ''      \_, profile\_score = moderate\_content(profile\_text)        # Step 2: I moderate all posts made by the user and calculate the average post score by iterating through each post, moderating its content, and collecting the scores to compute the average      posts = query\_db('SELECT content FROM posts WHERE user\_id = ?', (user\_id,))      if posts and len(posts) > 0:          post\_scores = []          for post in posts:              \_, post\_score = moderate\_content(post['content'])              post\_scores.append(post\_score)          average\_post\_score = sum(post\_scores) / len(post\_scores)      else:          average\_post\_score = 0.0        # Step 3: I moderate all comments and get the average comment score just like posts      comments = query\_db('SELECT content FROM comments WHERE user\_id = ?', (user\_id,))      if comments and len(comments) > 0:          comment\_scores = []          for comment in comments:              \_, comment\_score = moderate\_content(comment['content'])              comment\_scores.append(comment\_score)          average\_comment\_score = sum(comment\_scores) / len(comment\_scores)      else:          average\_comment\_score = 0.0        # Step 4: I calculate the content risk score using weighted contributions from profile, posts, and comments      content\_risk\_score = (profile\_score \* 1) + (average\_post\_score \* 3) + (average\_comment\_score \* 1)        # Step 5: I adjust the risk score based on account age      user\_created\_at = user['created\_at']      account\_age\_days = (datetime.utcnow() - user\_created\_at).days        if account\_age\_days < 7:          user\_risk\_score = content\_risk\_score \* 1.5      elif account\_age\_days < 30:          user\_risk\_score = content\_risk\_score \* 1.2      else:          user\_risk\_score = content\_risk\_score        """      Additional Risk Measure      This detects automated spam bots that post at unnaturally high frequencies.      I decided to implement this based on research into bot behavior patterns.      There are some reason that this might affect negatively to the platform:      - Bots can post clean content that evades keyword filters      - Make the platform less appealing to real users      - Bots can flood the platform with spam even if content seems clean      """        suspicious\_activity\_score = 0.0        """      First, I check the posting frequency by calculating the average number of posts per day since account creation      """      if posts and account\_age\_days > 0:          posts\_per\_day = len(posts) / max(account\_age\_days, 1)            # Normal users rarely post more than 10 times per day consistently          if posts\_per\_day > 10:              suspicious\_activity\_score += 0.5            # Accounts posting 20+ times per day are almost certainly automated bots          if posts\_per\_day > 20:              suspicious\_activity\_score += 0.5        user\_risk\_score += suspicious\_activity\_score        # Step 6      final\_score = min(5.0, user\_risk\_score)        return final\_score |

Top 5 highest risk users:  


**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)

|  |
| --- |
| def recommend(user\_id, filter\_following):      """      Args:          user\_id: The ID of the current user.          filter\_following: Boolean, True if we only want to see recommendations from followed users.      Returns:          A list of 5 recommended posts, in reverse-chronological order.      To test whether your recommendation algorithm works, let's pretend we like the DIY topic. Here are some users that often post DIY comment and a few example posts. Make sure your account did not engage with anything else. You should test your algorithm with these and see if your recommendation algorithm picks up on your interest in DIY and starts showing related content.        Users: @starboy99, @DancingDolphin, @blogger\_bob      Posts: 1810, 1875, 1880, 2113        Materials:      - https://www.nvidia.com/en-us/glossary/recommendation-system/      - http://www.configworks.com/mz/handout\_recsys\_sac2010.pdf      - https://www.researchgate.net/publication/227268858\_Recommender\_Systems\_Handbook      After reading through the materials, I decided to implement a hybrid recommendation system that combines content-based filtering with collaborative filtering, explicitly weighting different types of user feedback, and improving cold start handling.      Besides, I also implemented several NLP techniques:      - Stop word filtering      - TF weighting      - User similarity via collaborative filtering      After tried to follow Users with DIY interests and react to their posts, the recommendation algorithm started to show more DIY-related posts in the recommend tab.      """        # Cold Start Strategy      """      If the user is not logged in, I simply return the 5 most recent posts by selecting from the posts table ordered by created\_at DESC      """      if not user\_id:          recent\_posts = query\_db('''              SELECT p.id, p.content, p.created\_at, u.username, u.id as user\_id              FROM posts p              JOIN users u ON p.user\_id = u.id              ORDER BY p.created\_at DESC              LIMIT 5          ''')          return recent\_posts if recent\_posts else []        # Check if user has interactions      """      This query checks if the user has any reactions recorded in the reactions table      The WHERE r.user\_id = ? clause get the user\_id that are passed into and filters reactions to only those made by the current user      """      user\_reactions = query\_db('''          SELECT p.content, r.reaction\_type          FROM reactions r          JOIN posts p ON r.post\_id = p.id          WHERE r.user\_id = ?      ''', (user\_id,))        if not user\_reactions:          if filter\_following:              """              This query fetch the most recent posts from users that the current user follows by joining the posts, users, and follows tables. The WHERE f.follower\_id = ? clause filters the posts to only those made by users that the current user follows              """              qr = query\_db('''                  SELECT DISTINCT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  JOIN follows f ON p.user\_id = f.followed\_id                  WHERE f.follower\_id = ? AND p.user\_id != ?                  ORDER BY p.created\_at DESC                  LIMIT 5              ''', (user\_id, user\_id))          else:              """              This query fetches the 5 most recent posts from all users except the current user (WHERE p.user\_id != ?) by joining the posts and users tables              """              qr = query\_db('''                  SELECT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  WHERE p.user\_id != ?                  ORDER BY p.created\_at DESC                  LIMIT 5              ''', (user\_id,))          return qr if qr else []        """      I decided to assign different weights to different reaction types to reflect their significance in indicating user interest      """      REACTION\_WEIGHTS = {          'love': 2.0, 'like': 1.5, 'wow': 1.2,          'laugh': 1.0, 'sad': 0.3, 'angry': 0.1      }        """      To find interest keywords, I analyze the content of posts the user has reacted to, applying weights based on reaction types. I also implement stop word filtering to focus on meaningful keywords and give more weight to hashtags      """      interest\_keywords = {}      for reaction in user\_reactions:          weight = REACTION\_WEIGHTS.get(reaction['reaction\_type'], 0.5)          words = reaction['content'].lower().split()            for word in words:              clean\_word = ''.join(c for c in word if c.isalnum() or c == '#')              # Stop word filtering              if len(clean\_word) >= 3 and clean\_word.lower() not in STOP\_WORDS:                  if clean\_word.startswith('#'):                      weight \*= 2  # Hashtags are strong signals                  interest\_keywords[clean\_word] = interest\_keywords.get(clean\_word, 0) + weight        """      This query identifies users with same interest by finding common reactions on the same posts. It count the number of common likes between the current user and other users, filtering for those with at least 2 common likes by joining the reactions table on itself and than grouping by the other user's ID. 5 similar users will be selected based on the highest count of common likes      """      similar\_users = query\_db('''          SELECT r2.user\_id, COUNT(\*) as common\_likes          FROM reactions r1          JOIN reactions r2 ON r1.post\_id = r2.post\_id          WHERE r1.user\_id = ? AND r2.user\_id != ?          GROUP BY r2.user\_id          HAVING common\_likes >= 2          ORDER BY common\_likes DESC          LIMIT 5      ''', (user\_id, user\_id))        similar\_user\_ids = [u['user\_id'] for u in similar\_users] if similar\_users else []        # Exclude those from recommendations)      reacted\_post\_ids = query\_db('''          SELECT post\_id FROM reactions WHERE user\_id = ?      ''', (user\_id,))      # This is the react ids of the posts the user has already reacted to      reacted\_ids = [str(row['post\_id']) for row in reacted\_post\_ids] if reacted\_post\_ids else []        """      I fetch candidate posts based on whether to filter by followed users or not, and exclude posts the user has already reacted to. The queries join the posts and users tables, and order the results by creation date to prioritize recent content        The flow for this section is as follows:      - If filter\_following is True:          - If reacted\_ids is not empty, fetch posts from followed users excluding reacted posts          - Else, fetch posts from followed users      - Else:          - If reacted\_ids is not empty, fetch posts from all users excluding reacted posts          - Else, fetch posts from all users      """      if filter\_following:          if reacted\_ids:              candidates = query\_db('''                  SELECT DISTINCT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  JOIN follows f ON p.user\_id = f.followed\_id                  WHERE f.follower\_id = ? AND p.user\_id != ?                    AND p.id NOT IN ({})                  ORDER BY p.created\_at DESC                  LIMIT 100              '''.format(','.join('?' \* len(reacted\_ids))), (user\_id, user\_id) + tuple(reacted\_ids))          else:              candidates = query\_db('''                  SELECT DISTINCT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  JOIN follows f ON p.user\_id = f.followed\_id                  WHERE f.follower\_id = ? AND p.user\_id != ?                  ORDER BY p.created\_at DESC                  LIMIT 100              ''', (user\_id, user\_id))      else:          if reacted\_ids:              candidates = query\_db('''                  SELECT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  WHERE p.user\_id != ?                    AND p.id NOT IN ({})                  ORDER BY p.created\_at DESC                  LIMIT 200              '''.format(','.join('?' \* len(reacted\_ids))), (user\_id,) + tuple(reacted\_ids))          else:              candidates = query\_db('''                  SELECT p.id, p.content, p.created\_at, u.username, u.id as user\_id                  FROM posts p                  JOIN users u ON p.user\_id = u.id                  WHERE p.user\_id != ?                  ORDER BY p.created\_at DESC                  LIMIT 200              ''', (user\_id, user\_id))        if not candidates:          return []        scored\_posts = []        for post in candidates:          score = 0            """          Content-Based Filtering          I analyze the content of each candidate post for keywords that match the user's interests, increamenting the score based on the presence and weight of these keywords          """          post\_words = post['content'].lower().split()          for word in post\_words:              clean\_word = ''.join(c for c in word if c.isalnum() or c == '#')              if clean\_word in interest\_keywords:                  score += interest\_keywords[clean\_word]            """          Collaborative Filtering          I check if any similar users have liked the candidate post. If so, I increase the score          """          if similar\_user\_ids:              for similar\_user in similar\_user\_ids:                  liked\_by\_similar = query\_db('''                      SELECT 1 FROM reactions                      WHERE post\_id = ? AND user\_id = ?                      LIMIT 1                  ''', (post['id'], similar\_user), one=True)                  if liked\_by\_similar:                      score += 2            """          I also increase the score for more recent posts to prioritize fresh content          """          post\_date = post['created\_at'] if isinstance(post['created\_at'], datetime) else datetime.strptime(post['created\_at'], '%Y-%m-%d %H:%M:%S')          days\_old = (datetime.utcnow() - post\_date).days          if days\_old < 7:              score += 1          elif days\_old < 30:              score += 0.5            scored\_posts.append((post, score))        scored\_posts.sort(key=lambda x: x[1], reverse=True)      top\_posts = [post for post, score in scored\_posts[:5]]        top\_posts.sort(key=lambda x: x['created\_at'], reverse=True)        return top\_posts |

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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…* |