



# Cross Validated



166,874 REPUTATION

22 338 637

## What Makes A Hit Stack Exchange Question?

Predicting statistics stack exchange question views using metadata and text features



# Introduction

- \* **Data:** 100,000+ questions scraped from SE; when, reputation, topics, text
- \* **Goal:** create regression model to predict total views
- \* **Application:** advertising, content selection, editing

159  
votes

11  
answers

15k views

## What is a data scientist?

Having recently graduated from my PhD program in statistics, I had for the last couple of months began searching for work in the field of statistics. Almost every company I considered had a job ...

terminology

definition

careers

asked Feb 11 '16 at 8:44



**RustyStatistician**

143  3  4  23



# Text features: tf-idf Primer

- \* Term frequency inverse document frequency
- \* Word importance in given question vs. entire collection

$$w_{i,j} = tf_{i,j} \times \log \left( \frac{N}{df_i} \right)$$

$tf_{i,j}$  = number of occurrences of  $i$  in  $j$

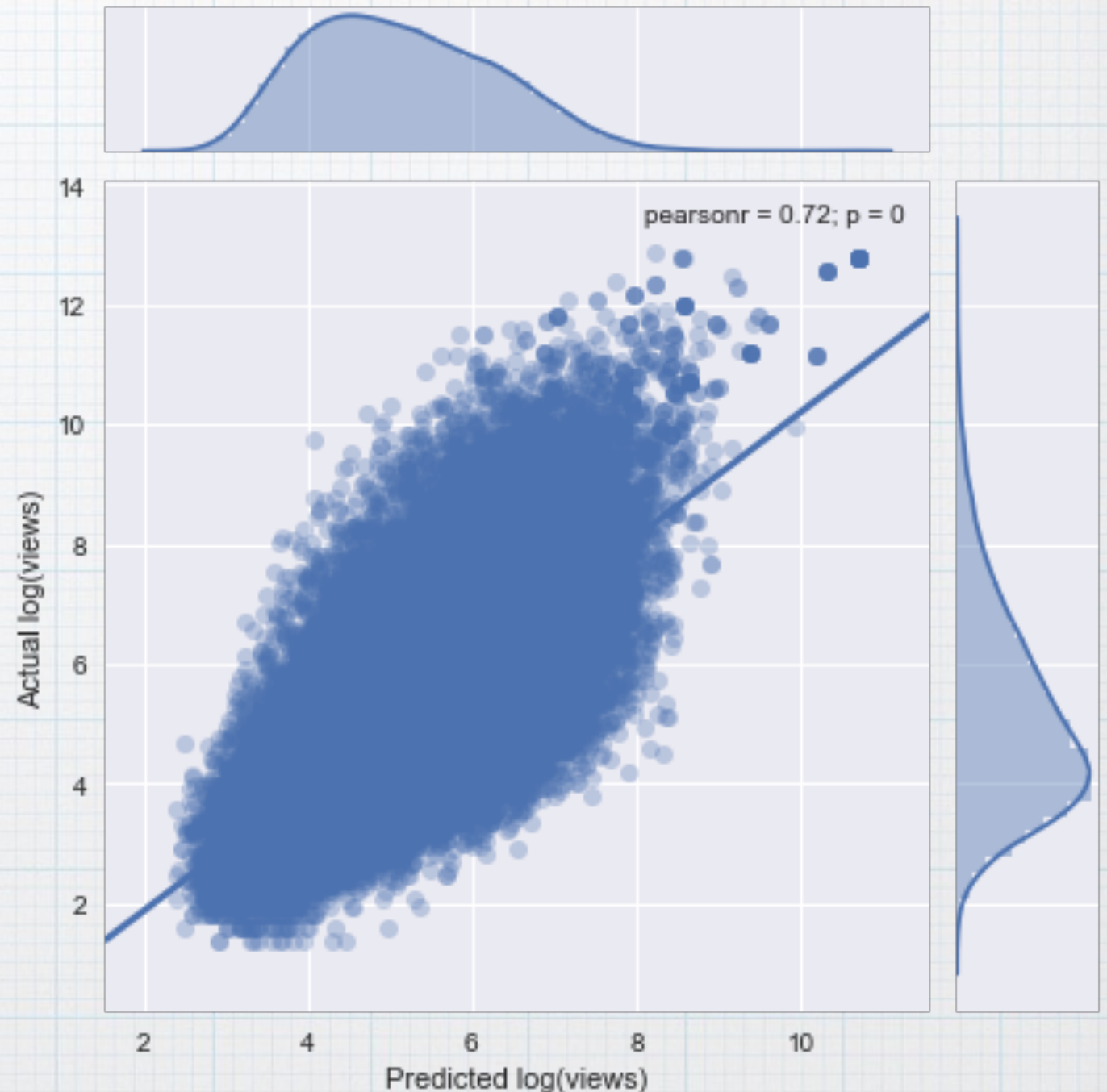
$df_i$  = number of documents containing  $i$

$N$  = total number of documents



# Model & Key Findings

- \* **Modest predictive accuracy:** 48% of variance explained (test  $R^2$ )
  - Ridge regularization
- \* **Word features:** understanding+, wanting-
- \* **Topic features:** careers, paradox, intuition+

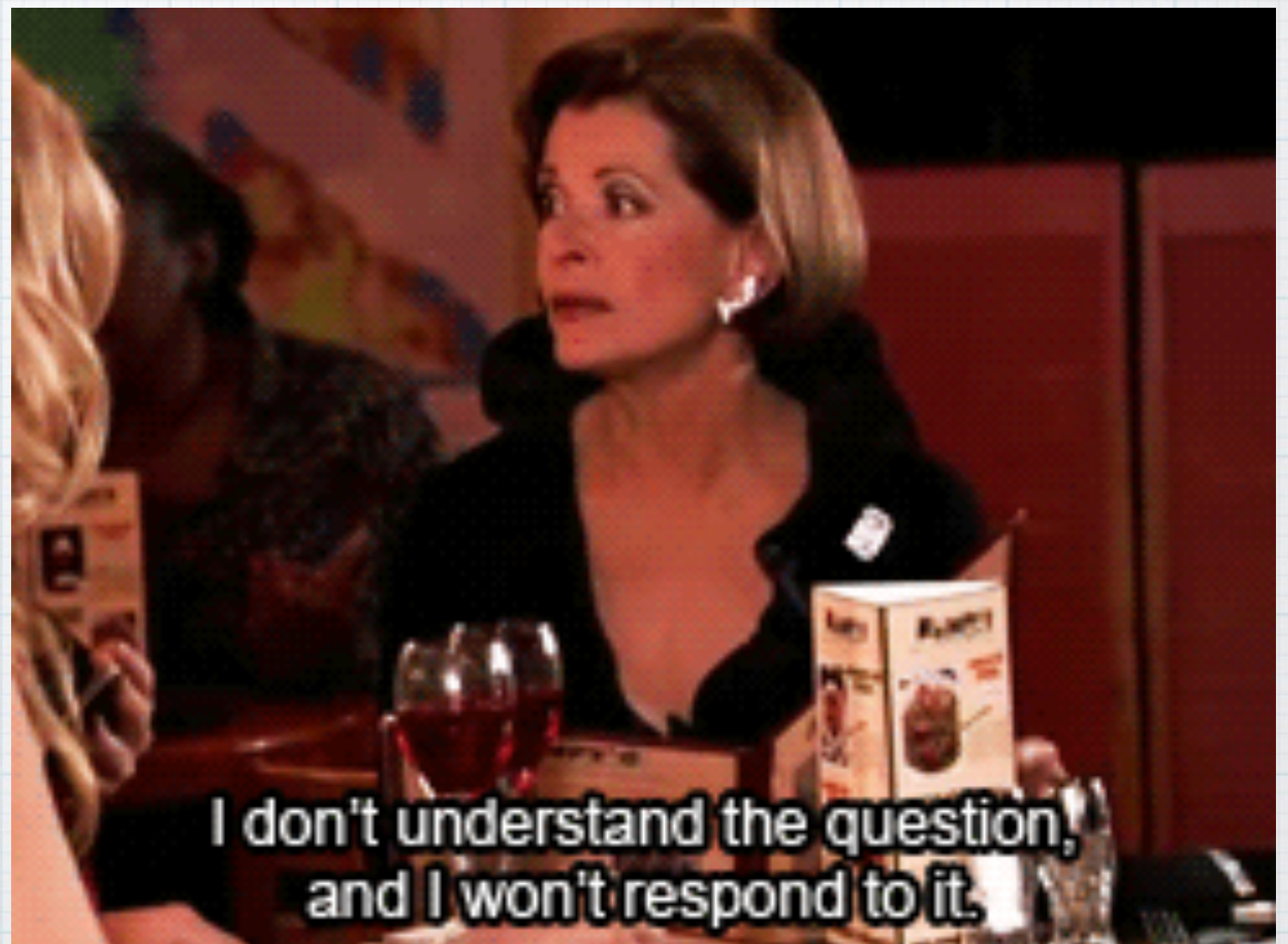




# Positive Word Features: Understanding

\* **Strong positive**  
regression coefficient:

- Edit, understand, explain, read, interpret, confused, wikipedia
- Also, ARIMA! (autoregressive integrated moving average)





# Negative Word Features: Wanting/Problem Solving

\* **Strong negative** regression coefficient:

- Want, certain, like, thanks, problem, idea, suppose.
- Also, database!





# Topics Tag Features\*

## Most positive coefs:

- \* Careers
- \* Paradox
- \* Intuition
- \* Correlation Matrix
- \* Regression Strategies
- \* LSTM (Long Short Term Memory Network)

## Most negative coefs:

- \* Phylogeny
- \* Active Learning
- \* Machine Translation
- \* Life Expectancy
- \* Structured Prediction
- \* Ranks

109  
votes

22  
answers

24k views

## The Sleeping Beauty Paradox

The situation Some researchers would like to put you to sleep. Depending on the secret toss of a fair coin, they will briefly awaken you either once (Heads) or twice (Tails). After each waking, ...

decision-theory

paradox

asked Oct 25 '12 at 20:10



whuber ♦

167k 22 338 637

\*Take these with a grain of salt: small sample sizes for many of these tags



# Next Steps?

- \* **Fancier Model:** the "big three": bagging, boosting, stacking
- \* **Better Text Features:** optimize tf-idf metrics (n-grams), convolutional neural network for feature extraction
- \* **Online learning:** model on the fly as questions come in

28

votes

2

answers

2k views

## Is this the state of art regression methodology?

I've been following Kaggle competitions for a long time and I come to realize that many winning strategies involve using at least one of the "big threes": bagging, boosting and stacking. For ...

predictive-models

boosting

bagging

stacking

model-averaging

asked Dec 10 '15 at 15:21



Maxareo

168 1 7



# Thank you!!!

Github: JEddy92

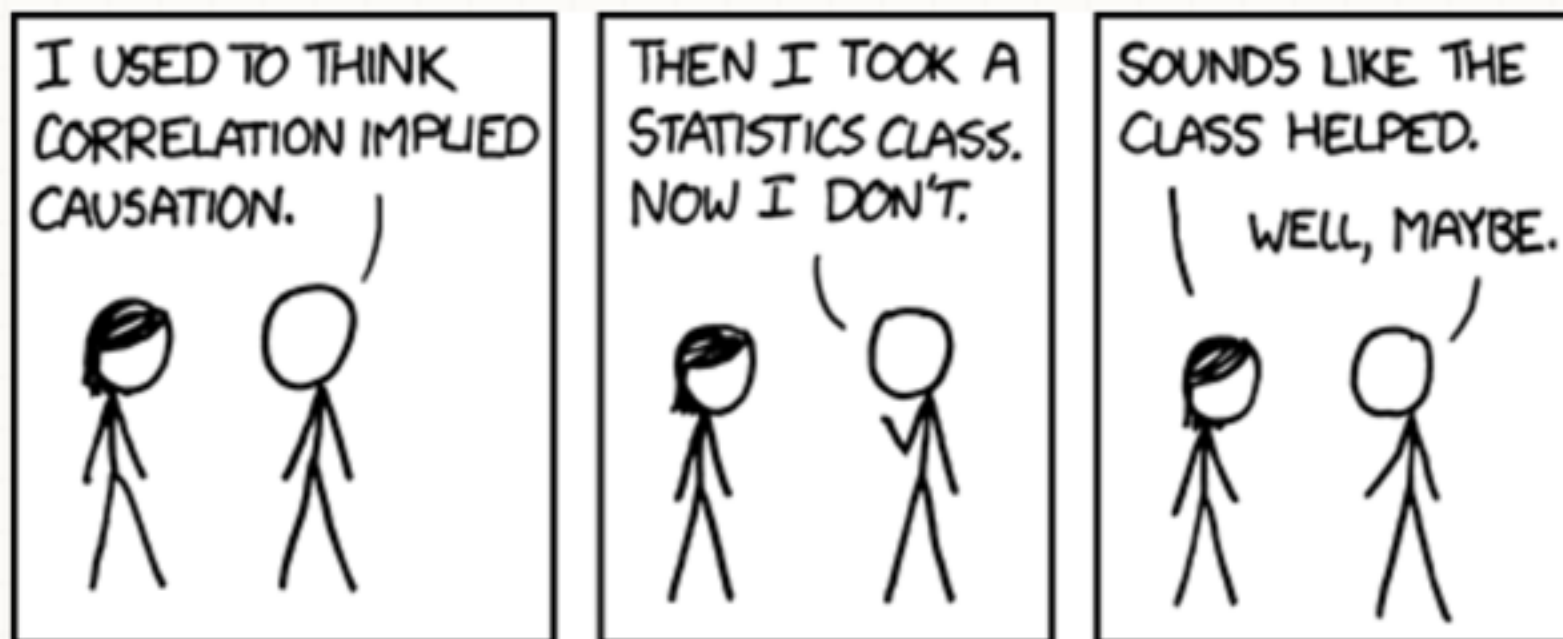
What is your favorite “data analysis” cartoon?

This is one of my favorites:

280



238



One entry per answer. (This is in the vein of the Stack Overflow question *What's your favorite “programmer” cartoon?.*)

Source: xkcd