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| **Abstract**: This dataset summarizes a heterogeneous set of features about articles published by Mashable in a period of two years. The goal is to predict the number of shares in social networks (popularity). |  |

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| **Data Set Characteristics:** | Multivariate | **Number of Instances:** | 39797 | **Area:** | Business |
| **Attribute Characteristics:** | Integer, Real | **Number of Attributes:** | 61 | **Date Donated** | 2015-05-31 |
| **Associated Tasks:** | Classification, Regression | **Missing Values?** | N/A | **Number of Web Hits:** | 263825 |

**Source:**

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**Data Set Information:**

\* The articles were published by Mashable (www.mashable.com) and their content as the rights to reproduce it belongs to them. Hence, this dataset does not share the original content but some statistics associated with it. The original content be publicly accessed and retrieved using the provided urls.  
\* Acquisition date: January 8, 2015  
\* The estimated relative performance values were estimated by the authors using a Random Forest classifier and a rolling windows as assessment method. See their article for more details on how the relative performance values were set.

**Attribute Information:**

Number of Attributes: 61 (58 predictive attributes, 2 non-predictive, 1 goal field)  
  
Attribute Information:  
0. url: URL of the article (non-predictive)  
1. timedelta: Days between the article publication and the dataset acquisition (non-predictive)  
2. n\_tokens\_title: Number of words in the title  
3. n\_tokens\_content: Number of words in the content  
4. n\_unique\_tokens: Rate of unique words in the content  
5. n\_non\_stop\_words: Rate of non-stop words in the content  
6. n\_non\_stop\_unique\_tokens: Rate of unique non-stop words in the content  
7. num\_hrefs: Number of links  
8. num\_self\_hrefs: Number of links to other articles published by Mashable  
9. num\_imgs: Number of images  
10. num\_videos: Number of videos  
11. average\_token\_length: Average length of the words in the content  
12. num\_keywords: Number of keywords in the metadata  
13. data\_channel\_is\_lifestyle: Is data channel 'Lifestyle'?  
14. data\_channel\_is\_entertainment: Is data channel 'Entertainment'?  
15. data\_channel\_is\_bus: Is data channel 'Business'?  
16. data\_channel\_is\_socmed: Is data channel 'Social Media'?  
17. data\_channel\_is\_tech: Is data channel 'Tech'?  
18. data\_channel\_is\_world: Is data channel 'World'?  
19. kw\_min\_min: Worst keyword (min. shares)  
20. kw\_max\_min: Worst keyword (max. shares)  
21. kw\_avg\_min: Worst keyword (avg. shares)  
22. kw\_min\_max: Best keyword (min. shares)  
23. kw\_max\_max: Best keyword (max. shares)  
24. kw\_avg\_max: Best keyword (avg. shares)  
25. kw\_min\_avg: Avg. keyword (min. shares)  
26. kw\_max\_avg: Avg. keyword (max. shares)  
27. kw\_avg\_avg: Avg. keyword (avg. shares)  
28. self\_reference\_min\_shares: Min. shares of referenced articles in Mashable  
29. self\_reference\_max\_shares: Max. shares of referenced articles in Mashable  
30. self\_reference\_avg\_sharess: Avg. shares of referenced articles in Mashable  
31. weekday\_is\_monday: Was the article published on a Monday?  
32. weekday\_is\_tuesday: Was the article published on a Tuesday?  
33. weekday\_is\_wednesday: Was the article published on a Wednesday?  
34. weekday\_is\_thursday: Was the article published on a Thursday?  
35. weekday\_is\_friday: Was the article published on a Friday?  
36. weekday\_is\_saturday: Was the article published on a Saturday?  
37. weekday\_is\_sunday: Was the article published on a Sunday?  
38. is\_weekend: Was the article published on the weekend?  
39. LDA\_00: Closeness to LDA topic 0  
40. LDA\_01: Closeness to LDA topic 1  
41. LDA\_02: Closeness to LDA topic 2  
42. LDA\_03: Closeness to LDA topic 3  
43. LDA\_04: Closeness to LDA topic 4  
44. global\_subjectivity: Text subjectivity  
45. global\_sentiment\_polarity: Text sentiment polarity  
46. global\_rate\_positive\_words: Rate of positive words in the content  
47. global\_rate\_negative\_words: Rate of negative words in the content  
48. rate\_positive\_words: Rate of positive words among non-neutral tokens  
49. rate\_negative\_words: Rate of negative words among non-neutral tokens  
50. avg\_positive\_polarity: Avg. polarity of positive words  
51. min\_positive\_polarity: Min. polarity of positive words  
52. max\_positive\_polarity: Max. polarity of positive words  
53. avg\_negative\_polarity: Avg. polarity of negative words  
54. min\_negative\_polarity: Min. polarity of negative words  
55. max\_negative\_polarity: Max. polarity of negative words  
56. title\_subjectivity: Title subjectivity  
57. title\_sentiment\_polarity: Title polarity  
58. abs\_title\_subjectivity: Absolute subjectivity level  
59. abs\_title\_sentiment\_polarity: Absolute polarity level  
60. shares: Number of shares (target)