

Applying Text Analytics to Highlight Offensive Social Media Content.

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What is offensive?

Where do I find a dictionary of
offensive words?

Useful Python Libraries:

- Pandas
- Numpy
- Matplotlib
- NLTK
- BeautifulSoup

Data Source:
Reddit Comments Dataset
on Google BigQuery.

How to go about identifying
offensive content among
millions of comments?

Cleaning Text Data:

- Remove non-word characters
- Set everything to lower case
- Remove HTML tags
- Remove stopwords
- Stemming

Exploratory Analysis:

- Cumulative word frequency
- Word cloud
- N-grams
- Collocations

A simple offensive score:

“Function that takes a comment, counts membership of each word in the list of offensive words, and returns the sum of words in the offensive list divided by the total number of words in the comment.”

How effective was such score?

“Knowledge is Power.”

Programming and Analytic
skills to extract this
knowledge is even more
powerful!

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https://github.com/geoninja/Reddit_Data_Analysis