

Online News Popularity: Study of Global Subjectivity impact on Engagement through Shares

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Project Proposal



- Targeted problem
 - I was shocked when I found out that according to an article on pewresearch.org
 - 48% of U.S adults say they get news from social media “often”
 - Out of all the social media, Facebook outpaces all other social media sites as nearly a third of Americans regularly get news on Facebook
 - After coming across this facts, I wanted to know what and how online news spreads and more specially, which type of stories are shared more than other.
- Research question
 - How does Global Subjectivity impact the number of news Shares on social media? (News that are shared the most are subjective or Objective?)
 - Can we build a machine learning model which can predict the number of shares an article is going to get bases on the features on the articles?
- Dataset
 - <https://archive.ics.uci.edu/dataset/332/online+news+popularity>
 - The articles were published by Mashable (www.mashable.com), which holds the rights to the content and its replication. As a result, only a subset of the statistics pertaining to the original content are shared in this collection.
 - #rows - 39,644
 - Parameters - 61
- Motivation
 - The challenge is to determine why some news stories are shared more frequently than others. Understanding what makes one new item more popular than others is crucial given that more and more people are obtaining their news through social media and apps like Reddit and WhatsApp.