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# "Reddit Modeling Project"

-Thomaz Moon

- Is the World Getting Crazier?
- Is Satirical News Getting too Realistic?
- Turn to Page 2 to Find Out



## **Problem Statement**

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#### **Gullible or Warranted Beliefs?**

Create a model to try to tell the difference between articles from r/TheOnion subreddit vs r/News subreddit.

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How I went about testing models and parameters



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Evaluating my models and metrics

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What I tried and why it didn't work



#### **Conclusions**

Conclusions and recommendations

03

#### **Successful Models**

What ended up working for me



#### **Game Time!**

Can you identify what my model couldn't?



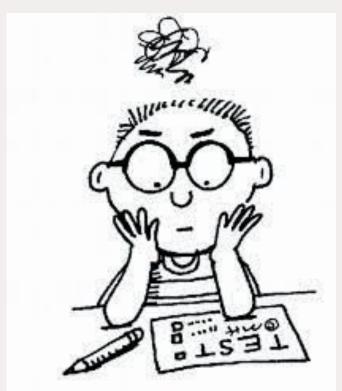
# **Modeling Process**

- Scraped 1k Posts From Each Subreddit w/ PRAW
- Basic Cleaning and EDA
- Fitting a Few Different Models and Fine Tuning Parameters
- Recording Responses
- Look for Possible Improvements





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02

What Didn't Work

# Failures along the way

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#### Too Good to be True

- By using upvotes to determine subreddit, I made a <u>perfect model</u>
- Decided to check the number of upvotes by subreddit
- TheOnion: 164k members
   News: 23.7 million members



# Failures along the way



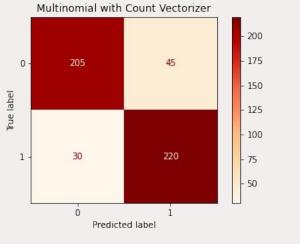
- Using Sentiment Analysis on the titles
- Logistic Regression scores were only around 56% and 55%
- Decided to check the distribution between subreddits

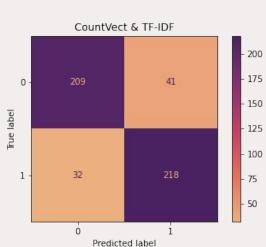


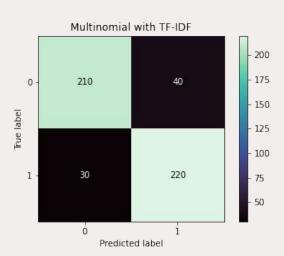
### **Successful Models**

		training score	testing score	AUC	Misclassification Rate	Sensitivity	Specifcity	percision
	mnb_gs	0.959947	0.850	0.926784	0.150	0.880	0.820	0.830189
2	tfidf_gs	0.966622	0.860	0.92232	0.140	0.880	0.840	0.846154
3	svc_gs	1.000000	0.850	0.921296	0.150	0.856	0.844	0.845850
	combo_gs	0.993324	0.836	0.91528	0.164	0.844	0.828	0.830709
	rf_gs	0.997330	0.824	0.903888	0.176	0.820	0.828	0.826613
1	Aggregated	0.986649	0.862	Not calculated	0.138	0.884	0.840	0.846743

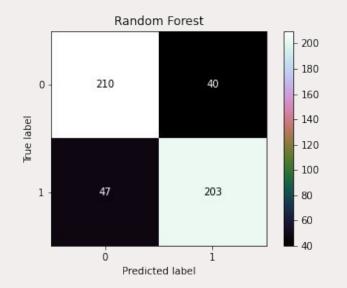
### **Successful Models**

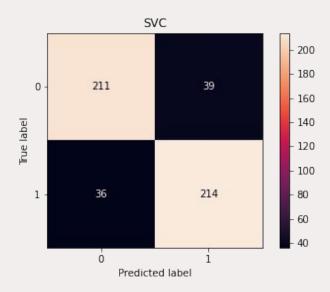






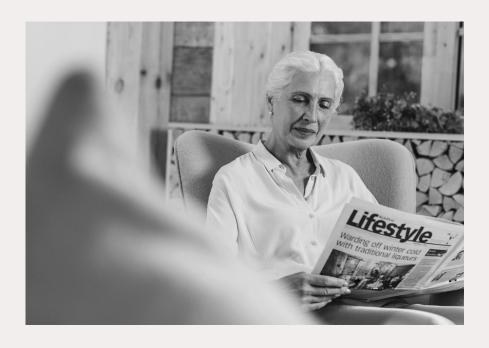
### **Successful Models**







### Goals



- Beat the Baseline Accuracy of 50%
- Primarily Focus on Accuracy Over Other Metrics
- Have the Model Perform Well on New Unseen Data

#### How I did

Moon Newsletter

training score testing score Misclassification Rate Sensitivity Specificity percision mnb\_gs 0.959947 0.850 0.926784 0.150 0.880 0.820 0.830189 0.92232 0.140 0.880 tfidf\_gs 0.966622 0.860 0.840 0.846154 1.000000 0.850 0.921296 0.150 0.856 0.844 0.845850 SVC\_gs 3 0.91528 0.164 0.844 0.828 combo\_gs 0.993324 0.836 0.830709 0.997330 0.824 0.903888 0.176 0.820 0.828 0.826613 rf\_gs Aggregated 0.986649 0.862 Not calculated 0.138 0.884 0.840 0.846743

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All models had an accuracy of

over 82%

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- Fairly low misclassificati on rate
- A bit of variance, but with word vectors and unseen words in news can be expected

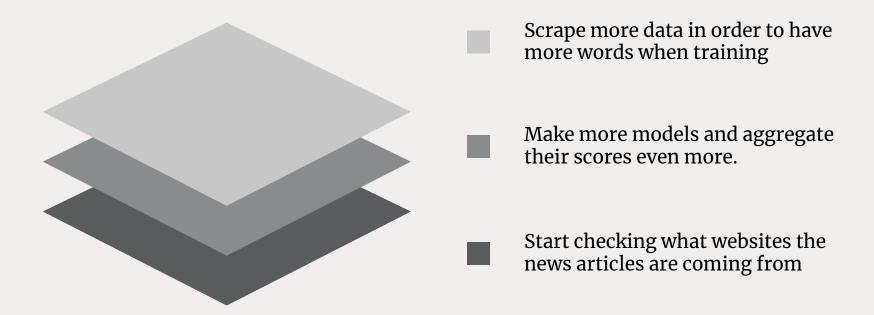


### Conclusions

- While our models may not have been perfect, I think they're good enough to show that machines can tell the difference between satirical headlines and real news.
- Shows there's either:
  - some form of bias confirmation
  - Lack of research
  - Credulous personality



#### Recommendations



# Are you better than a machine?

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# Guess what subreddit these headlines belong to!



### Guess the subreddit

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- Supreme Court Waits In Line For Hours Before Voting To Uphold Arizona Restrictions
- 9 juveniles injured in gunfight that broke out at 12-year-old's birthday party

Police Now Ignoring Active
Shooter Reports In Effort To
Deprive Killers Of Attention

5 12-Year-Old Boy Scouts Offer To Give Breast Exams

Oklahoma mom of 11 helps rescue 10 girls on Afghanistan's robotics team

6.

Maryland Officers De-escalate Situation, Offer Compassion to Man in Behavioral Crisis

### Guess the subreddit

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Supreme Court Waits In Line For Hours Before Voting To Uphold Arizona Restrictions



9 juveniles injured in gunfight that broke out at 12-year-old's birthday party



Police Now Ignoring Active Shooter Reports In Effort To Deprive Killers Of Attention



12-Year-Old Boy Scouts Offer To Give Breast Exams



Oklahoma mom of 11 helps rescue 10 girls on Afghanistan's robotics team



Maryland Officers De-escalate Situation, Offer Compassion to Man in Behavioral Crisis

### **Sources**

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- Slide Template
  - o Came with pictures I used
- Angry kid
- Game Time
- r/TheOnion
- r/News
- News Logo
- The Onion Logo

#### Special Thank to Jenn and Eddy

- Jen
  - Helped fix my slides
    - Gave pointers and comments for improvement
  - recommended the template website I'm using right now
- Eddy
  - Helped me with problem statements.
    - I ended up changing the subreddit, but his original ideas were fire

# **Thanks**

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