

# MISOGYNISM IN SOCIAL MEDIA

A prediction report directed at preventing  
misogynism and discriminatory behavior  
against women online

## ABSTRACT

A lot of opiated comments are being shared on social media platforms of which some demographics may be targets of involuntary segregation; Misogynism against the female gender. The purpose of this reports findings is to protect women from said degrading language and to make sure that social media platforms are safe to traverse.

Troels Ryberg Andersen, Simon  
Søndergaard & Kristian Thorndahl -  
SDSAAUB A/S

SDS, Applied Data Science and Machine  
Learning



# What solutions does SDSAAUB A/S offer?

Though, not all misogyny may be obvious to the individual and neither be identical in its form, SDSAAUB A/S has been hard at work to create a computer model which can **learn** and **identify** misogynistic behavior in online 'So-Me'<sup>3</sup> platforms by using state-of-the-art **machine learning algorithms**.

Thereby, differentiating **common language use** and, with time, satirical comments<sup>4</sup> from real **discriminatory language** as not to *incriminate* on the **freedom of speech** of 'So-Me' outlet users.

---

<sup>3</sup> So-Me is a commonly used abbreviation for **social media**

<sup>4</sup> Training machine learning models takes a lot of data, a larger sample size may be needed to ensure satirical or other innocent humorous content not to be wrongfully flagged.

# The solution...

- With the [reddit](#) and [twitter](#) dataset, by using **Machine Learning techniques**, we have been able to create a model that could predict misogynistic language on a multitude of 'So-Me' platforms.<sup>5</sup>

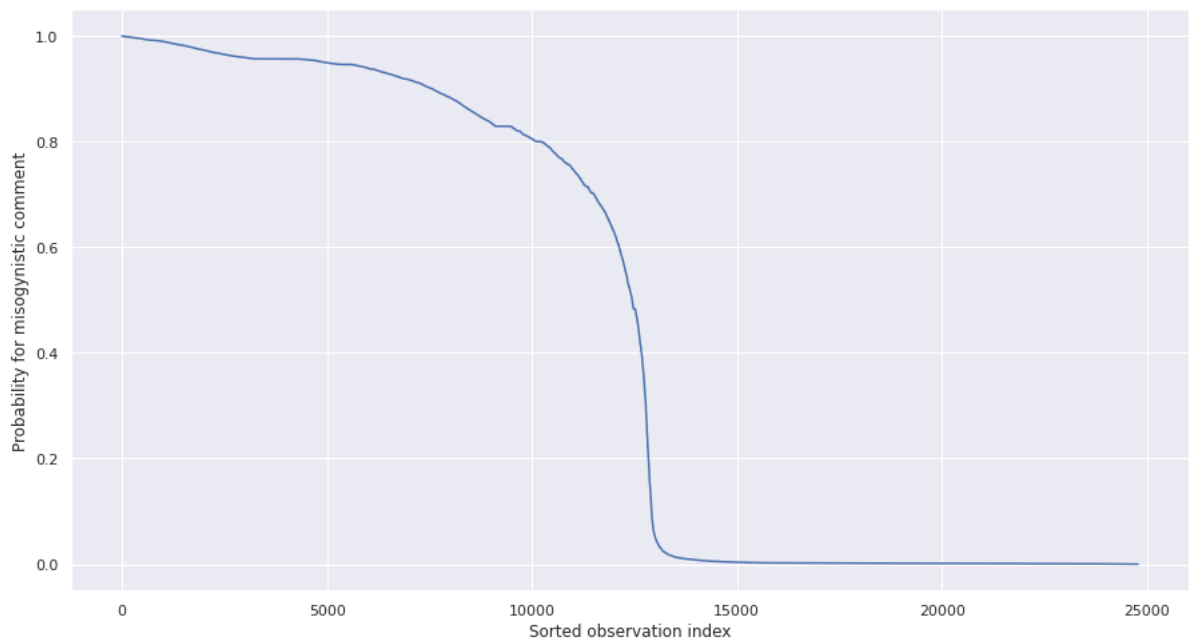


Figure 2 Misogynistic probable tweets versus improbable

- As seen in the graph above our **machine learning model** has, at the discretion of our excellent software developers, predicted the probability of misogynistic language in a selection of tweets. The outcome was an astonishing result of around 10.000 tweets being within 80% percent probable.
- These tweets can be flagged as not deemed suitable for the platform and can be removed or reviewed at the 'So-Me' moderators' discretion. Though the sensitivity range of detecting misogyny can be modified as required.
- To fight anonymous aggressors, 'So-Me' platforms must always one step ahead, and we at SDSAAUB A/S are here to help you make that step:

With a goal of creating a safer online experience!<sup>6</sup>

<sup>5</sup> Tried and tested on twitter and reddit within 95% certainty on normalized language data.

<sup>6</sup> To learn more on our pricing model or to book an exam or meeting, visit us on:

[www.sdsaaub.org/fightmisogyny/contact](http://www.sdsaaub.org/fightmisogyny/contact)