

DESCRIPTION OF VARIABLES BEING USED IN THIS REPORT

VARIABLE NAME	VARIABLE DESCRIPTION
url	URL of the article (non-predictive)
timedelta	Days between the article publication and the dataset acquisition
n_tokens_title	Number of words in the title
n_tokens_content	Number of words in the content
n_unique_tokens	Rate of unique words in the content
n_non_stop_words	Rate of non-stop words in the content
n_non_stop_unique_tokens	Rate of unique non-stop words in the content
num_hrefs	Number of links
num_self_hrefs	Number of links to other articles published by Mashable
num_imgs	Number of images
num_videos	Number of videos
average_token_length	Average length of the words in the content
num_keywords	Number of keywords in the metadata
data_channel_is_lifestyle	Is data channel 'Lifestyle'?
data_channel_is_entertainment	Is data channel 'Entertainment'?
data_channel_is_bus	Is data channel 'Business'?
data_channel_is_socmed	Is data channel 'Social Media'?
data_channel_is_tech	Is data channel 'Tech'?
data_channel_is_world	Is data channel 'World'?
kw_min_min	Worst keyword (min. shares)
kw_max_min	Worst keyword (max. shares)
kw_avg_min	Worst keyword (avg. shares)
kw_min_max	Best keyword (min. shares)
kw_max_max	Best keyword (max. shares)
kw_avg_max	Best keyword (avg. shares)
kw_min_avg	Avg. keyword (min. shares)
kw_max_avg	Avg. keyword (max. shares)
kw_avg_avg	Avg. keyword (avg. shares)
self_reference_min_shares	Min. shares of referenced articles in Mashable
self_reference_max_shares	Max. shares of referenced articles in Mashable
self_reference_avg_shares	Avg. shares of referenced articles in Mashable
weekday_is_monday	Was the article published on a Monday?
weekday_is_tuesday	Was the article published on a Tuesday?
weekday_is_wednesday	Was the article published on a Wednesday?
weekday_is_thursday	Was the article published on a Thursday?
weekday_is_friday	Was the article published on a Friday?
weekday_is_saturday	Was the article published on a Saturday?
weekday_is_sunday	Was the article published on a Sunday?
is_weekend	Was the article published on the weekend?
LDA_00	Closeness to LDA topic 0
LDA_01	Closeness to LDA topic 1

LDA_02	Closeness to LDA topic 2
LDA_03	Closeness to LDA topic 3
LDA_04	Closeness to LDA topic 4
global_subjectivity	Text subjectivity
global_sentiment_polarity	Text sentiment polarity
global_rate_positive_words	Rate of positive words in the content
global_rate_negative_words	Rate of negative words in the content
rate_positive_words	Rate of positive words among non-neutral tokens
rate_negative_words	Rate of negative words among non-neutral tokens
avg_positive_polarity	Avg. polarity of positive words
min_positive_polarity	Min. polarity of positive words
max_positive_polarity	Max. polarity of positive words
avg_negative_polarity	Avg. polarity of negative words
min_negative_polarity	Min. polarity of negative words
max_negative_polarity	Max. polarity of negative words
title_subjectivity	Title subjectivity
title_sentiment_polarity	Title polarity
abs_title_subjectivity	Absolute subjectivity level
abs_title_sentiment_polarity	Absolute polarity level
shares	Number of shares
log_shares_per_day	Log transformation of shares/timedelta (TARGET)