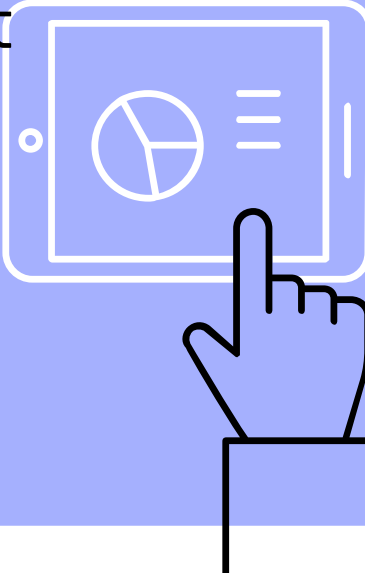
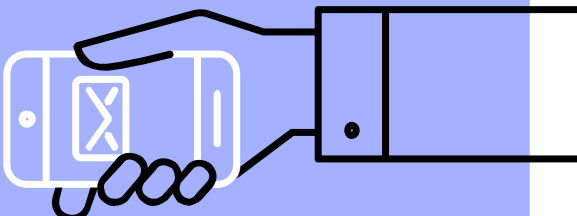




ENGAGE!

A predictive tool for
maximizing reader engagement
on Reddit



Austin Lasseter
February 23, 2018

 **FiveThirtyEight**

ENGAGE!

What fires readers up?

Reader engagement on Reddit:

- Gets the message out
- Persuades public opinion
- Can lead to profit



OUR TOOL CAN PREDICT READER ENGAGEMENT FOR YOUR POST

DATA SOURCE

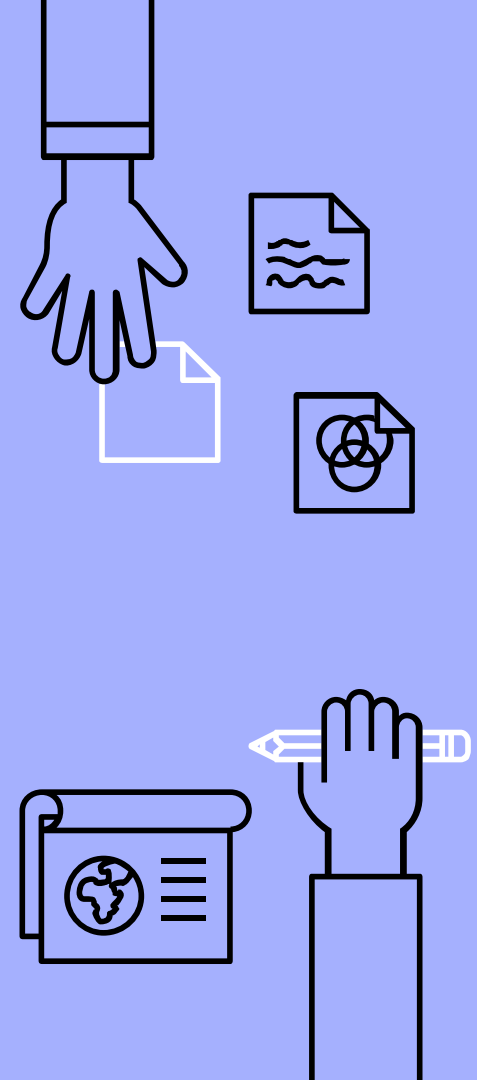
- Hosted scraper on AWS EC2
- 1,000 posts every 6 hours
- Ran for 5 days
- Collected 37,000 posts
- Reduced to 5,300 unique

DATA COMPONENTS

- Subreddit
- Length of Time
- Number of Comments
- Title of Post

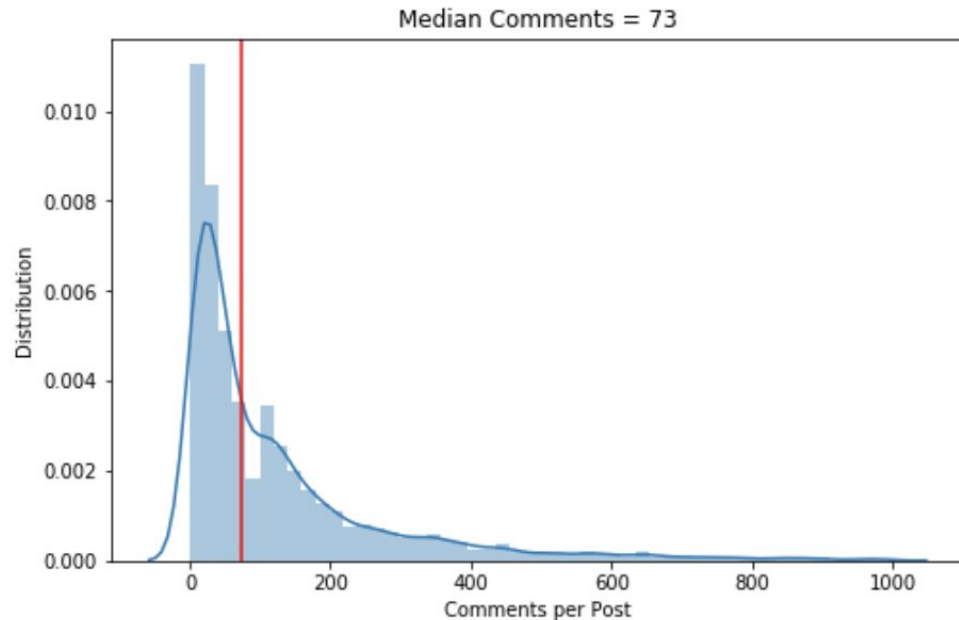


More info about this analysis is available at:
<https://git.generalassemb.ly/austinlasseter/project-3>

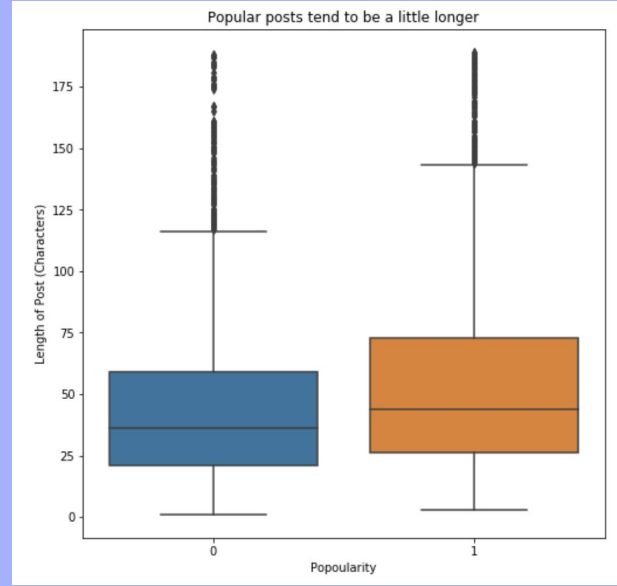
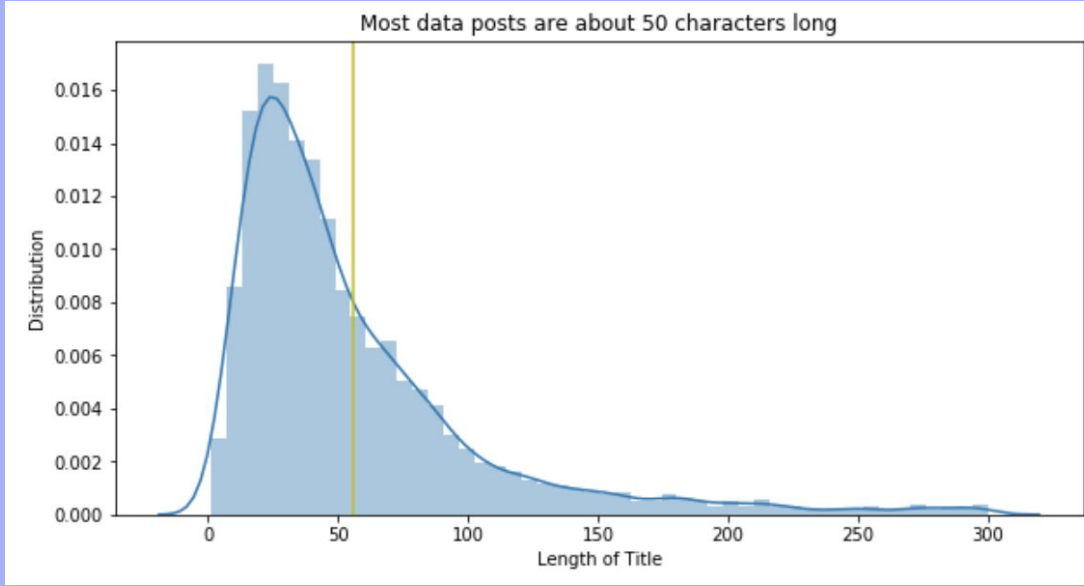


73 Comments

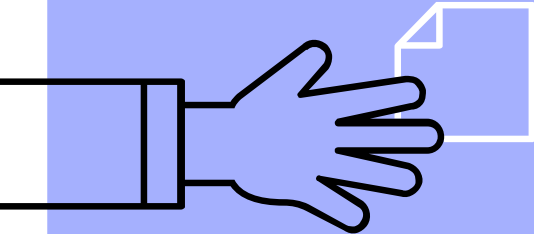
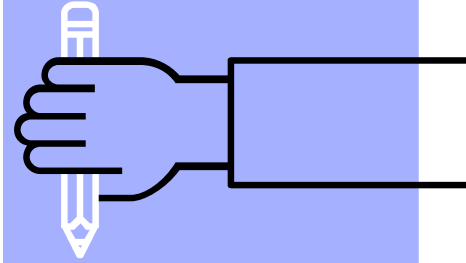
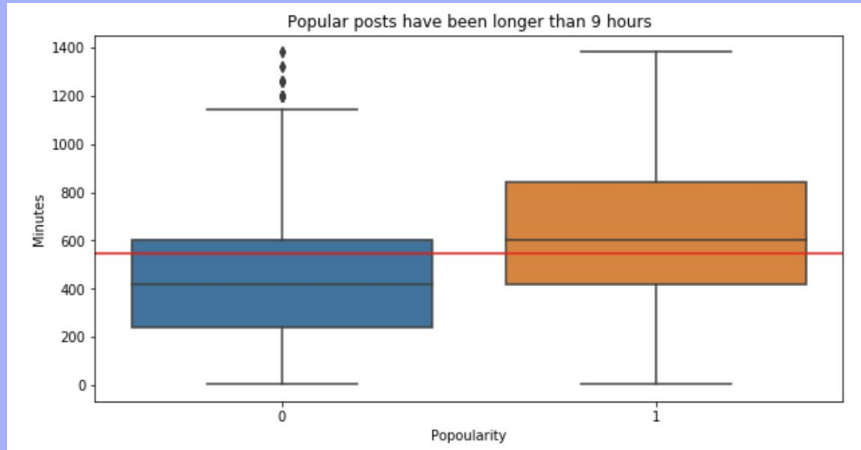
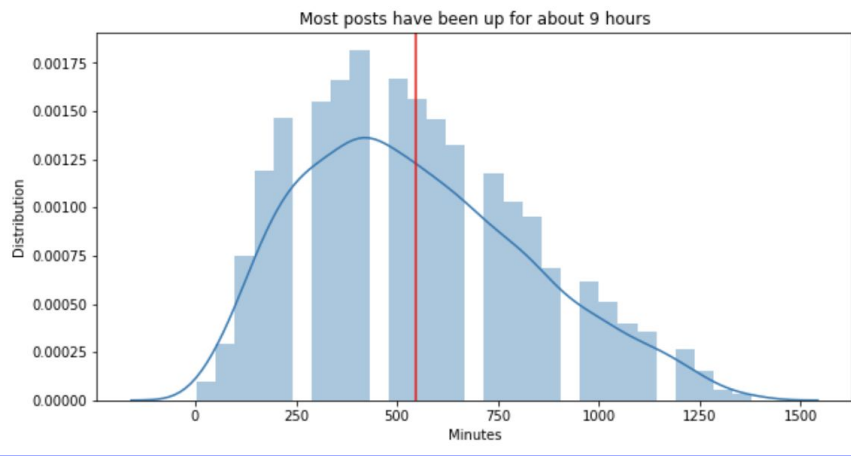
That's all it takes to hit the top half of reader-engaged posts.

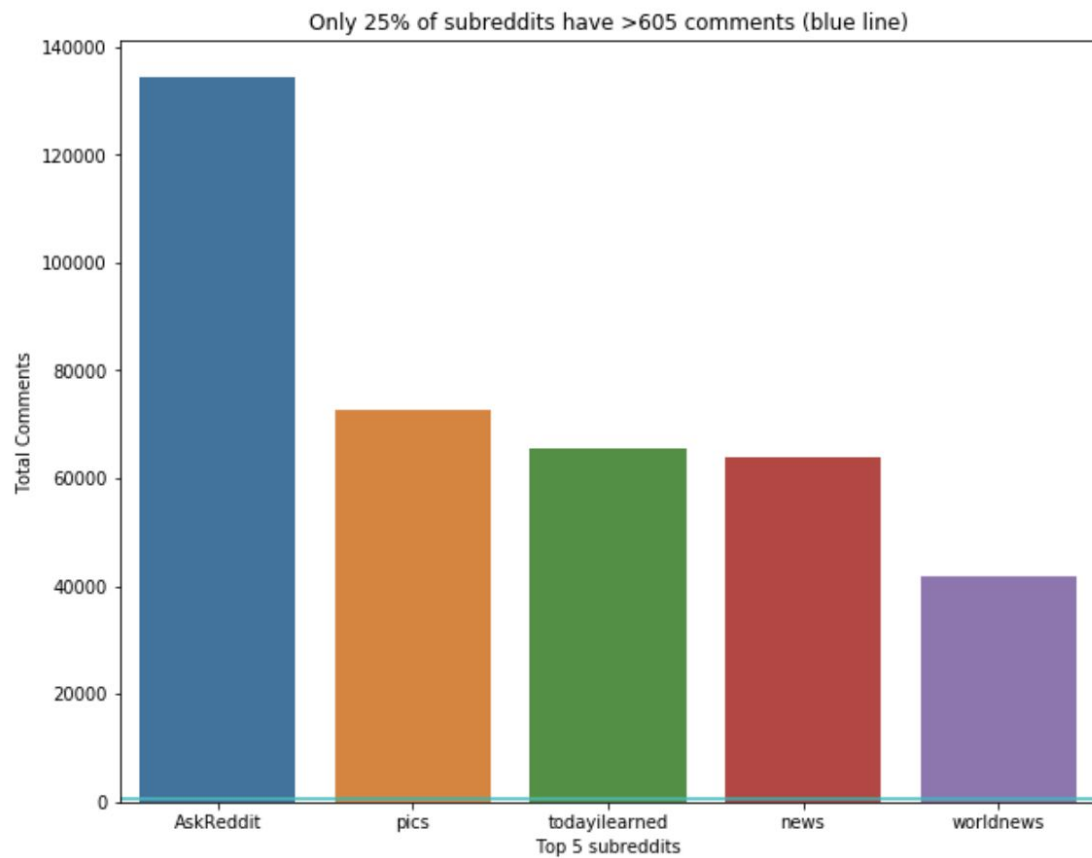


What's the average length of popular Reddit posts?



It takes some
time to achieve
reader
engagement



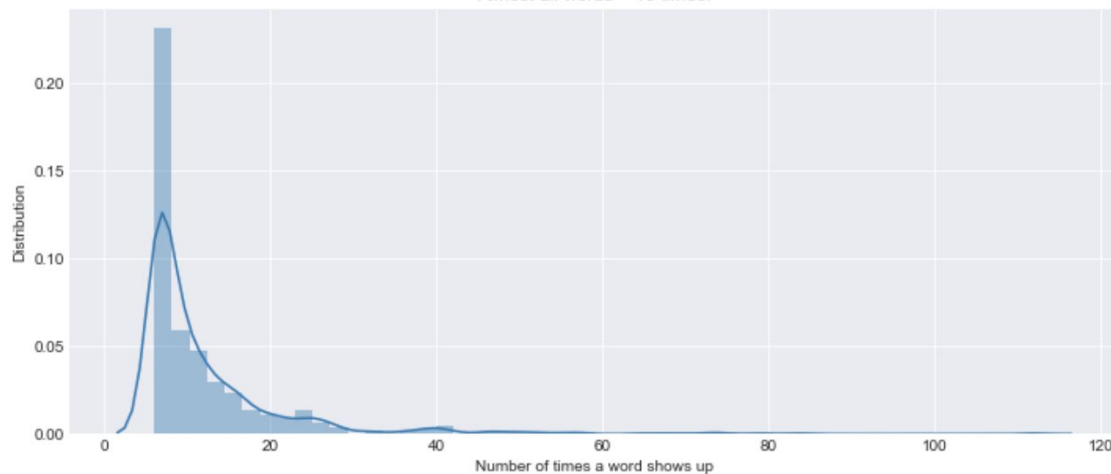


25% of subreddits
account for almost
95% of all comments!

“

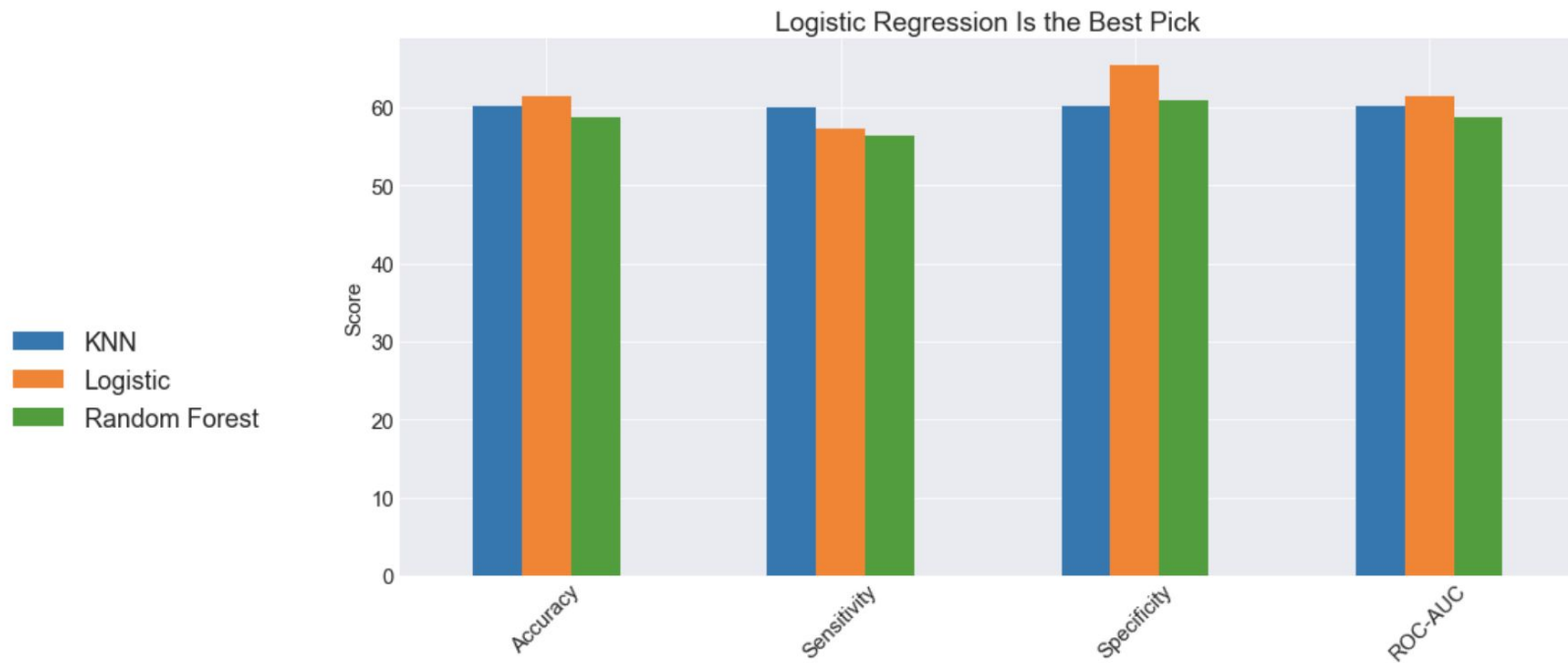
But what should it say?

Almost all words < 10 times.



We call “vectorization” the process of turning text into numbers so that we can predict an outcome

Using these features, we tried PREDICTING ENGAGEMENT 3 DIFFERENT WAYS



538 SHOULD INVEST IN OUR PREDICTIVE TOOL

- ▶ Our tool outperforms competitors:
 - Accuracy (61.4%)
 - ROC/AUC Score (61.4%)
- ▶ For each post, the tool produces a probability score based on:
 - length, subreddit, timing
 - content of your post
- ▶ Can be enhanced with funding

