Classifying Social Media Text as Political or Casual Conversation

Ethan Kuehl

Problem Statement

The goal of this project is to build a text classification model that can differentiate between casual and political conversations on social media.

Executive Summary

- Background
- Methodology
  - Data Collection
  - Data Cleaning
  - Data Preprocessing
  - Data Modeling
  - Model Evaluation
- Results
  - My model is 99% accurate at predicting whether a post comes from r/CasualConversations or r/PoliticalDiscussion

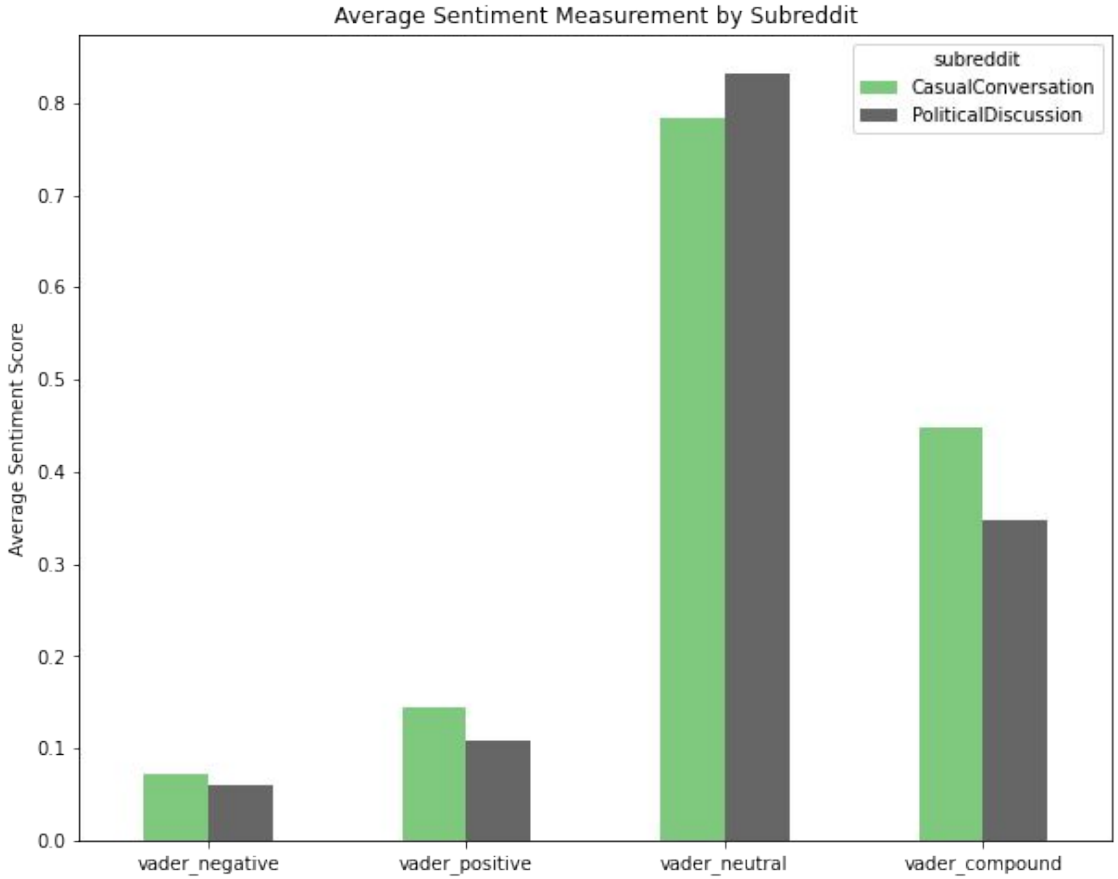
Data Collection and Cleaning

Text classification models are trained using text data from the website reddit, in particular from these subreddits:

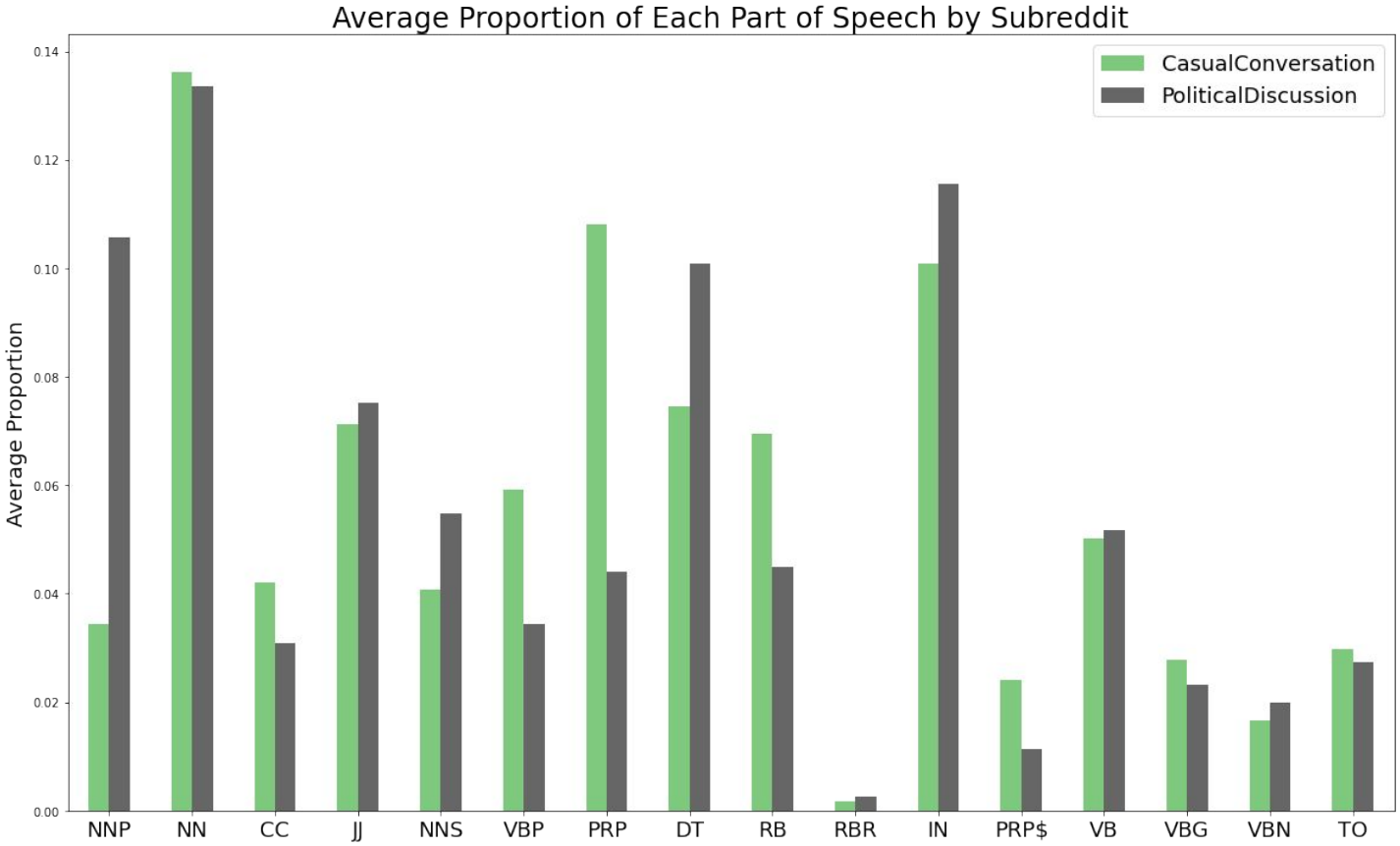
1. r/CasualConversation
2. r/PoliticalDiscussion

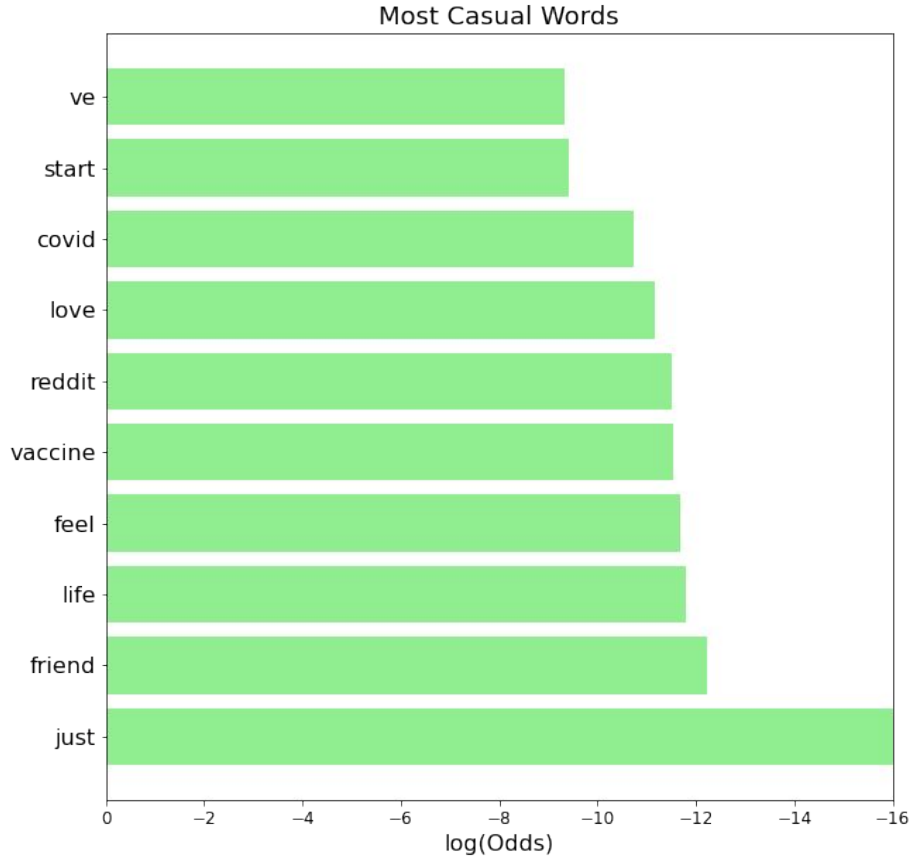
Text data includes the title and post text

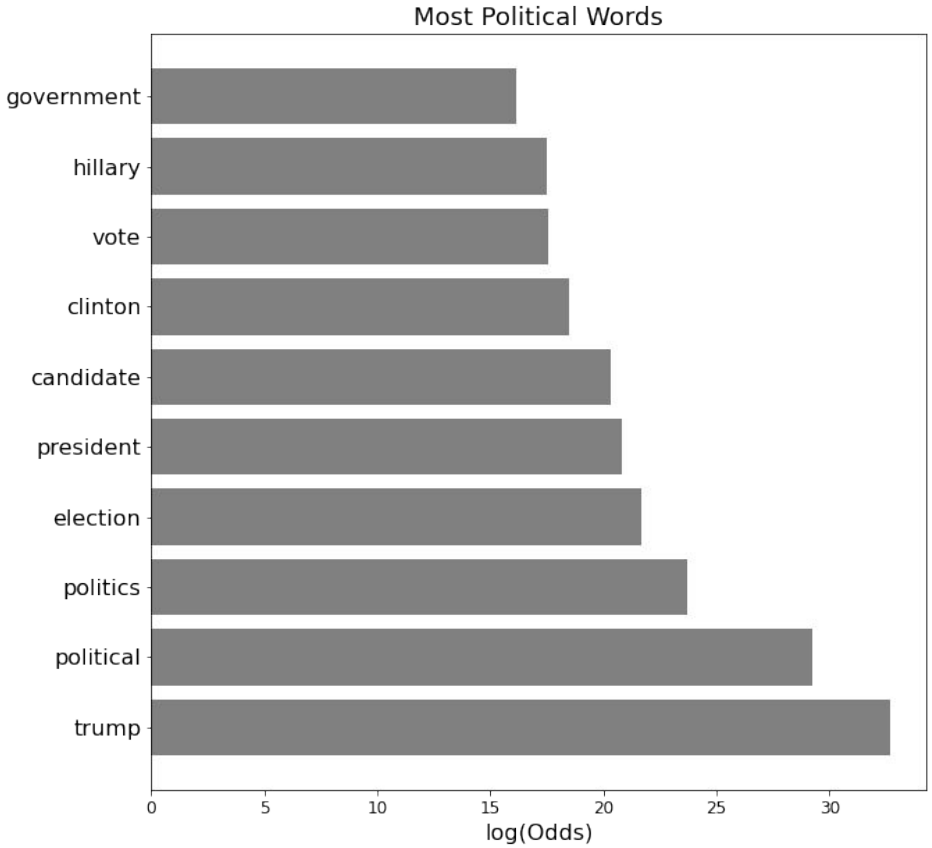
Data - Exploratory Analysis



Data - Exploratory Analysis

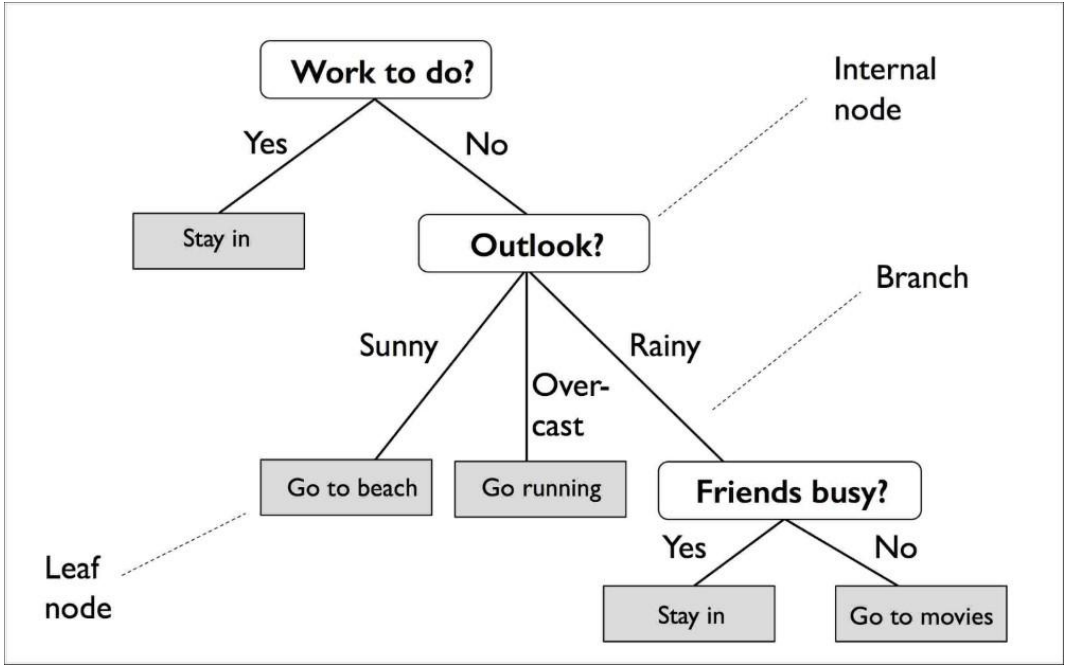



Most Casual Words
ve
start
covid
love
reddit
vaccine
feel
life
friend
just
0
−2
−4
−6
−8
−10
−12
−14
−16
log(Odds)


Most Political Words
government
hillary
vote
clinton
candidate
president
election
politics
political
trump
0
5
10
15
20
25
30
log(Odds)

Modeling

- Binary Classification: decides whether the post is political or casual



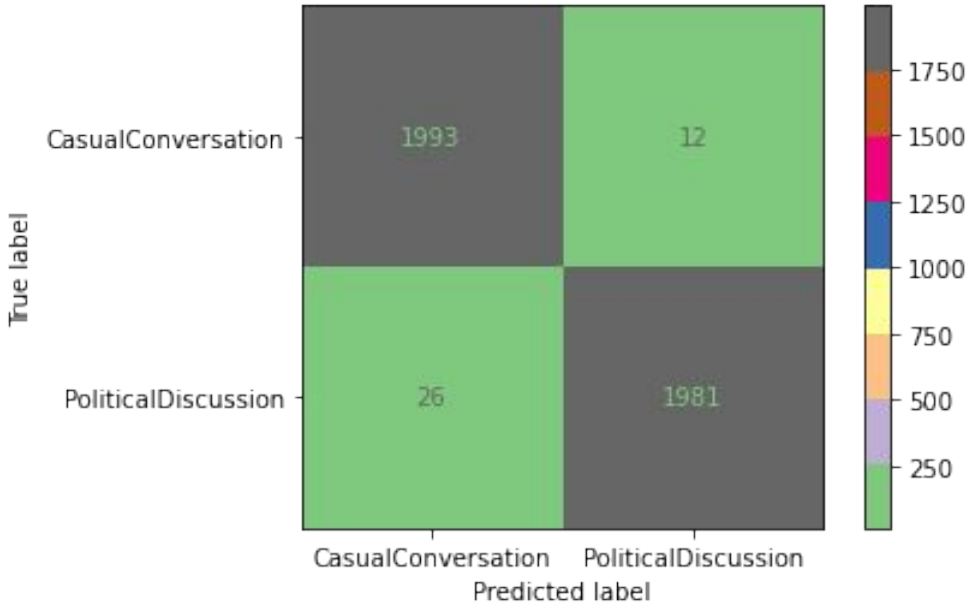
Model Evaluation

True Positive: 1981

True Negative: 1993

False Positive: 12

False Negative: 26



Conclusions

- Sentiment and parts-of-speech analysis were not as useful as analyzing the vocabulary of a given text.
- There is a huge difference in the vocabulary used in r/PoliticalDiscussions compared to r/CasualConversation
- As a result, it is possible to classify posts with 99% accuracy.

Recommendations and Next Steps

- 99% accuracy of my model suggests that the model is ready for beta tests on social media sites other than reddit.

- I would want to further analyze how my model generalizes to text outside of reddit post submission structure.

- Spend more time tuning parameters within the model.