

Project Proposal

Project Title: Analyzing Parental Concerns and Mediation Strategies Related to TikTok Using Reddit Data

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1. Problem Statement

Parents frequently express concerns about their children's TikTok usage — including privacy risks, algorithm exposure, inappropriate content, and screen-time management. At the same time, many parents share and seek effective mediation strategies, such as supervision, communication, or technical restrictions. Understanding these concerns and strategies can provide insights into online parenting challenges.

This project aims to **collect and analyze Reddit discussions** about TikTok-related parenting concerns and mediation strategies using Python-based web scraping, data cleaning, and text analysis.

2. Data Collection

Data will be collected from Reddit using the **PRAW API** (or requests + BeautifulSoup if necessary). Target subreddits include:

- r/Parenting
- r/NewParents
- r/Mommit
- r/Dadit
- r/socialmedia

Search terms will include “TikTok,” “screen time,” “parental control,” and “mediation.”

For each relevant post, the script will store:

- post title
- post body
- subreddit
- score (upvotes)
- number of comments
- post date

3. Analysis Plan

After cleaning and preprocessing (lowercasing, removing URLs/emojis, de-duplicating), the project will perform:

Descriptive analysis

- frequency of major concern keywords (e.g., “safety,” “privacy,” “addiction”)
- top mediation strategies mentioned (e.g., “restrict,” “monitor,” “talk,” “limit”)

Comparative analysis

- subreddit-wise differences in concerns and strategies
- engagement patterns (e.g., concerns correlated with high-comment posts)

Text pattern analysis

- simple keyword extraction

4. Planned Visualizations

- Bar chart of top parental concerns
- Pie chart of mediation strategies
- Word cloud of TikTok-related discussions
- Histogram of post lengths or engagement metrics