

A large cave opening with a bright light source outside, and two people with a camera on a tripod in the foreground.

Will technology save the world?

Jessica Ertel



To what extent can technological innovation
support long-term environmental
sustainability?



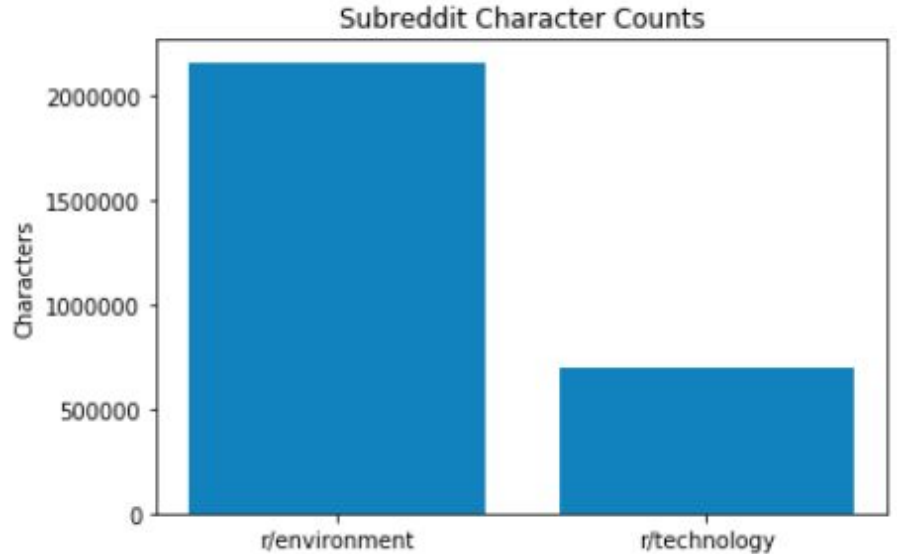
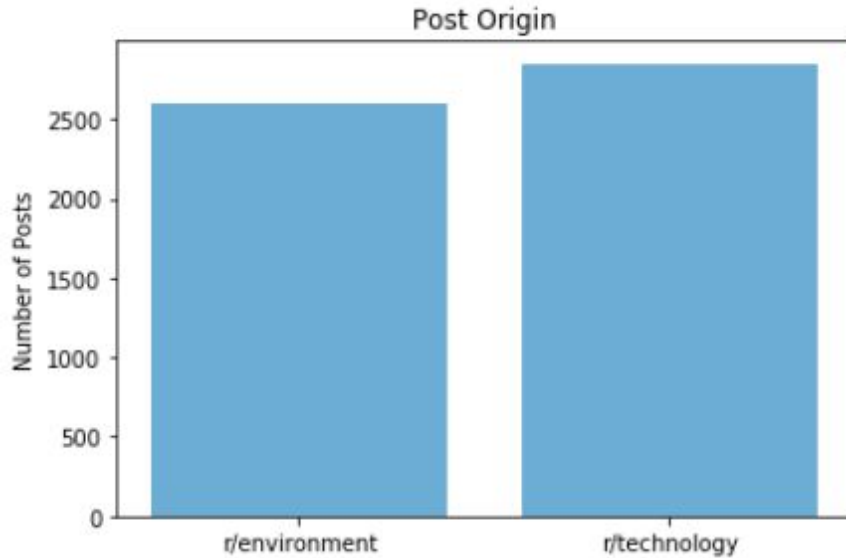
r/environment

- 648k members
- Created in January 2008
- Rules: “No old news, duplicate submissions or multiple submissions on the same subject. Posts on the same topic/issue will be removed. ‘Old News’ is generally anything published over a week ago”

r/technology

- 8.5m members
- Created in January 2008
- Rules: “Submissions relating to business and politics must be sufficiently within the context of technology in that they either view the events from a technological standpoint or analyse the repercussions in the technological world”

Natural Language Processing



Classification Models

Logistic Regression
Multinomial Naive Bayes
Random Forest



r/technology

- Sensitivity (true positive rate)
- How many positive predictions are correct?
- Logistic Regression with Countvectorizer



r/environment

- Specificity (true negative rate)
- How many negative predictions are correct?
- Multinomial Naive Bayes with Countvectorizer



92%

Accuracy score on Logistic Regression
with Countvectorizer

Next Steps

- **Stopwords**: Expand the list.
- **Sentiment Analysis**: the ability to classify text as either having positive or negative sentiment could be valuable in the context of discourse on technology/environment.
- **Hyperparameter Tuning**: Additional tuning would improve model performance and yield deeper insights on the path forward.





Will technology
save the world?

It's up to you...

