

REDDIT: A STUDY IN ETHICS

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HELLO!

**I am Keith Kruelskie
(And this is Snoo)**

I am here because I have an
interest in Reddit, the
internet, and ethics.



“ *We do not act rightly
because we have virtue or
excellence, but we rather
have those because we
acted rightly.*
-Aristotle

Overview

- Quick Review of Ethics
- Setup of my Experiment
- EDA Findings
- Modeling
- Conclusion



What is Ethics?

- Ethics is the branch of philosophy that examines moral behavior and language
- Ethical vs. Unethical

ethical adjective



Save Word

eth·i·cal | \ 'e-thi-kəl  \

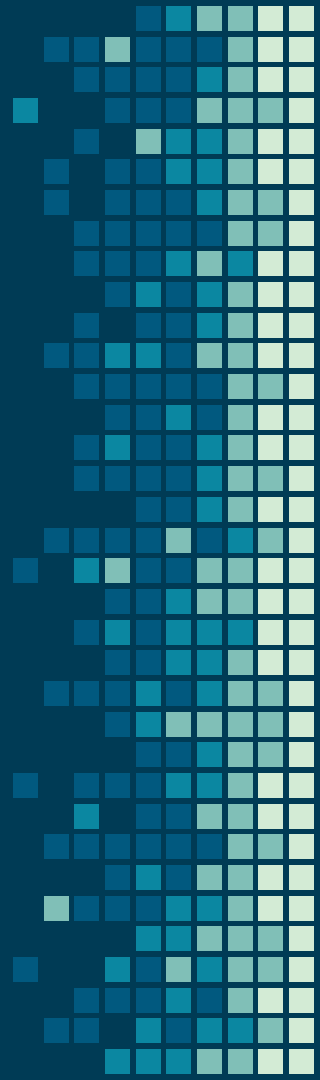
variants: *or less commonly* **ethic** \ 'e-thik  \

Definition of *ethical*

- 1 : of or relating to ethics
// ethical theories
- 2 : involving or expressing moral approval or disapproval
// ethical judgments
- 3 : conforming to accepted standards of conduct
// ethical behavior
- 4 *of a drug* : restricted to sale only on a doctor's prescription

PROBLEM STATEMENT:

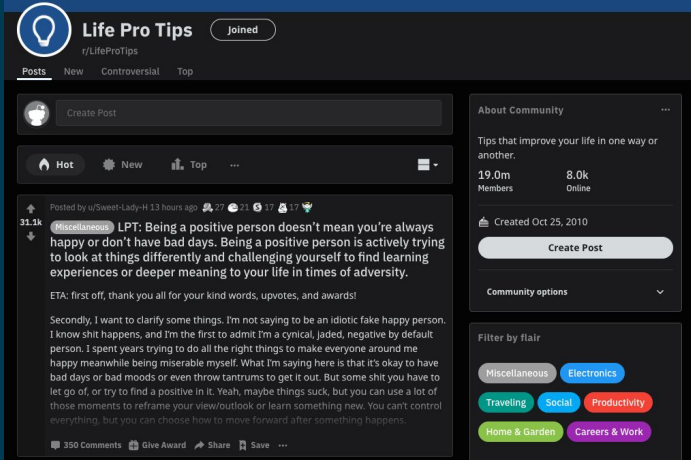
Can we detect unethical text?



Experiment Setup

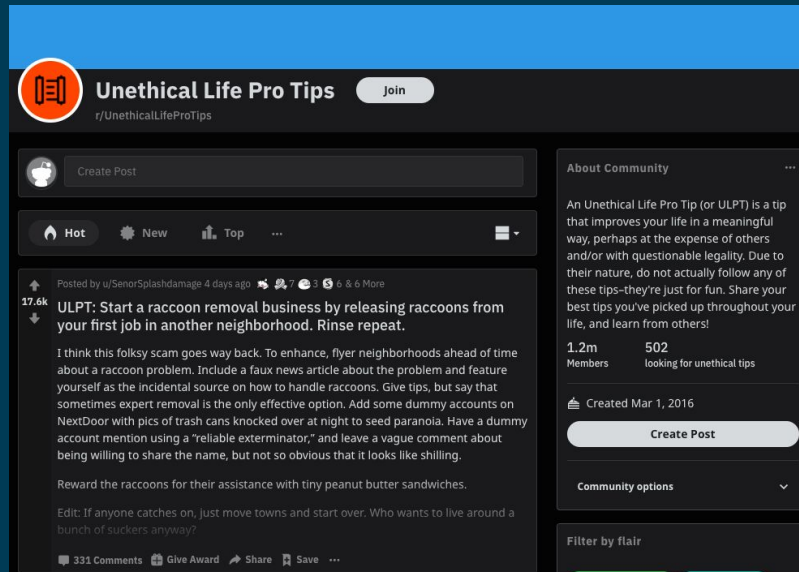
- Opposing subreddits:
 - r/LifeProTips
 - r/UnethicalLifeProTips
- Moderator Rules to exclude unethical/ethical tips
- Goal is to simulate a modified A/B test on ethical nature of the subreddits





TLDR:
Being positive doesn't mean you are always happy. Find the silver lining and your life will be better.

TLDR:
Start a business that uses the raccoons you captured from someone's neighborhood, to scam people out of money after you release the raccoons in a new neighborhood.



r/LifeProTips Rules

1. No common sense tips, common courtesies, or unethical tips. ✓
2. Use descriptive titles when posting!
Your title should explain the gist of the LPT. ✓
3. No tips that are considered illegal in the United States. ✓
4. No tip copying or piggybacking. ✓
5. No disallowed tips from the list below. ✓
6. No religious or religion-related tips ✓
7. No political or politics-related tips. ✓

VERSUS

r/UnethicalLifeProTips Rules

1. No ethical tips ✓
2. No tips that are just clever ways of being a ✓
3. No obvious tips ✓
4. No tips about karma ✓
5. No Stealing Tips ✓
6. No meta tips ✓
7. No blatantly false statistics in post titles ✓
8. Post Titles ✓
9. Geneva Conventions ✓
10. No Lists ✓
11. No solicitation/advertising ✓
12. No Cheating ✓
13. No Politics ✓

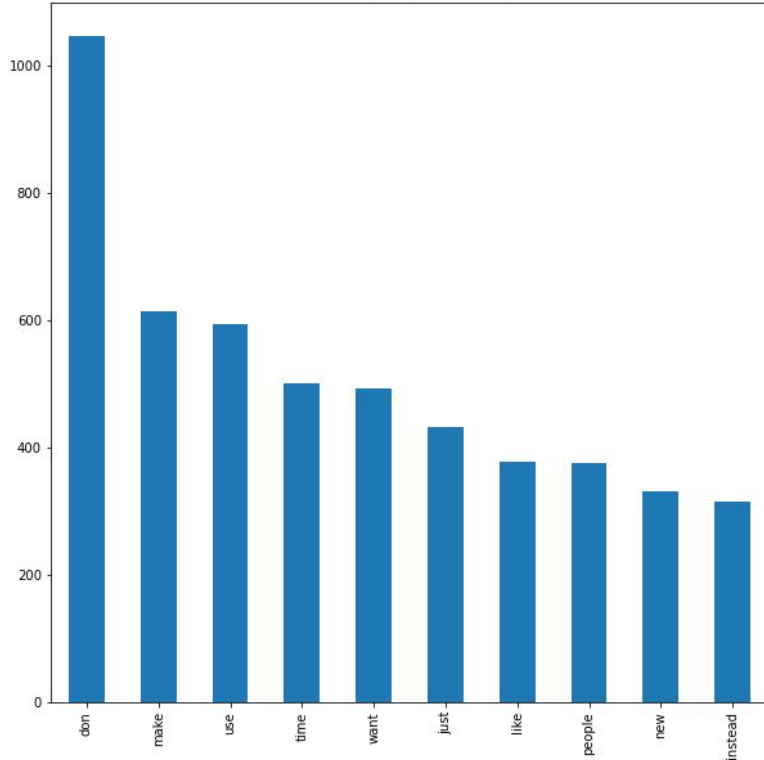
Data Exploration

- Crawled subreddits for posts
 - Ultimately > 7000 posts/subreddit
- Analyzed post title and text for trends
- Worked with word counts, polarity and subjectivity, and sentiment analyzers

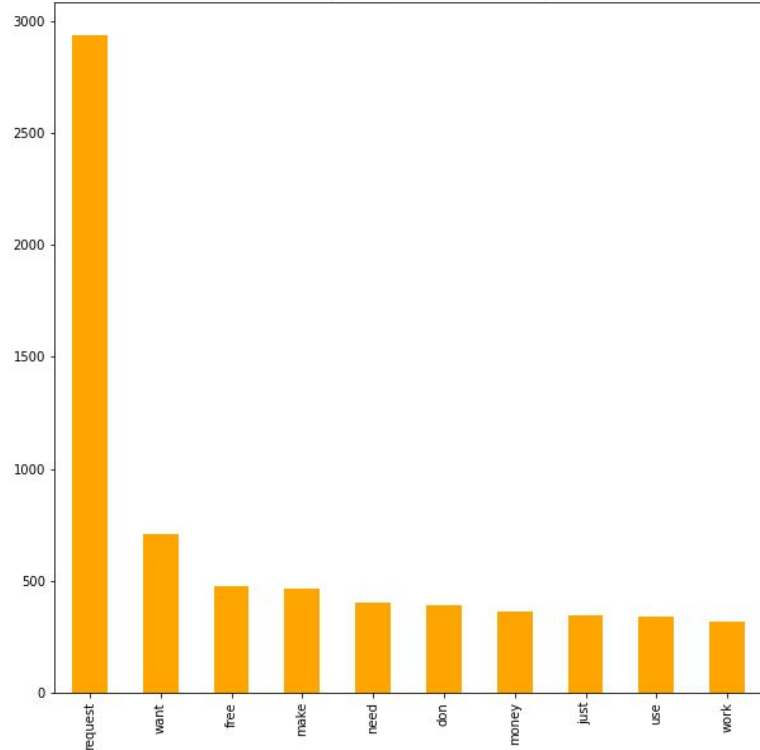


Word Frequencies

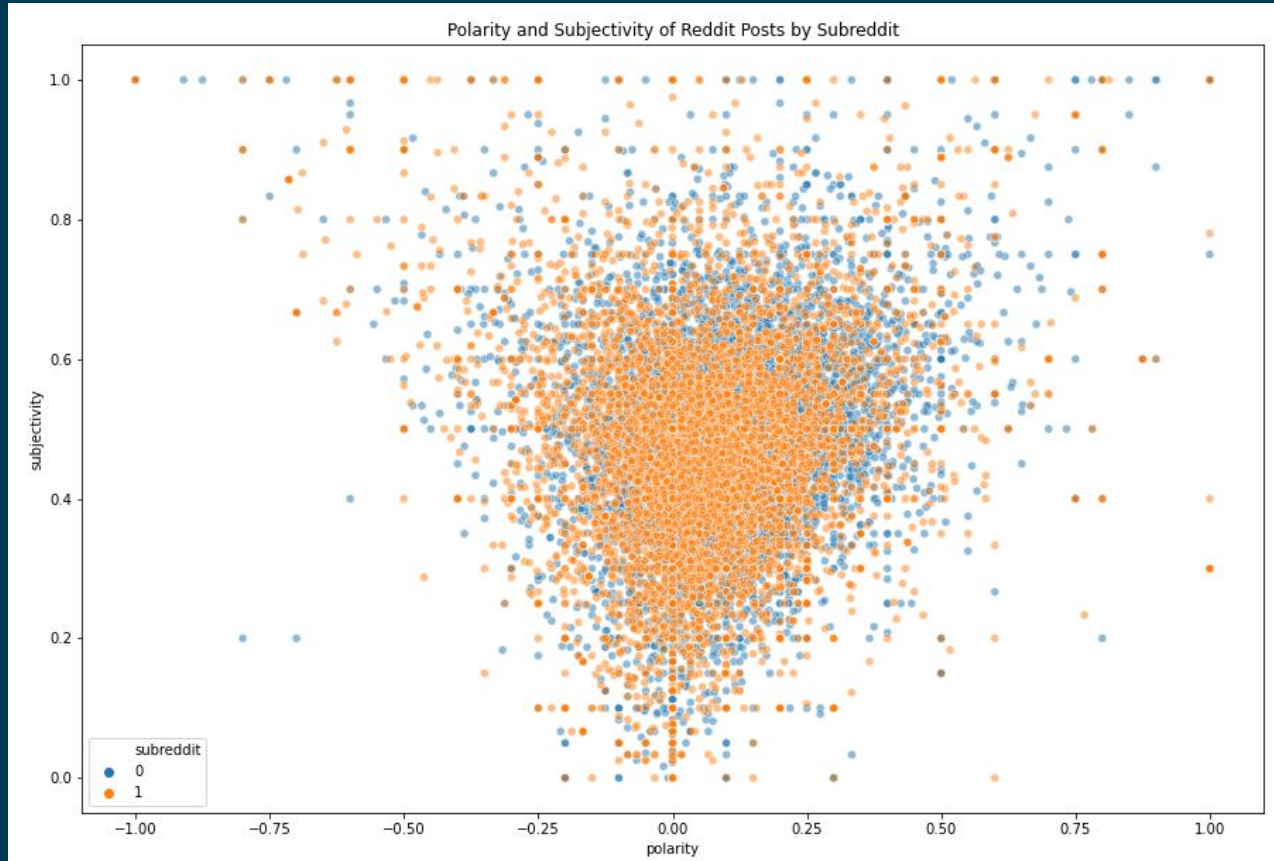
Word Frequency: Life Pro Tips



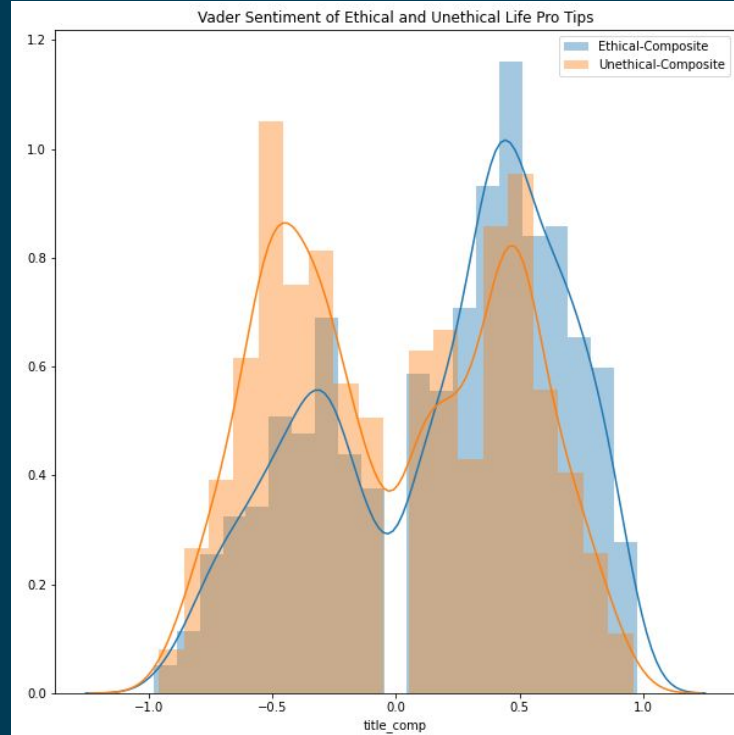
Word Frequency: Unethical Life Pro Tips



Post Title Polarity and Subjectivity



Post Title Sentiment



Modeling

- Fit a number of classifiers
 - Goal is for generalization => Logistic Regression
- Analyzed post title and post text
- Trained models with key words removed to allow for generalization



Modeling Results

- Null Model: 51% accuracy
- As of this presentation:
 - Logistic Regression with sentiments and polarity scoring ~ 83% accuracy
 - Multinomial Naive Bayes scoring 83% accuracy
- Stop words and lemmatizing appear to hinder performance



Conclusions

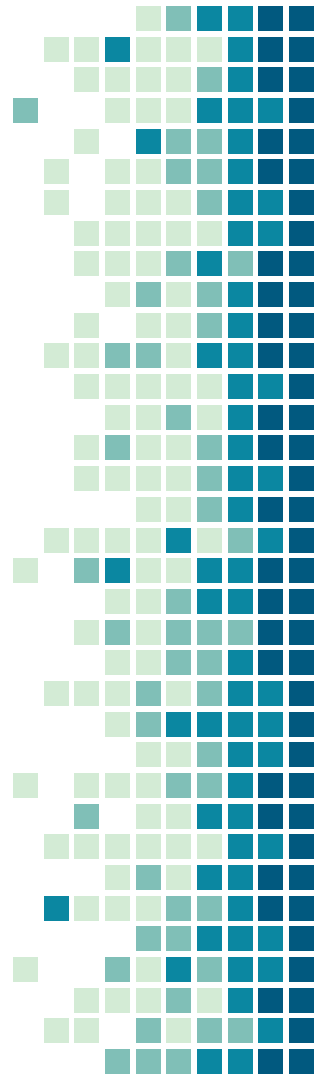
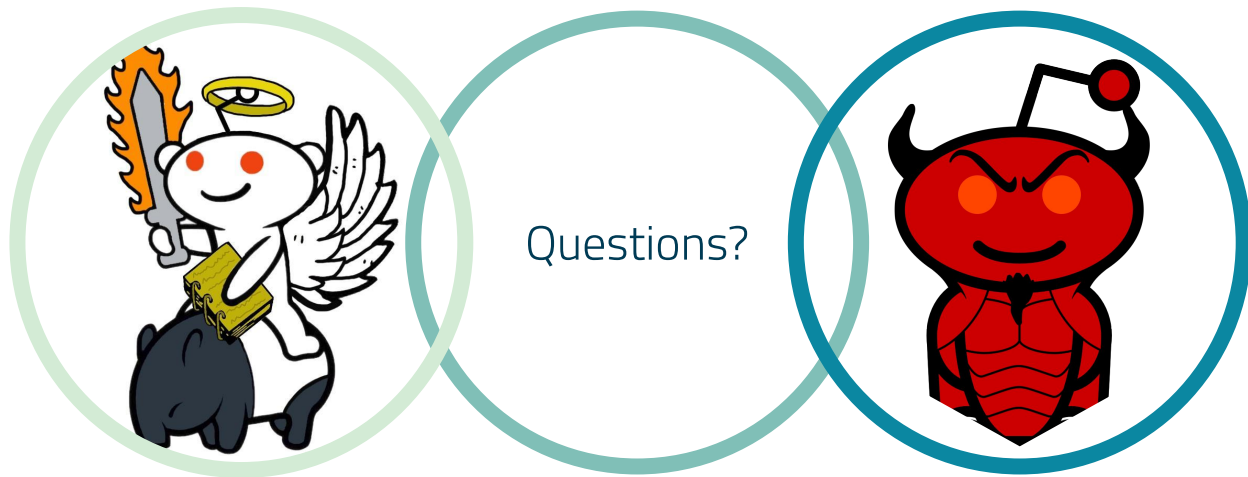
- Sentiment analysis may be a valid way to differentiate ethical and unethical text
 - Ethical text trends positive, Unethical negative
- Unethical advice (at least on Reddit) appears to be associated with gaining value
- Unethical advice tends to be less verbose than ethical advice



Beyond Reddit

- Applying sentiment analysis may be a valid way to detect unethical text in other mediums
- Large coefficient matrix can help generalize the classification algorithm
- Ultimate goal is to apply classification to external bodies of text
 - Quirks specific to reddit to be removed
- 'request'





References

- <https://reddit.zendesk.com/hc/en-us/articles/204528509-I-want-to-make-something-with-the-Reddit-mascot-Snoo-on-it->
- SlidesCarnival
- https://www.reddit.com/r/ScreamQueensTV/comments/3s8nrp/i_made_up_a_custom_snoo_for_rscreamqueensTV_what/
- https://www.reddit.com/r/exmormon/comments/70qf4j/i_made_another_snoo_i_didnt_want_to_but_an_angel/
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