

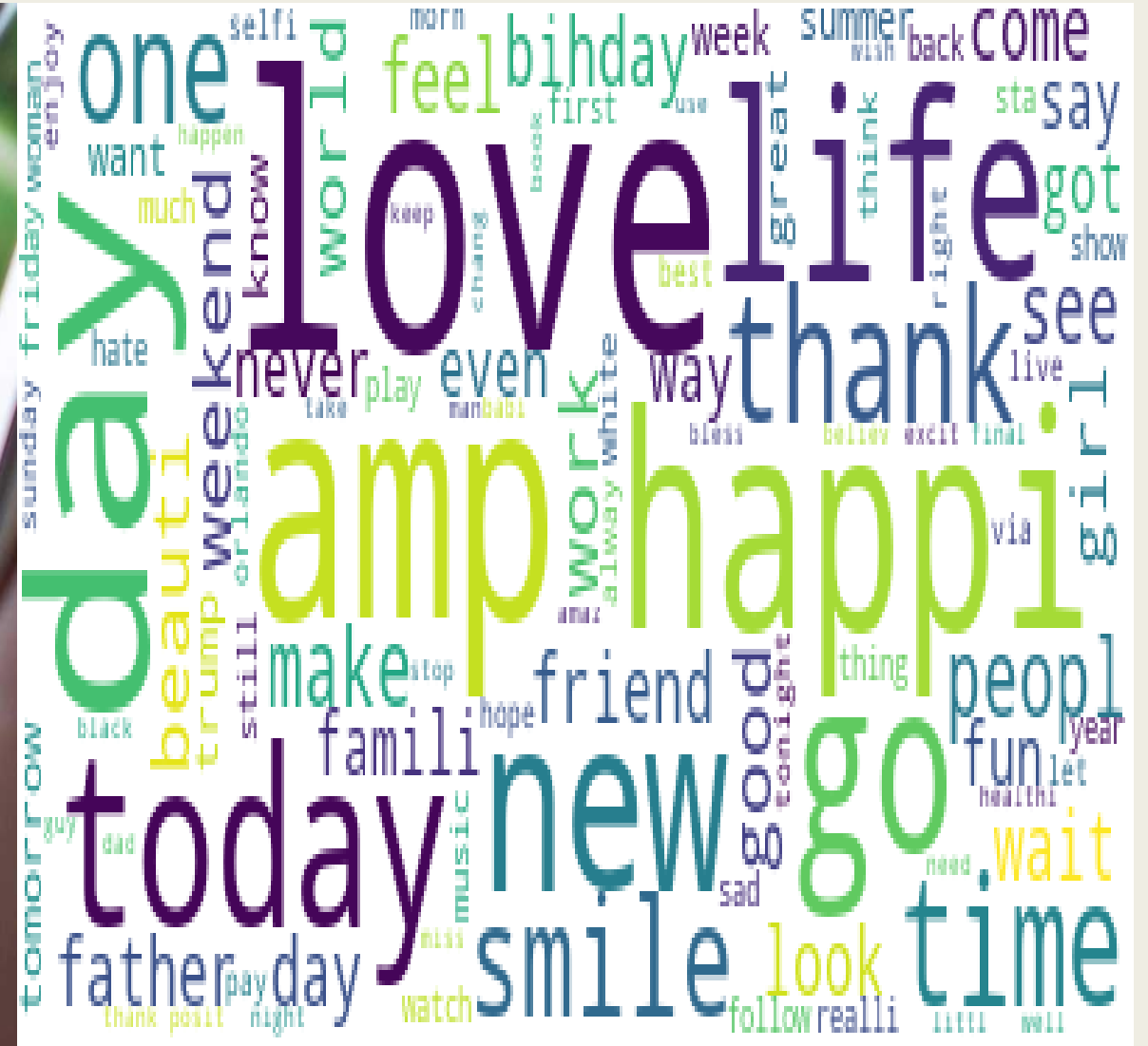
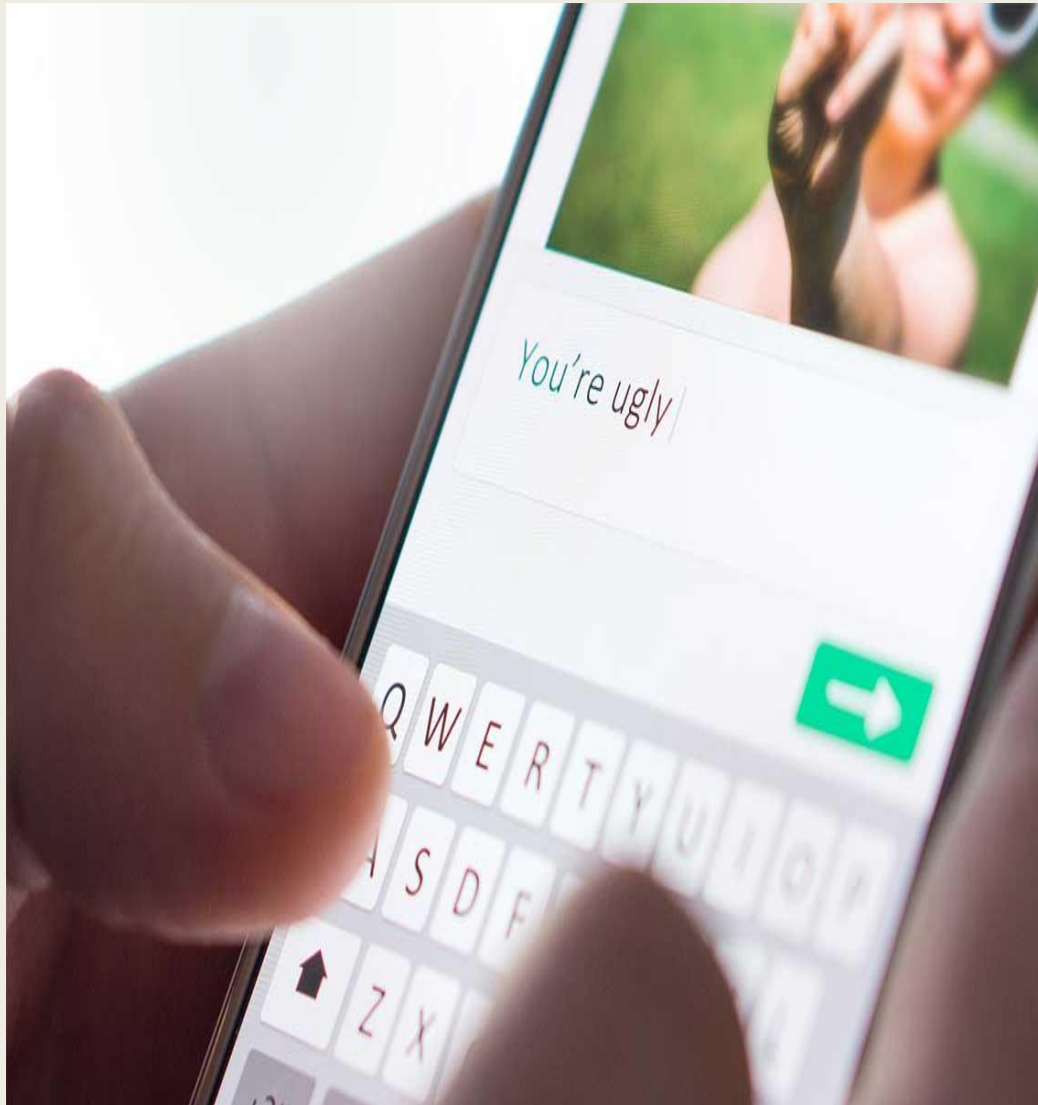


USING MACHINE LEARNING TO IDENTIFY NEGATIVE SOCIAL MEDIA POSTS

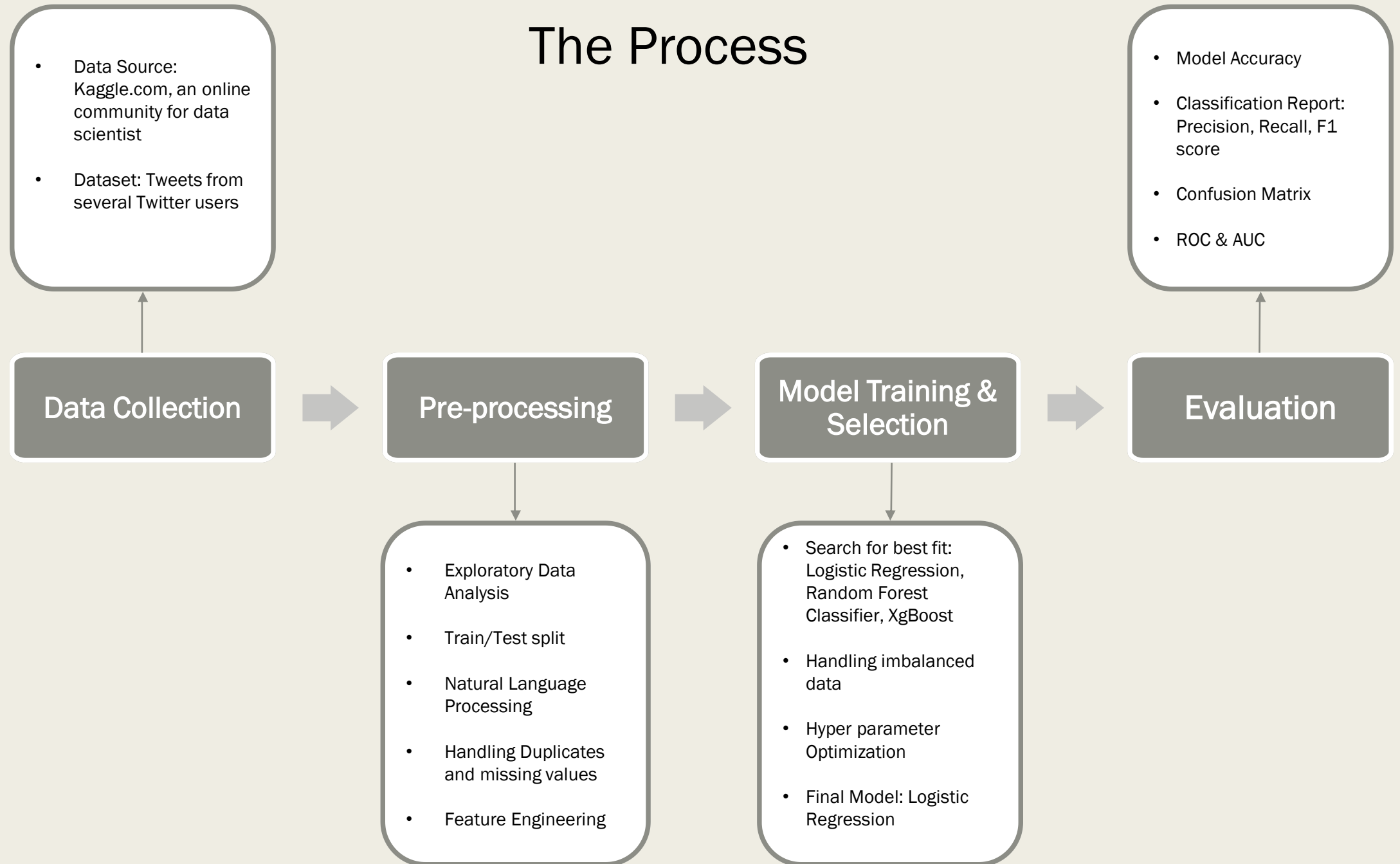
IDENTIFYING NEGATIVE WORDS COMMONLY USED ON SOCIAL MEDIA PLATFORMS
AND PREDICTING IF A USER'S POST IS NEGATIVE BEFORE IT IS POSTED ONLINE



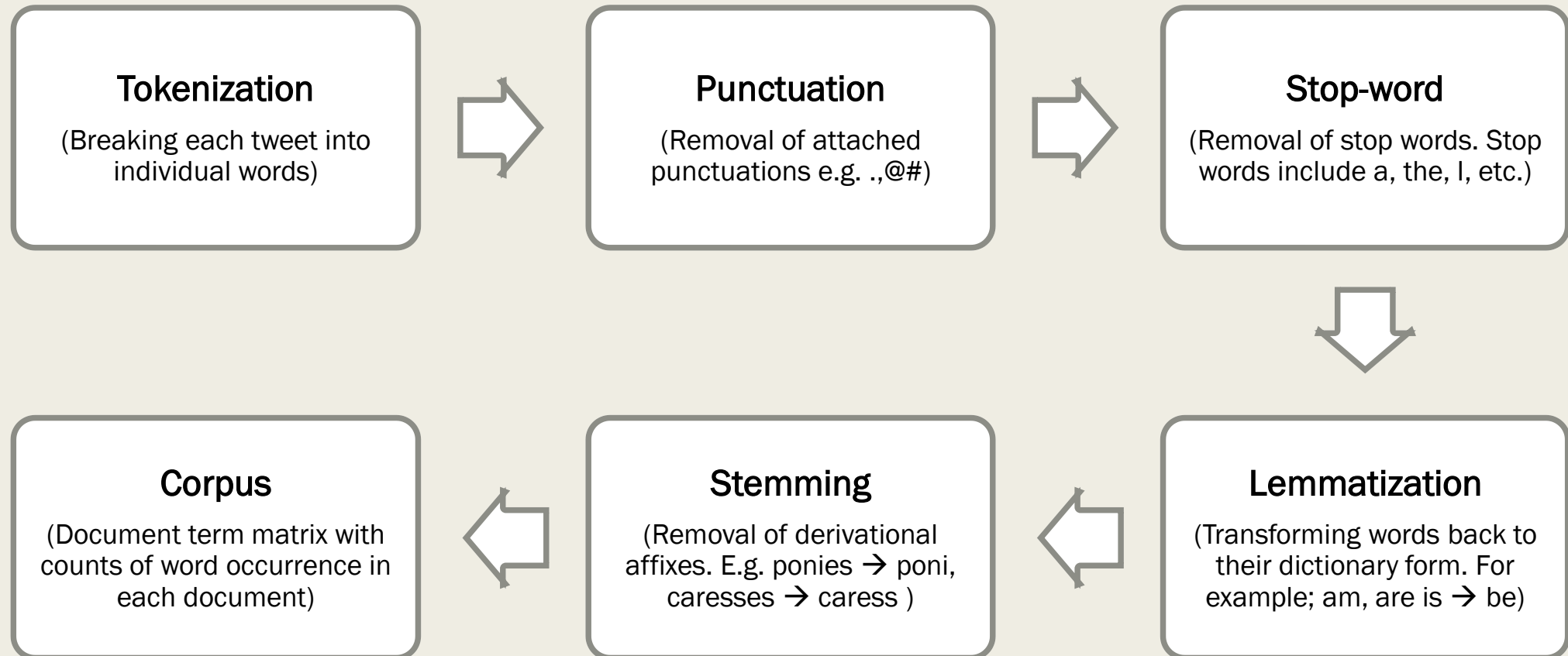
The Problem



The Process



Natural Language Processing Technique



The Machine Learning Outcome

WORDS IDENTIFIED TO BE USED NEGATIVELY IN SOCIAL MEDIA POSTS

kkk million ukchick liber aicl putin arab inequ
enabl fakenew povey podcast sexist bigotri trump slaveri
shut maga xenophobia malevot latest respond fascism histori
scumbag boycott misogyni woman dumb racist notmypresid
racism discrimin blacklivesmatt misogynist ny allahsoil
traitor carlpaladino comment blatantli white fascist bluelivesmatt
daili thankjew southafrica girl world nigger go hell paladinoequal
abus blm bigot prejudic inhumanfemin cologn one thing nazi nake
obama maledick anti bulli queue polic

WORDS IDENTIFIED TO BE USED POSITIVELY IN SOCIAL MEDIA POSTS

love week home selfi
posit happi motiv success familibless best fun enjoy weak
last mexican awesom summer bihday today youngsaturday
father day weekend prayfor orlando fathersday dog black white
amaz tomorrow black men orlando day tonight final amp white life
hour hardcor healthi friday sleep night wait remain soon
smile morn readi babi

Model Evaluation

- Accuracy: 95%
 - *Percentage of overall correct predictions*
- Precision: Pos. – 0,96 , Neg. – 0,78
 - *Proportion of positive predictions that are actual members to the positive class*
- Recall: Pos. – 0,99 , Neg. – 0,42
 - *Proportion of positive class correctly predicted*
- F1 Score: Pos. – 0,98 , Neg. - 0,55
 - *Weighted average of the precision and recall*

■ Receiver Operating Characteristics (ROC)

