In youtube_extraction_english_40.json:

Title: Sexism in America - Sexist Commercial (Men Portrayed Negatively)

- Table 1: Summary of the results per comment;
- <u>Table 2</u>: Summary of the results per sociolinguistic variable;

Table 1: Summary of the results per comment

Comment	KeyWords	Sociolinguistic Hate Sp variables Freque (Hiper - Hipo)	-
It's fascinating that in a weak attempt at virtue signaling the housewife, this ad renders	Woman	Gender - $1/33$	3.03
the question "what kind of woman marries such a supposedly pathetic doofus and		General	
procreates an equally pathetic offspring?"			
m JAZZ~MAN~sex	Sex	Gender - $1/3$	33.333
		General	
Assoholic Bitch lol. Ironic that America then elected a racist	Racist	Ethnicity - 1/10	10.0
		General	
Sex	Sex	Gender - $1/1$	100.0
		General	
massmonkey i'm not seeing any sexism against woman in these ads mainly sexism	Sexism, Woman	Gender - $3/15$	5 20.0
against men		General	

Table 2: Summary of the results per sociolinguistic variable

Sociolinguistic variables (Hiper - Hipo)	KeyWords	Number of	Frequency	$\overline{\text{Frequency}(\%)}$
		occurrences		
Gender - General	Woman, Sex, Sexism	6	6/577	1.04
Ethnicity - General	Racist	1	1/577	0.1699999999999998

Result analysis:

- Taking into account the words that were detected, we can reach the conclusion these comments are associated with : : Gender General; Ethnicity General;
- The percentage of hate speech related words is 1.2132.
- Considering that the variable **Gender General** has the most occurrences in the post, we can interpret that this is the predominant hate speech.
- Overall there were 7/47 occurrences of hate speech related comments.