

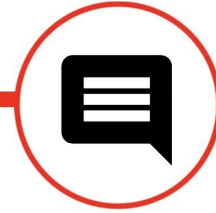
Spam Detection on YouTube

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Agenda



1 Business Understanding

2 Dataset Overview

3 Methods

4 Findings & Recommendations

5 Future Research

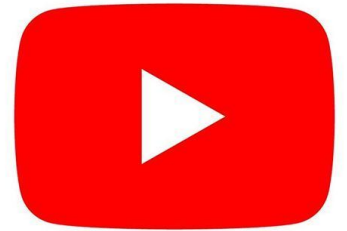
Spam detection of comments

88% accuracy

Business Understanding

Improve User Experience

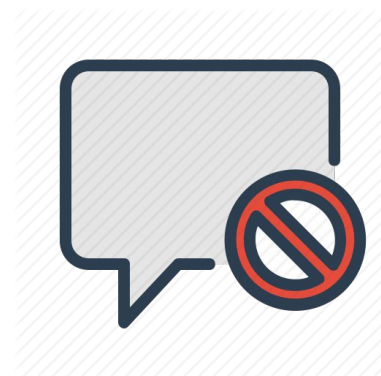
Identifying whether each comment is spam for better user experience on YouTube



Data

Dataset

- Comments to popular music videos from 2013
 - PSY, Katy Perry, Shakira, LMFAO, Eminem
- Around 2,000 comments
- Equal representation of spam and non-spam comments



Methods

Methods

- Eliminate html tags and urls
- Eliminate commonly used words
- Metric \rightarrow Accuracy



Key Findings

Most Important Words

- Channel
- Check
- Like
- Please
- Subscribe

Most Important Bigrams

- Check channel
- Check video
- Subscribe channel

Recommendations

Recommendations

- Focus on comments that are self-advertising
- Only use model for music videos
- Flag comments instead of removing them



Future Research

Areas of Future Research

- More comments for better model performance
- Identify accounts that generate more spam comments
- Model generalization for model usage in non-music videos

What's Next?



Thank you!

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