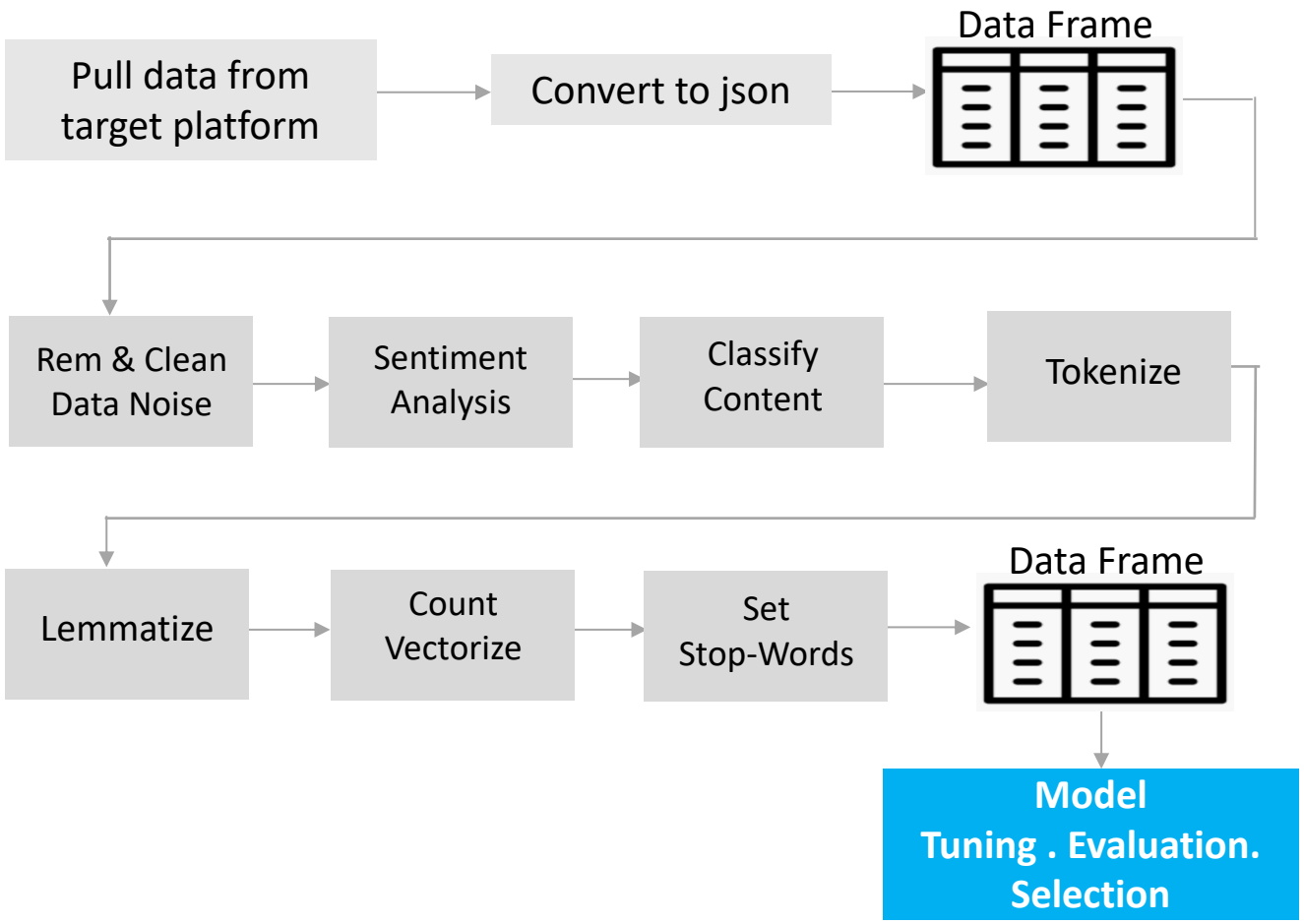
Natural Language Processing (NLP)

a model to predict post content on social news media and guides through making better decisions for climate change awareness:

- which subreddit to leverage engagement
- key words to increase “climate literacy”
- attitude & behavior towards related trends among youths

How this model works

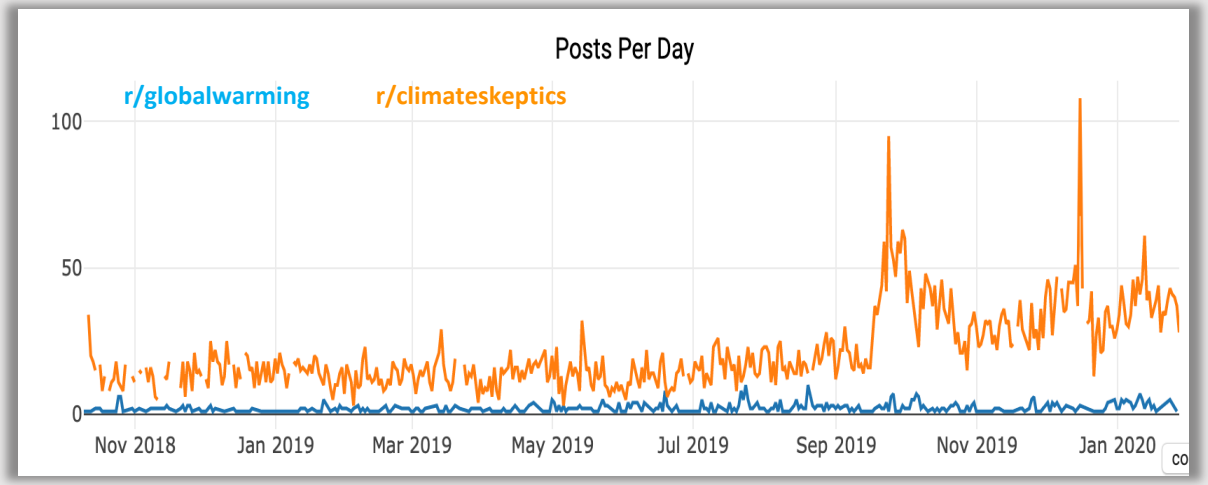


Tuned Models

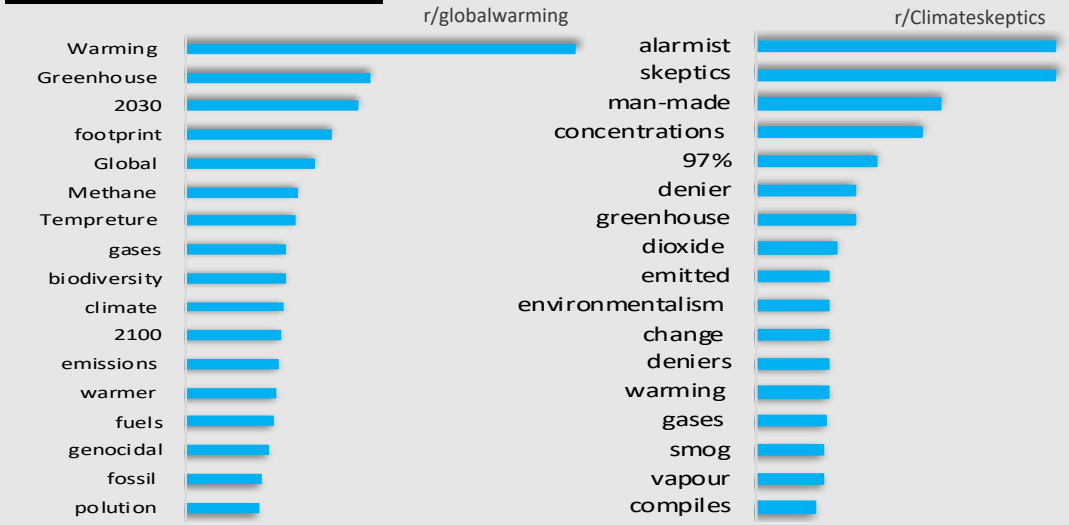
	Accuracy Scores	
	Existing Data *(Train)*	New data *(test)*
Random Forest	99.0%	71.2%
Logistic Regression	**90.7%**	**83.4%**
Gradient Boost	85.7%	73.4%
Voting Classifier Takes vote of 3 models	91.4%	82.7%

Dashboard – key insights

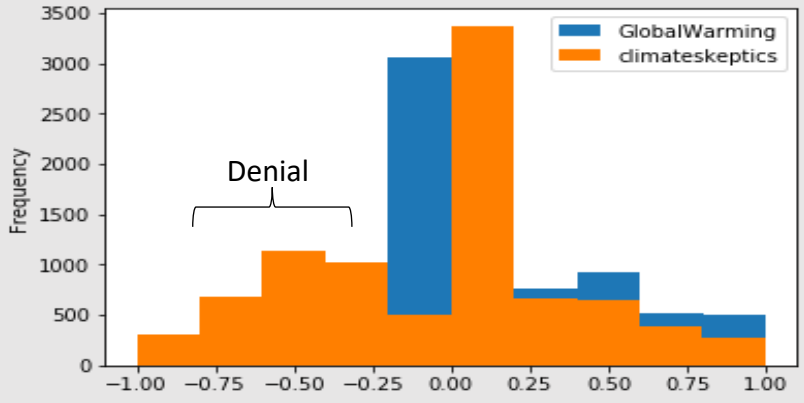
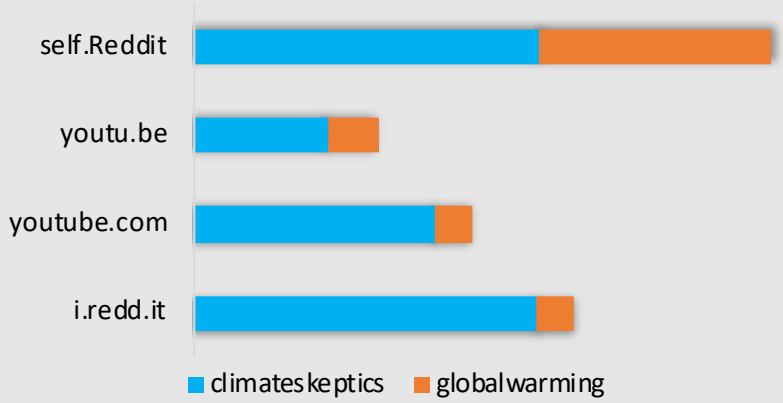
Engagement



Top Keywords



Sentiment



Top Common Linked Domain