

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

Questioning climate
related
environmentalism..

26.0k
Members

July, 2008
Created



Global Warming
r/GlobalWarming

Global warming, global
weirding, and what we
should do about it.

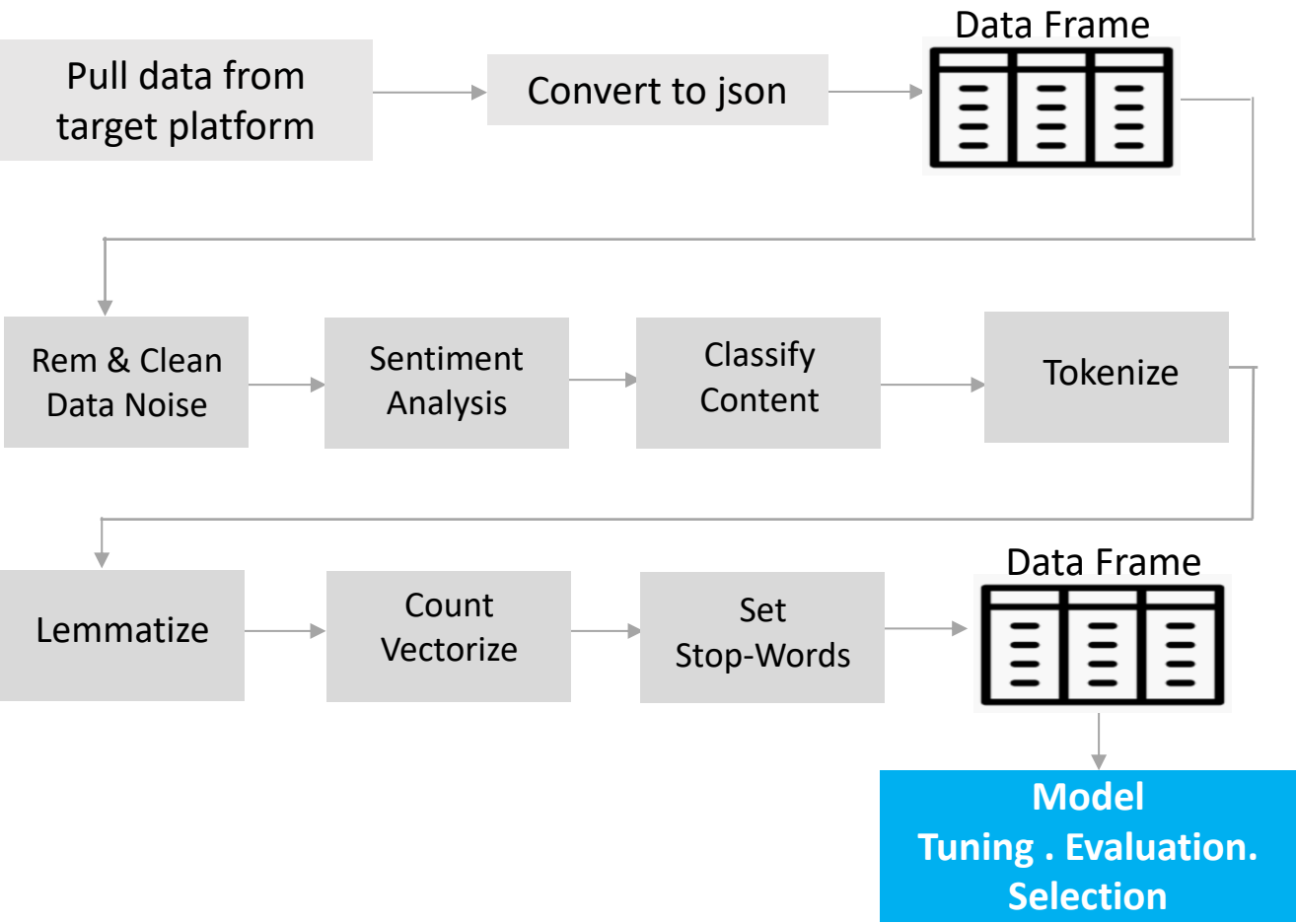
5.8k
Members

May, 2008
Created



Climate Skeptics: Trying to see through the alarmism
r/Climateskeptics

How this model works

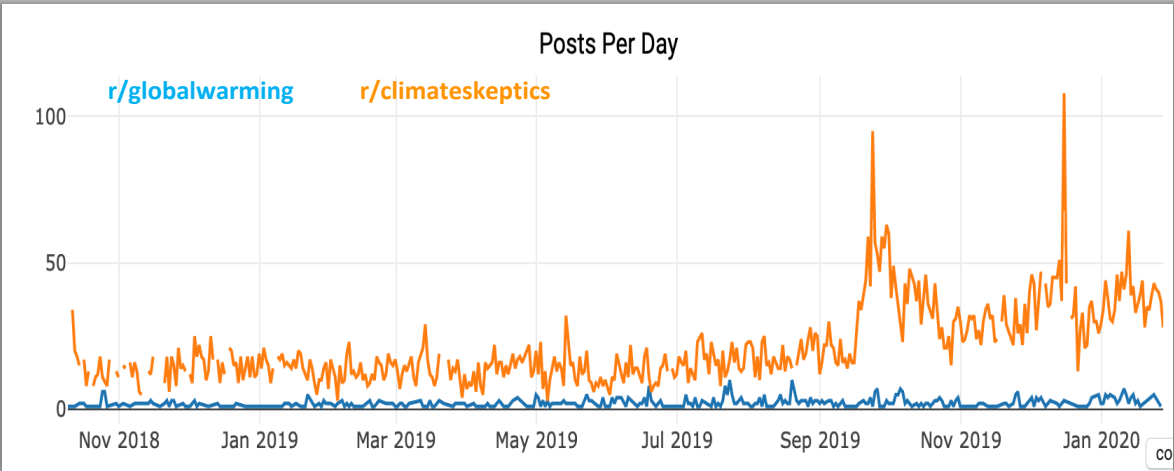


Tuned Models

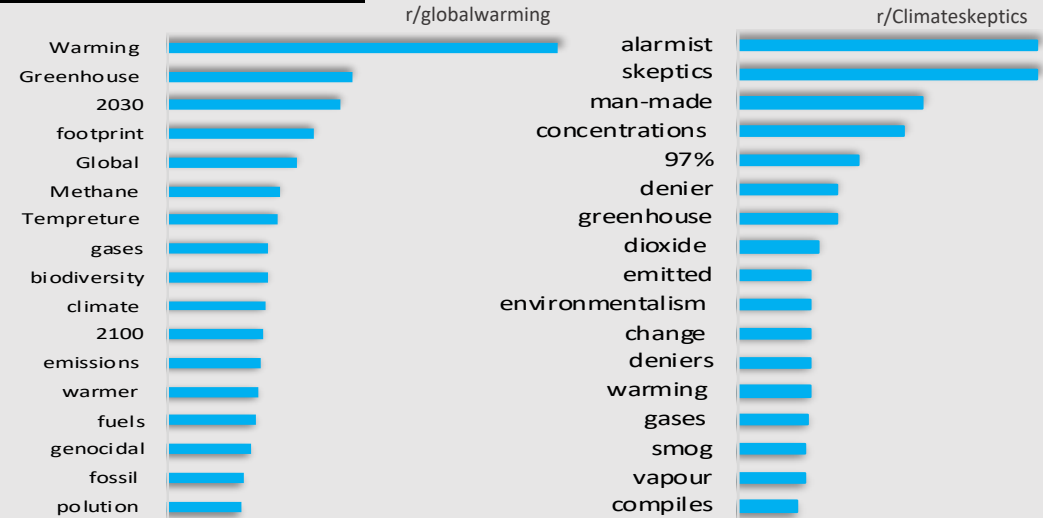
	Accuracy Scores	
	Existing Data (<i>Train</i>)	New data (<i>test</i>)
Random Forest	99.0%	71.2%
Logistic Regression	90.7%	83.4%
Gradient Boost	85.7%	73.4%
Voting Classifier Takes vote of 3 models	91.4%	82.7%

Dashboard – key insights

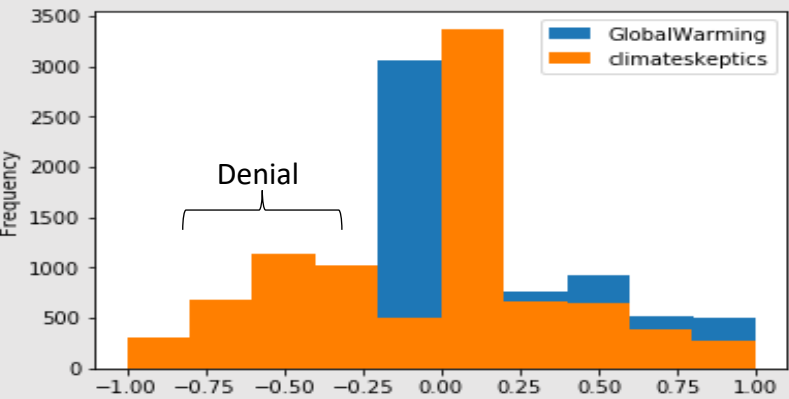
Engagement



Top Keywords



Sentiment



Top Common Linked Domain

