

The background of the slide is a deep space image filled with stars and nebulae. In the center, there is a composite image of the Earth, which is partially obscured by a large, translucent jellyfish. The jellyfish has a yellowish-orange bell and long, flowing, blue-green tentacles that appear to be dripping or melting. The text is overlaid on the jellyfish and the Earth.

Separating Conspiracy Theorists from Climate Change Skeptics

Nour Zahlan

Introduction & Problem Statement

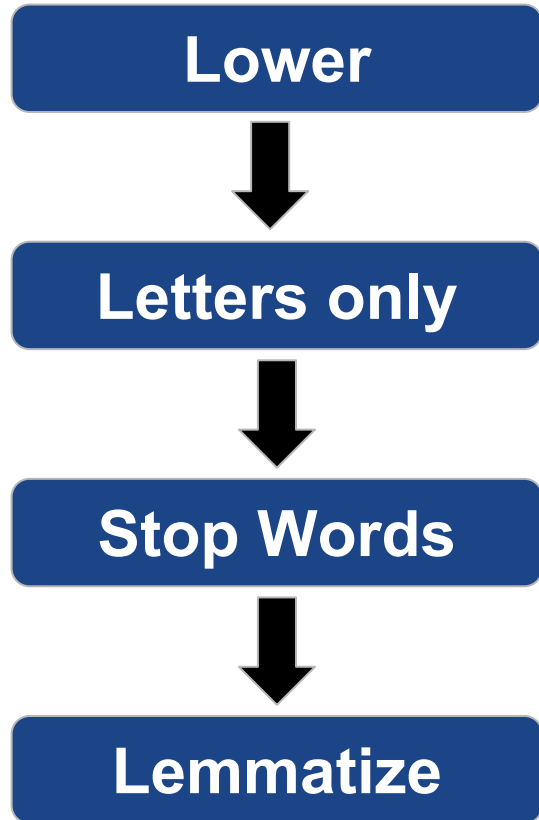
Someone at Reddit accidentally deleted the conspiracy and climate skeptics subreddits.

Stakeholders:

- Reddit
- 839k r/conspiracy subscribers
- 11k r/climateskeptics subscribers



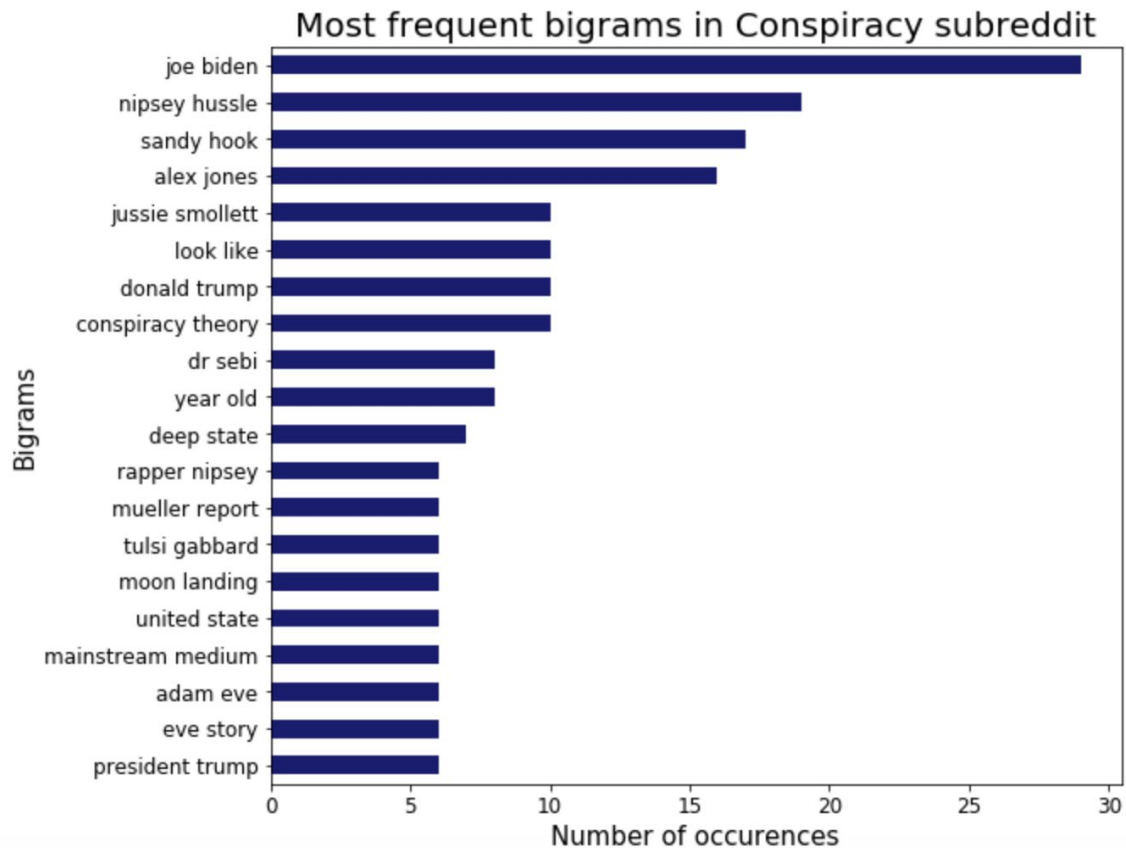
Cleaning and EDA



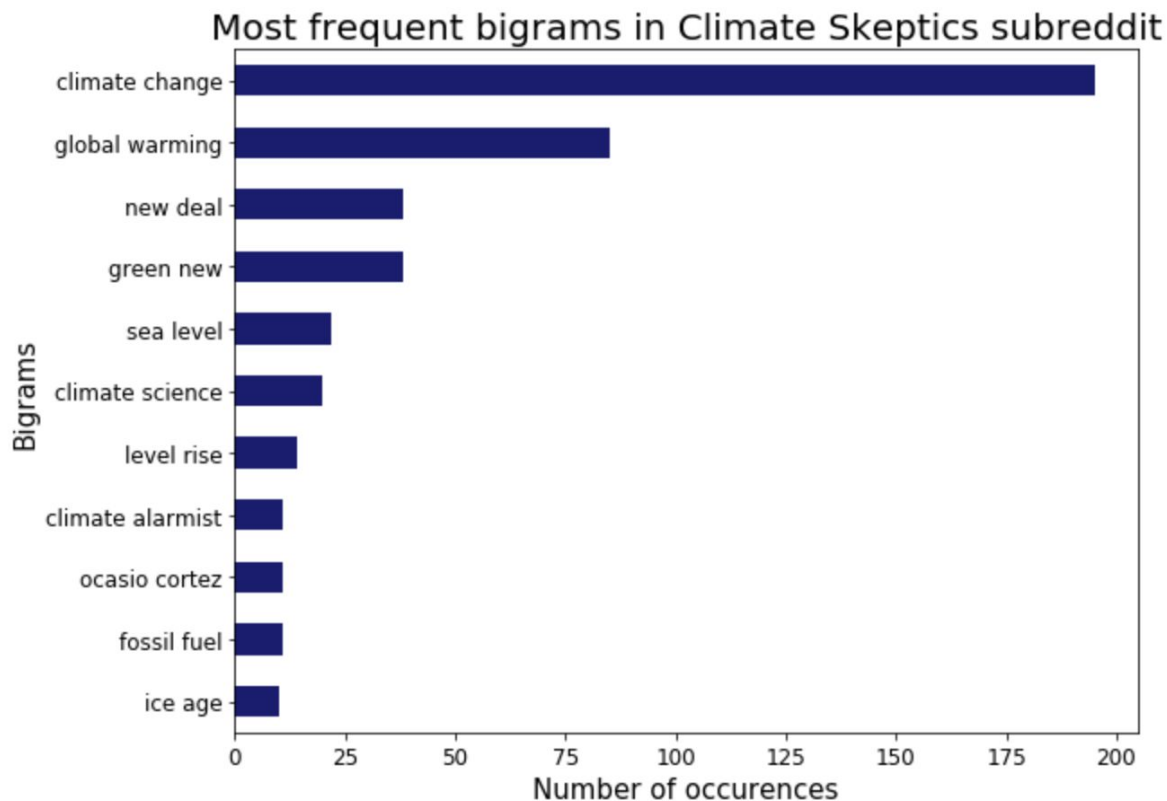
Word Count

Conspiracy	3517
Climate Skeptics	2809
Common	1153

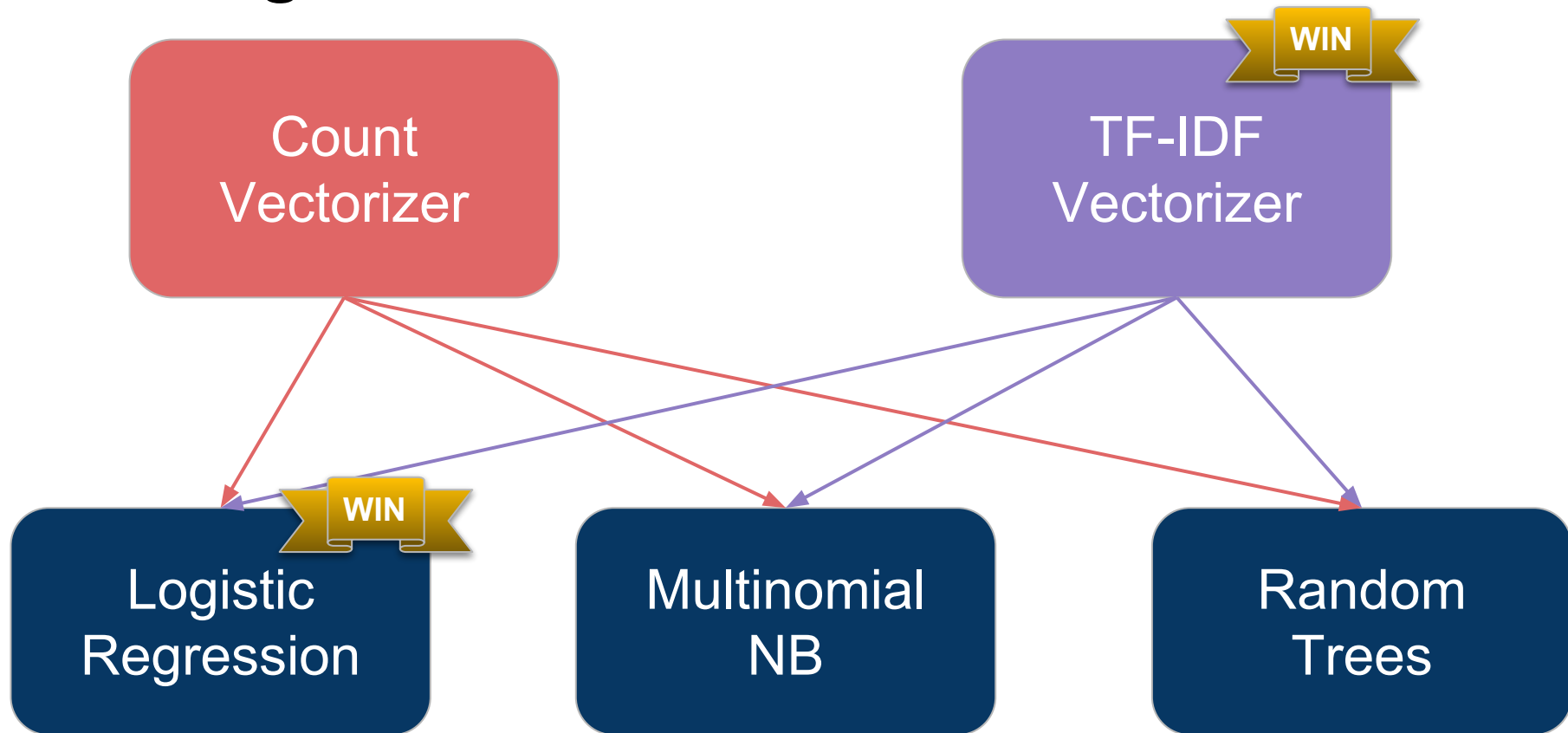
Cleaning and EDA



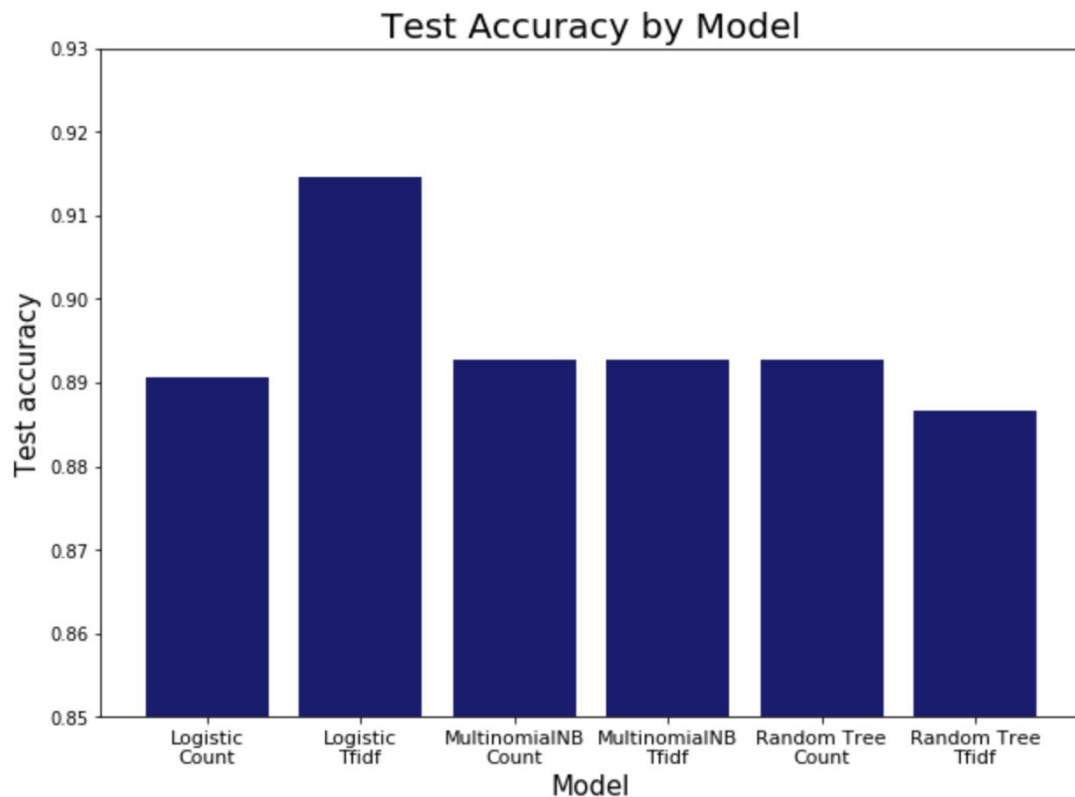
Cleaning and EDA



Modeling



Evaluation



Baseline
Accuracy =
50.7%
By predicting
majority

Evaluation

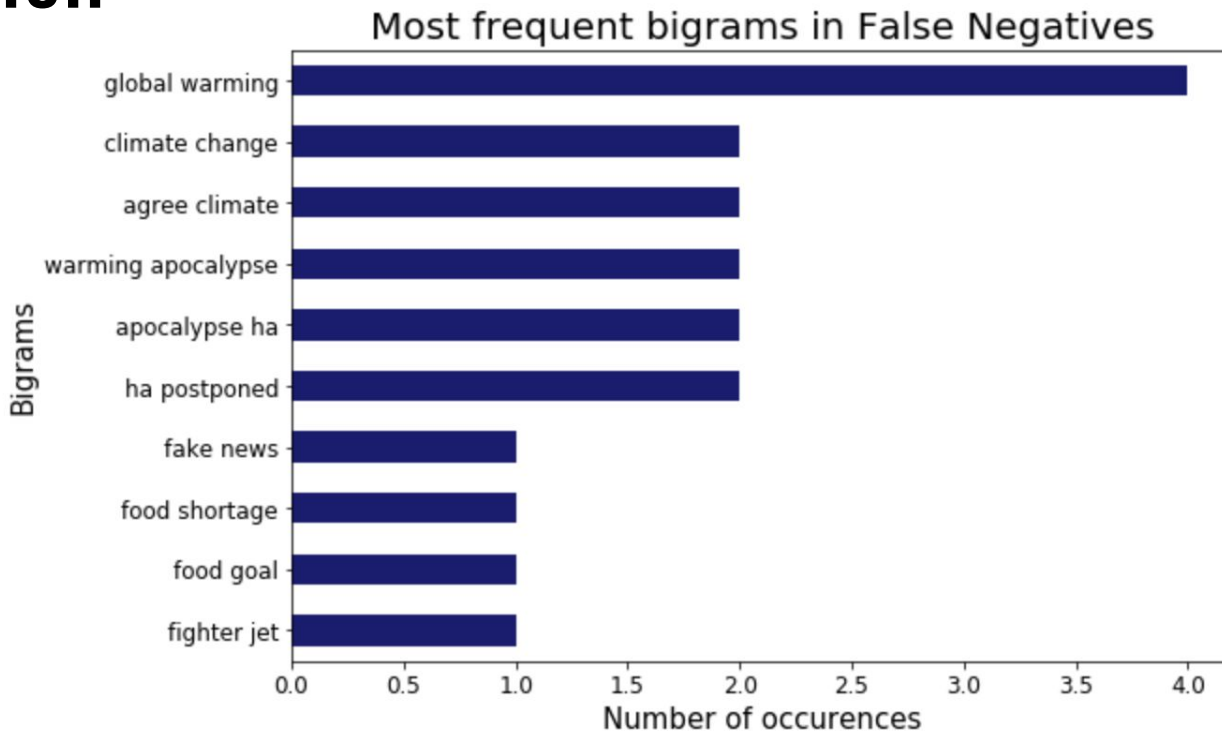
Best Model: Logistic
Regression with TF-IDF
Vectorizer

Accuracy	91.5%
Recall	95.6%
Specificity	87.5%
Precision	88.1%

Confusion Matrix

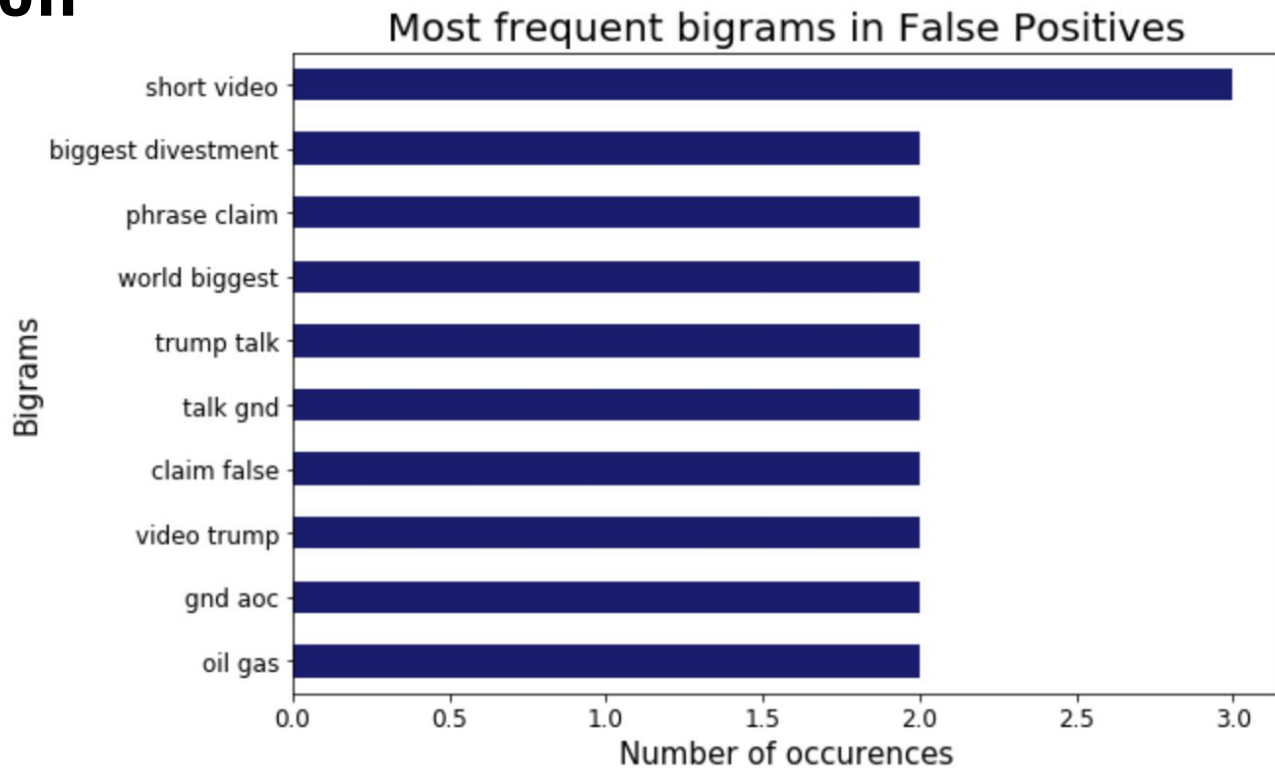
	Actual Conspiracy	Actual Climate Skeptics
Predicted Conspiracy	206	28
Predicted Climate Skeptics	15	218

Evaluation



Posts that were predicted as Climate Change
but are actually from Conspiracy

Evaluation



Posts that were predicted as Conspiracy but are
actually from Climate Skeptics

Conclusion



r/climateskeptics

10.7k

Subscribers

75

Online



r/conspiracy

839k

Subscribers

2.5k

Online

We managed to
successfully rebuild
both subreddits with
91% accuracy!