



## E-SAN THAILAND CODING & AI ACADEMY

โครงการวิจัยโมเดลระบบบูรณาการเรียนรู้ Coding & AI สำหรับเยาวชน

Model of Learning Ecosystem Platform integrate with Coding & AI for Youth

### โครงการย่อยที่ 6

การพัฒนาเยาวชนเพื่อเข้าสู่อาชีพพัฒนา Coding & AI  
ร่วมกับ Coding Entrepreneur & Partnership: Personal AI

AI for Detecting Users with Mental Disorders from Social media

ดร.อรุณพง วงศ์กอบลาก  
โครงการย่อยที่ 6



# อี-สาน THAILAND CODING & AI ACADEMY

## โครงการวิจัยโมเดลระบบบูรณาการเรียนรู้ที่บูรณาการ CODING & AI สำหรับเยาวชน

### Model of Learning Ecosystem Platform integrate with Coding & AI for Youth





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# Outline



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Entrepreneur & Partnership:

Personal AI

## 01 Introduction

## 02 Data Collection

## 03 Data Exploration & Preprocessing

## 04 Predictive Models

## 05 Model Evaluation

## 06 Future Work



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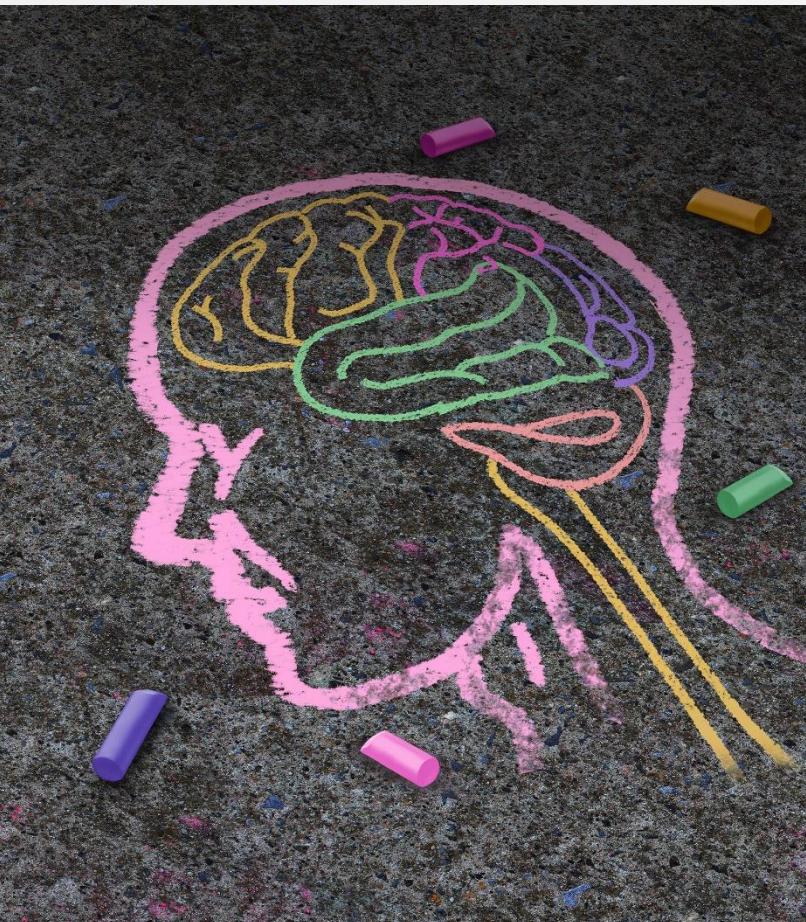
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# Problem Statement



ຂໍ້ມູນ: ແກ້ວມະນຸດ ຕຸ່ມ → ສັບຕິດເຄີຍ (social media)  
AI ມີເລີດ → ຜົບປານທີ່ແກ້ວມະນຸດ ນີ້ມີກູ້ | ໄກສົດ | ດາວໂຫຼວງ

# Introduction

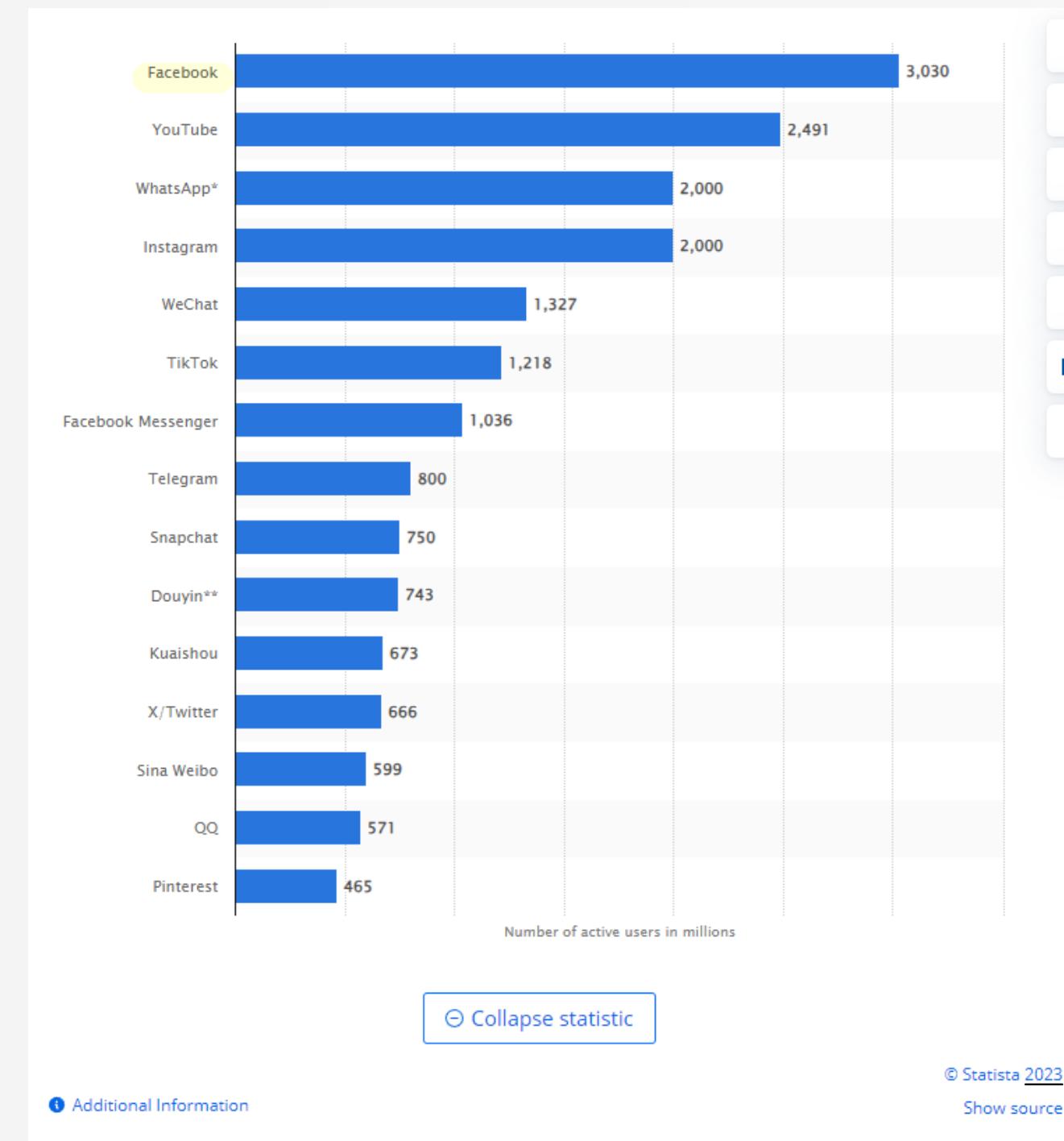
รุ่น ๑๐๓, ๒๖๗ / อํํานวยการฯ ๑๗๔๘

- **Social media** are online platforms that allow users to create, discuss, modify, and exchange content.
- Users can present their identities to others, communicate with others, form a wide variety of interest groups, and establish or maintain relationships.



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# Introduction





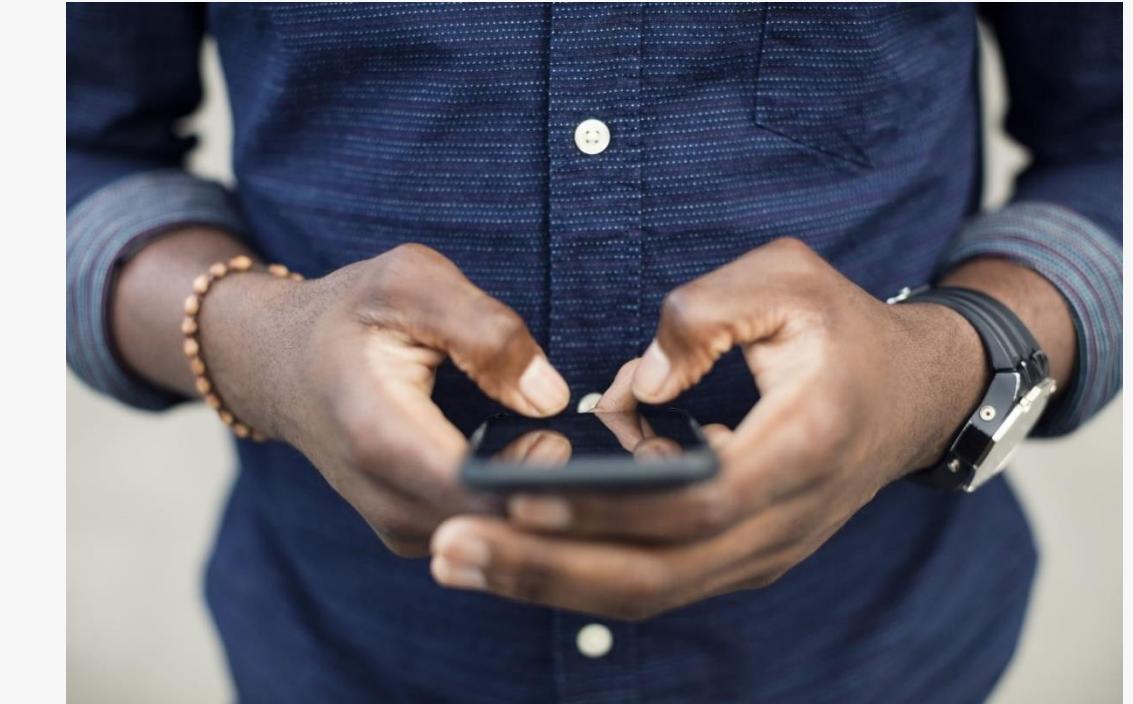
# Introduction

ເຊົ້າກົດຫຼັກ

- Immediate access
- Huge information out there
- Unfettered opinions
- Actionable insights

ຫຼັມ ລົງຈຶ່ງ ແນະນຸ່ງ

ບັງຍາ → Ads ຕາມຄະນະທີ່ຈະ





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# Types of Social Media

Type of Social Media	Description
<b>Forums</b> ກມະນຸ່ງ ລາຍການເຄີຍຮັບ	A forum is an online discussion board where users can create topics to ask or exchange with other users and reply to user's topics.  <i>Example: quora.com, reddit.com</i>
<b>Microblogs</b> diary ຕົວມົາລາຍ L ຕົວໜິງລາຍ L twitter	Microblogs have a word limitation of the length of posting e.g., 280 characters. Posts may contain pictures, videos, and URLs. Users can follow other accounts.  <i>Example: twitter.com, weibo.com</i>
<b>Products/services review</b>	Product and <u>service review</u> platforms are websites where users can evaluate products and write or read reviews. The sites often sell or provide product information.  <i>Example: amazon.com, yelp.com</i>



# Types of Social Media

Type of Social Media	Description
Social networks	<p>Social networking platforms allow users to create profiles and connect to others who know each other or have common interests. Users can post text, pictures, videos, and URLs.</p> <p><i>Example: facebook.com, vk.com</i></p>
Photo sharing 	<p>Photo sharing is a platform where users can upload, caption and share photos. Other users can comment the shared photos.</p> <p><i>Example: flickr.com, instagram.com</i></p>

video sharing — youtube



# Social Media Matrix

	Customised Message	Broadcast Message
Profile-based	<b>Relationship</b> Allowing users to connect, reconnect, communicate, and build relationships.  (e.g., Facebook, LinkedIn)	<b>Self-Media</b> Allowing users to broadcast their updates and others to follow.  (e.g., Twitter, Weibo)
Content-based	<b>Collaboration</b> Allowing users to collaboratively find answers, advice, help, and reach consensus.  (e.g., Quora, Reddit, Yahoo! Answers)	<b>Creative outlets</b> <small>ရှုပ်နည် share မျှေးပို့သွားနေ</small> Allowing users to share their interest, creativity, and hobbies with each other.  (e.g., YouTube, Flickr, Pinterest)



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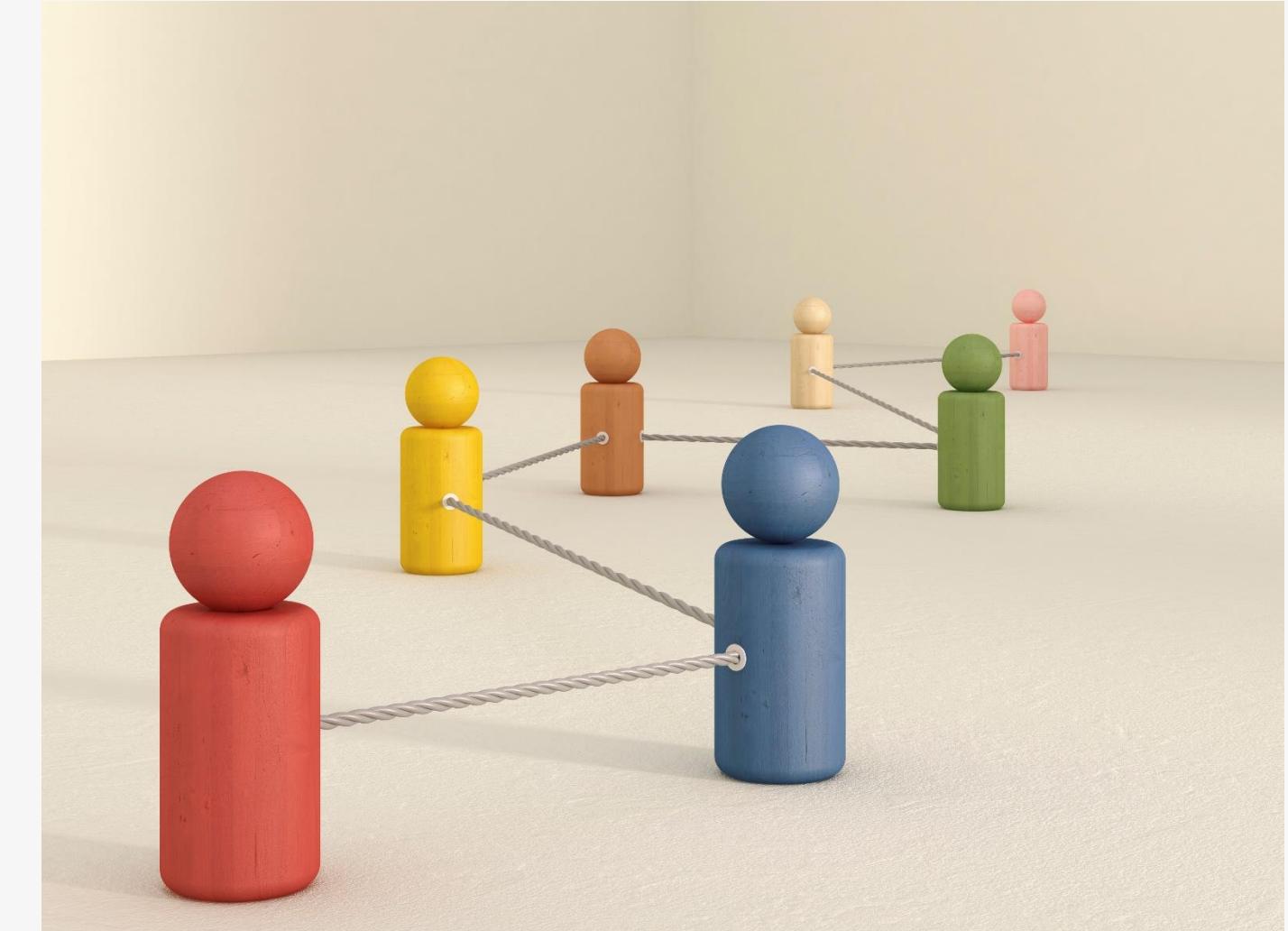
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# Data Collection

## User Data Collection



## Social Media Data Collection



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# User Data Collection

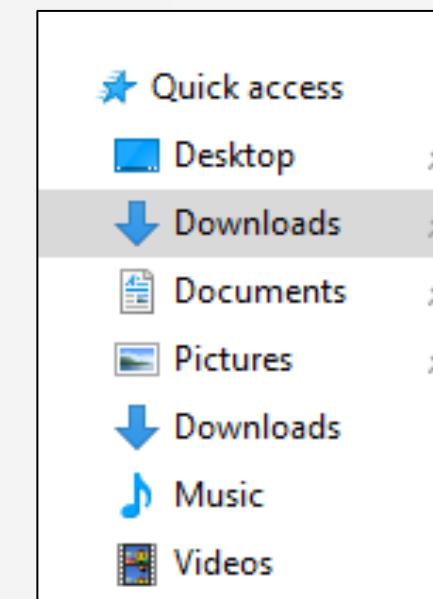
Collecting data directly from participants



Aggregating data extracted from public posts



Available Datasets





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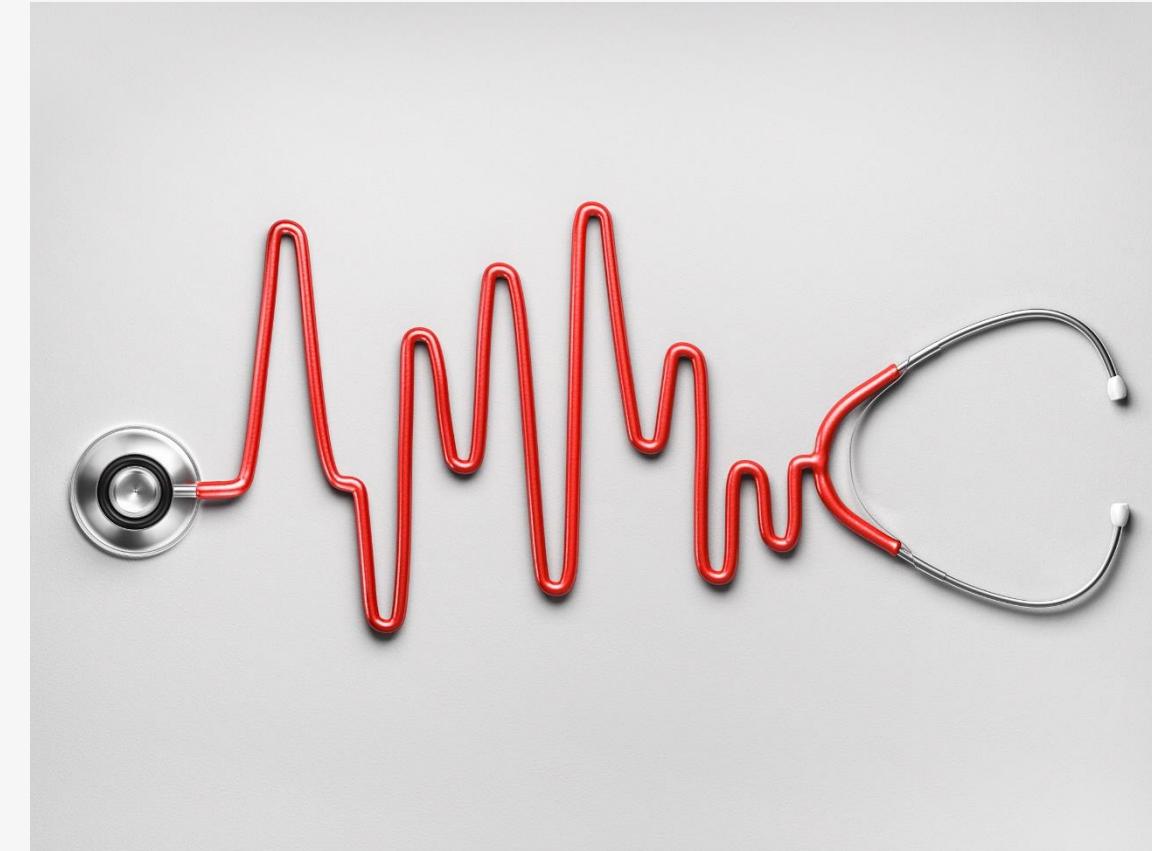
# Collecting data directly from participants

ເພື່ອຮັບຂໍ້ມູນ / ລົງທະບຽນ ຂອງ ປະຊາຊົນ

Questionnaires

(ຫົວໜາ  
ສຳນັກຝາກົງເລີນຈິງ  
— ລະດັບຕະກ. ສ່ວນ)

EHR





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# Aggregating data extracted from public posts

Search

"I was diagnosed with [condition name]"



search w/  
social media



Annotate





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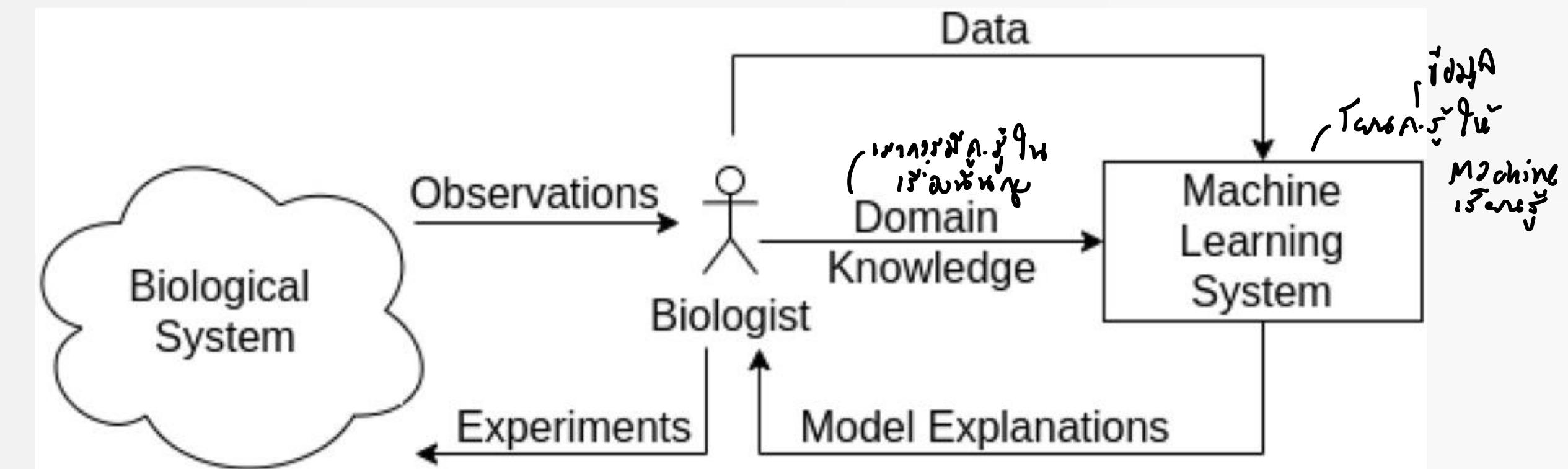
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# Domain Knowledge





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# Symptoms of depression

- Has lost interest in doing things they normally enjoy
- Seems to be feeling down or hopeless
- Has slower speech and movements or is more fidgety and restless than usual
- Feels tired or does not have much energy
- Is overeating or has lost their appetite
- Is sleeping more than usual or is not able to sleep
- Has trouble concentrating



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# Feature Extraction

ສະດຖະມົນຕະການການປະຕິບັດ / 183

```
>>> vectorizer = CountVectorizer()  
>>> corpus = [  
    'This is the first document.',  
    'This is the second second document.',  
    'And the third one.',  
    'Is this the first document?',  
>>> X = vectorizer.fit_transform(corpus)
```

```
>>> vectorizer.get_feature_names_out()  
array(['and', 'document', 'first', 'is', 'one',  
'second', 'the',  
'third', 'this'], ...)
```

```
>>> X.toarray()  
array([ 1, 1, 1, 0, 0, 1, 0, 1],  
[ 0, 1, 0, 1, 0, 2, 1, 0, 1],  
[ 1, 0, 0, 0, 1, 0, 1, 1, 0],  
[ 0, 1, 1, 1, 0, 0, 1, 0, 1])
```

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# Feature Extraction

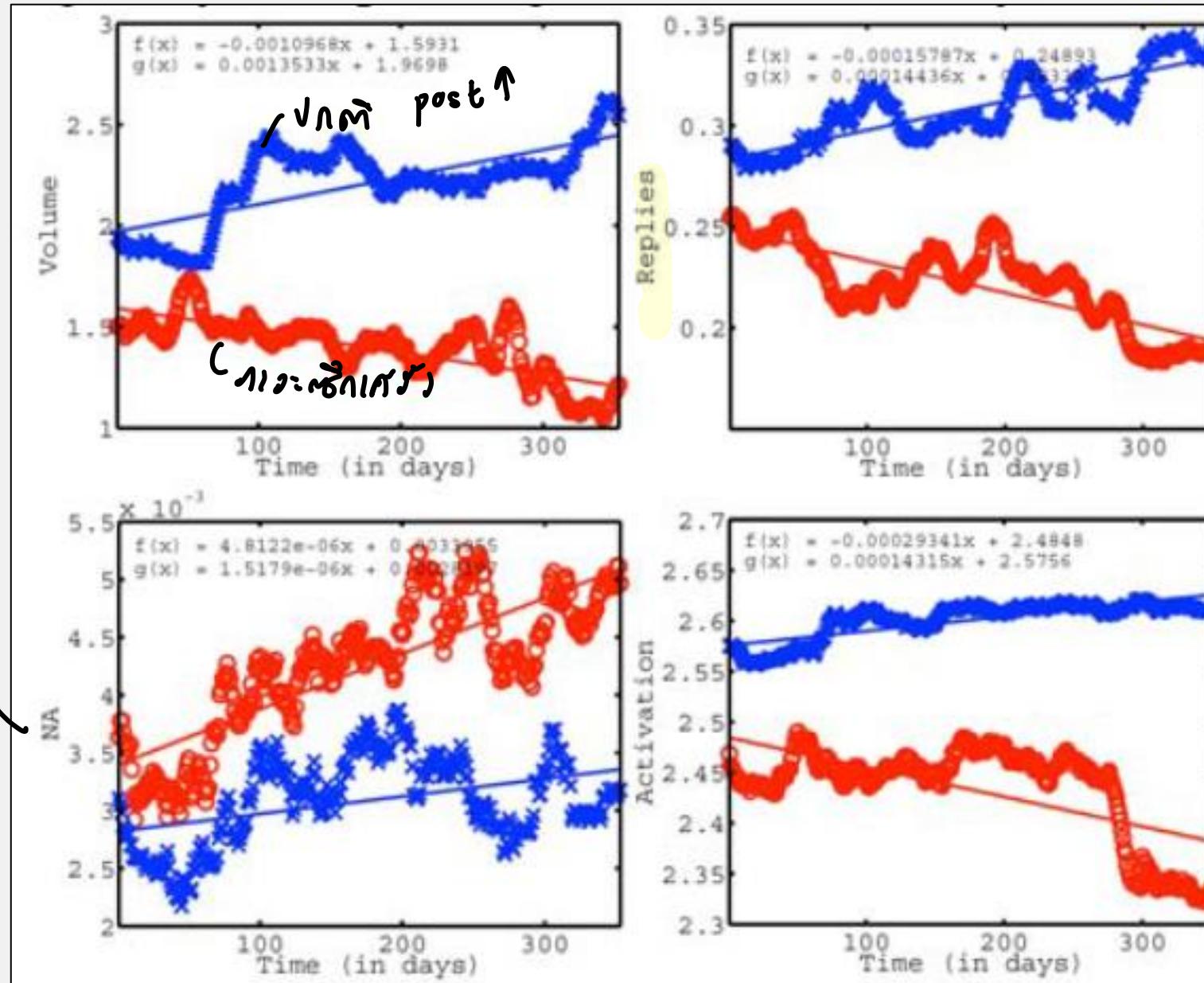
**Table 2. LIWC-22 Language Dimensions and Reliability**

Category	Abbrev.	Description/Most frequently used exemplars	Words/ Entries in category*	Internal Consistency: Cronbach's $\alpha$	Internal Consistency: KR-20
<b>Summary Variables</b>					
Word count	WC	Total word count			
Analytical thinking	Analytic	Metric of logical, formal thinking	-	-	-
Clout	Clout	Language of leadership, status	-	-	-
Authentic	Authentic	Perceived honesty, genuineness	-	-	-
Emotional tone	Tone	Degree of positive (negative) tone	-	-	-
Words per sentence	WPS	Average words per sentence	-	-	-
Big words	BigWords	Percent words 7 letters or longer	-	-	-
Dictionary words	Dic	Percent words captured by LIWC	-	-	-
<b>Linguistic Dimensions</b>					
Total function words	function	the, to, and, I	499/1443	0.36	1.00
Total pronouns	pronoun	I, you, that, it	74/286	0.43	0.97
Personal pronouns	ppron	I, you, my, me	42/221	0.24	0.95
1st person singular	i	I, me, my, myself	6/74	0.49	0.85
1st person plural	we	we, our, us, lets	7/17	0.43	0.78
2nd person	you	you, your, u, yourself	14/59	0.37	0.82
3rd person singular	shehe	he, she, her, his	8/30	0.58	0.83
3rd person plural	they	they, their, them, themsel*	7/20	0.36	0.69
Impersonal pronouns	ipron	that, it, this, what	32/68	0.43	0.91
Determiners	det	the, at, that, my	97/293	-0.19	0.95
Articles	article	a, an, the, a lot	3/103	0.12	0.61
Numbers	number	one, two, first, once	44/61	0.57	0.87

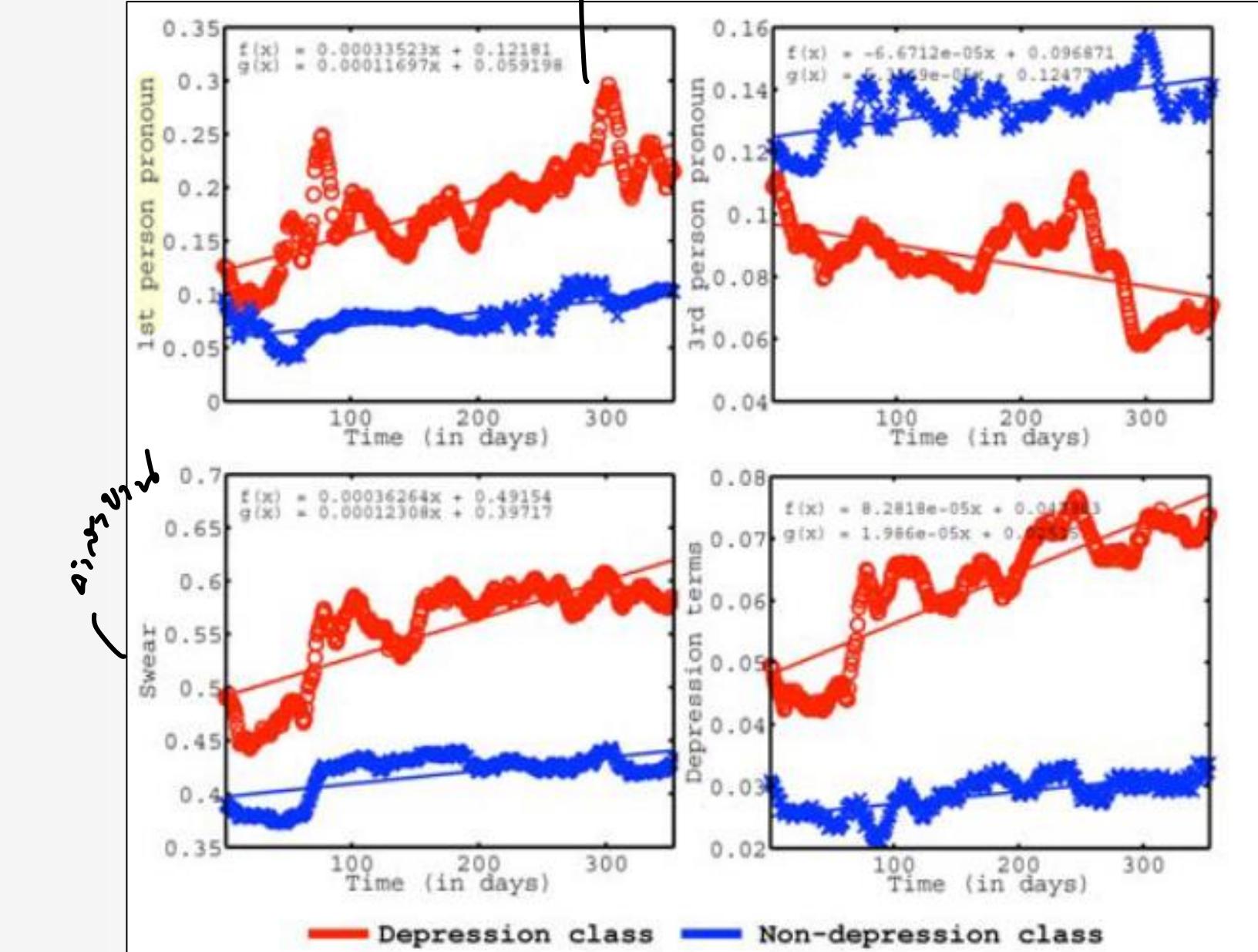
# Data Exploration

ជានិមិត្តវិវឌ្ឍន៍ — លុយ.ល.ផុត↑↓?

ជានិមិត្តវិវឌ្ឍន៍



ជានិមិត្តវិវឌ្ឍន៍  
លុយ.ល.ផុត↑↓?





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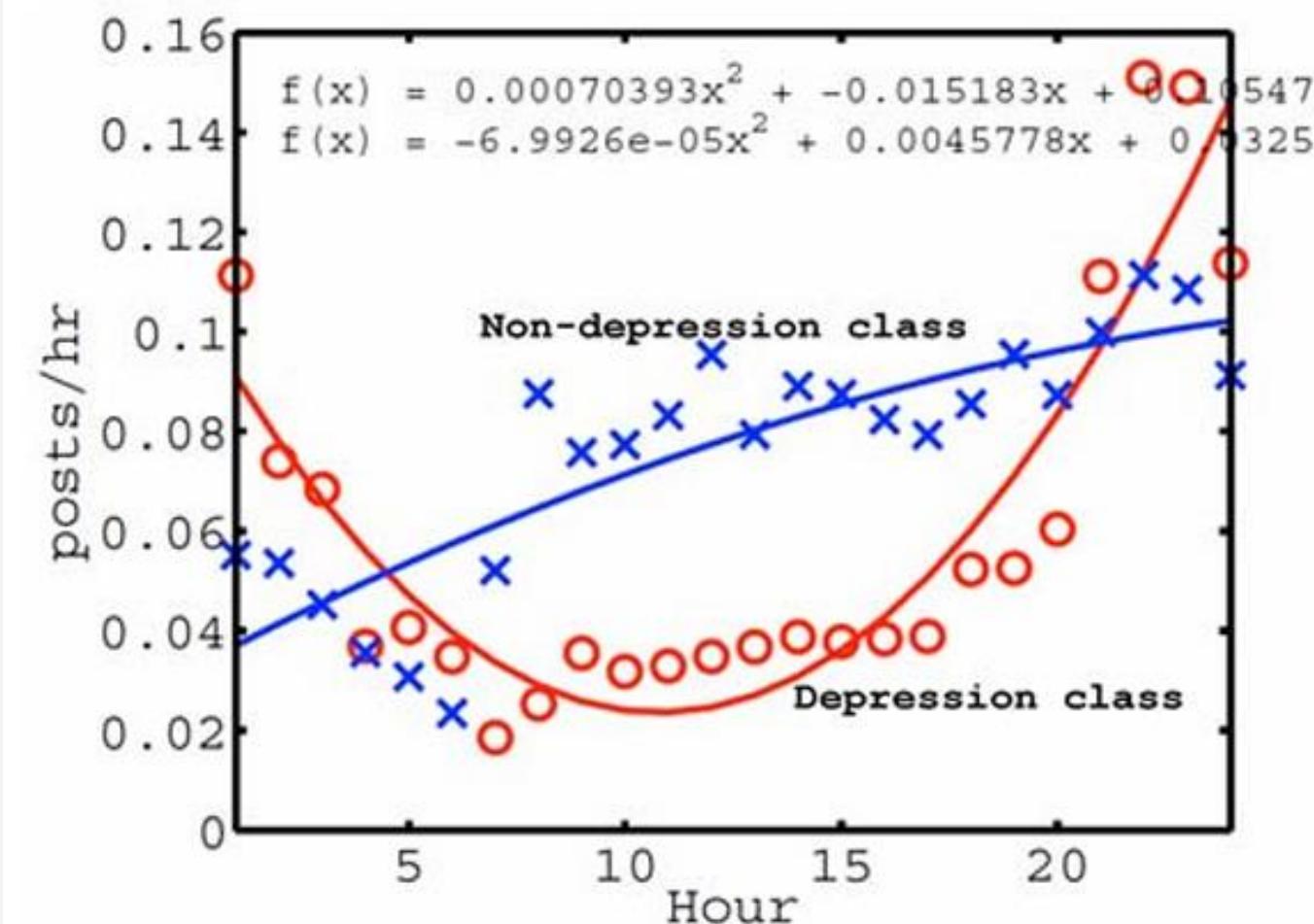
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# Data Exploration

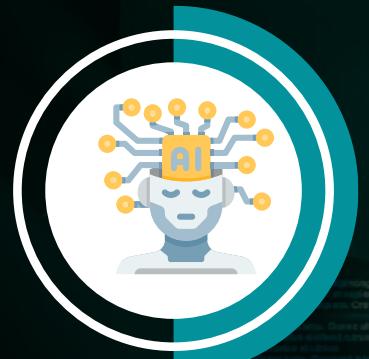




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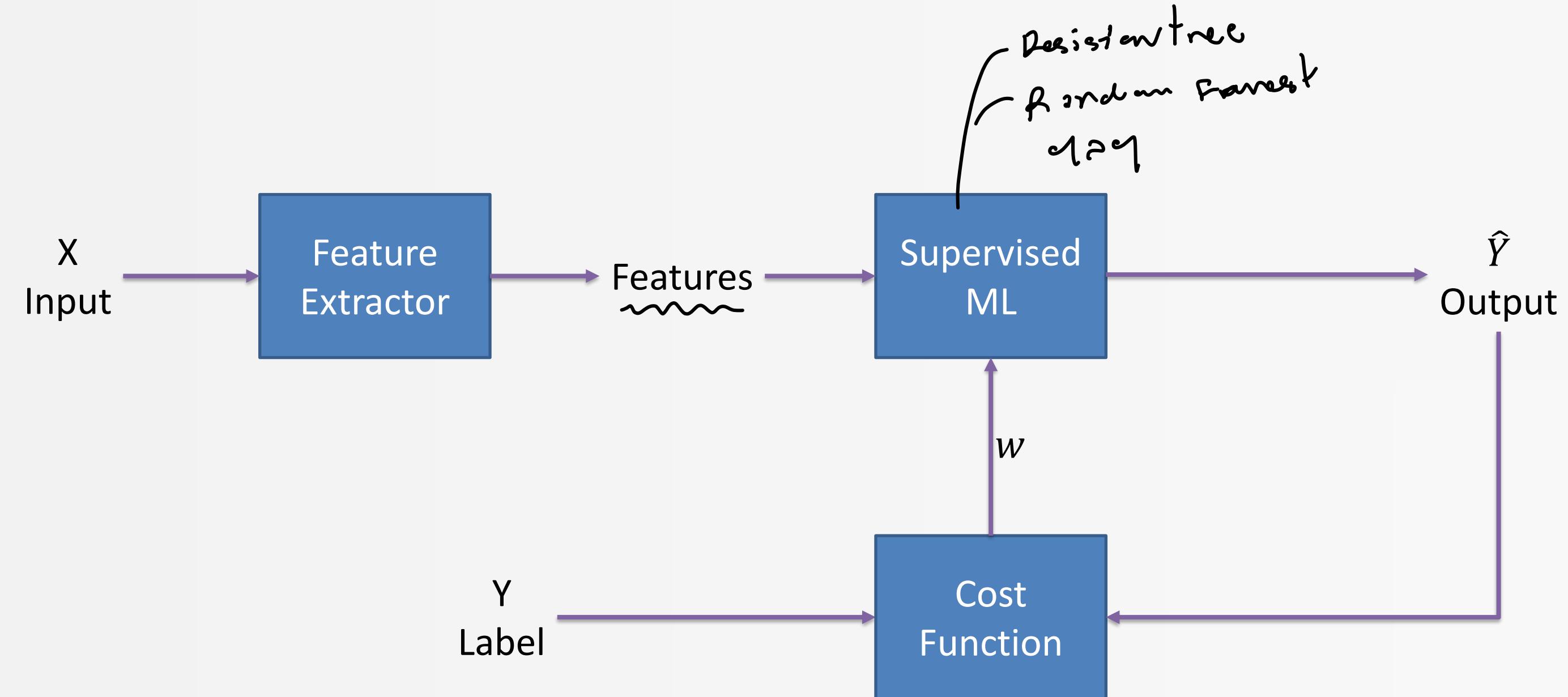
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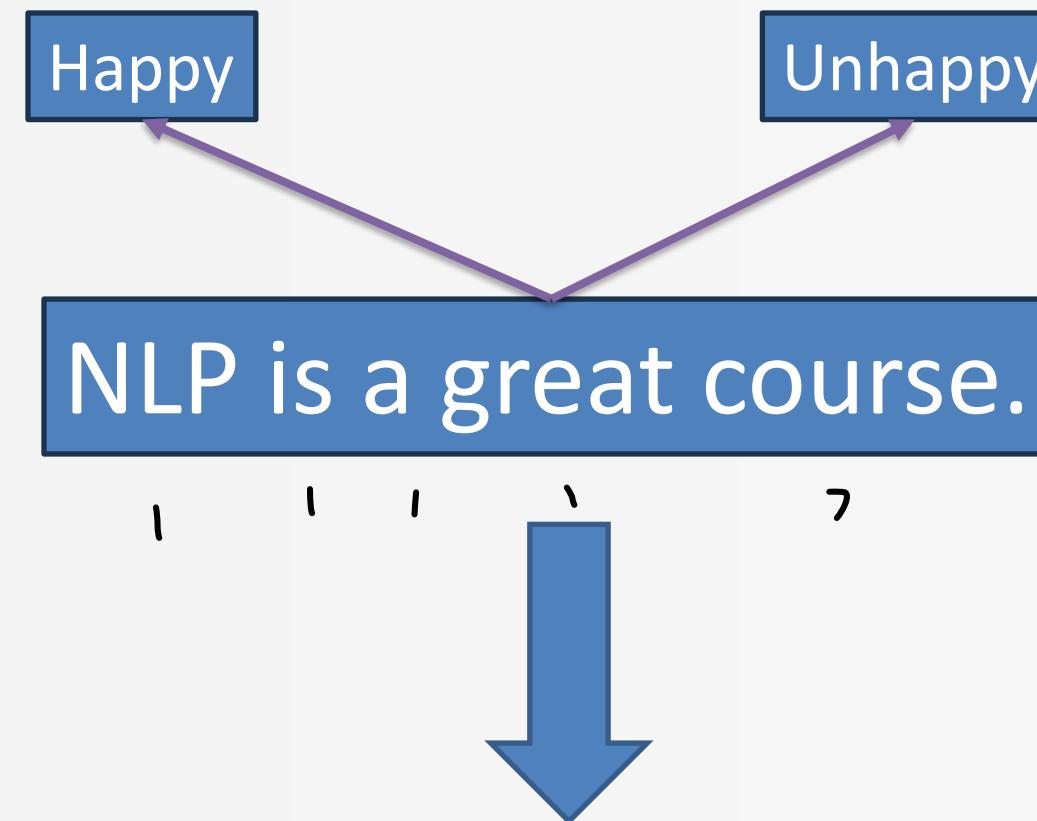
# NLP with Supervised Learning





# NLP with Supervised Learning

Word Count



[1, 1, 1, 1, 1]



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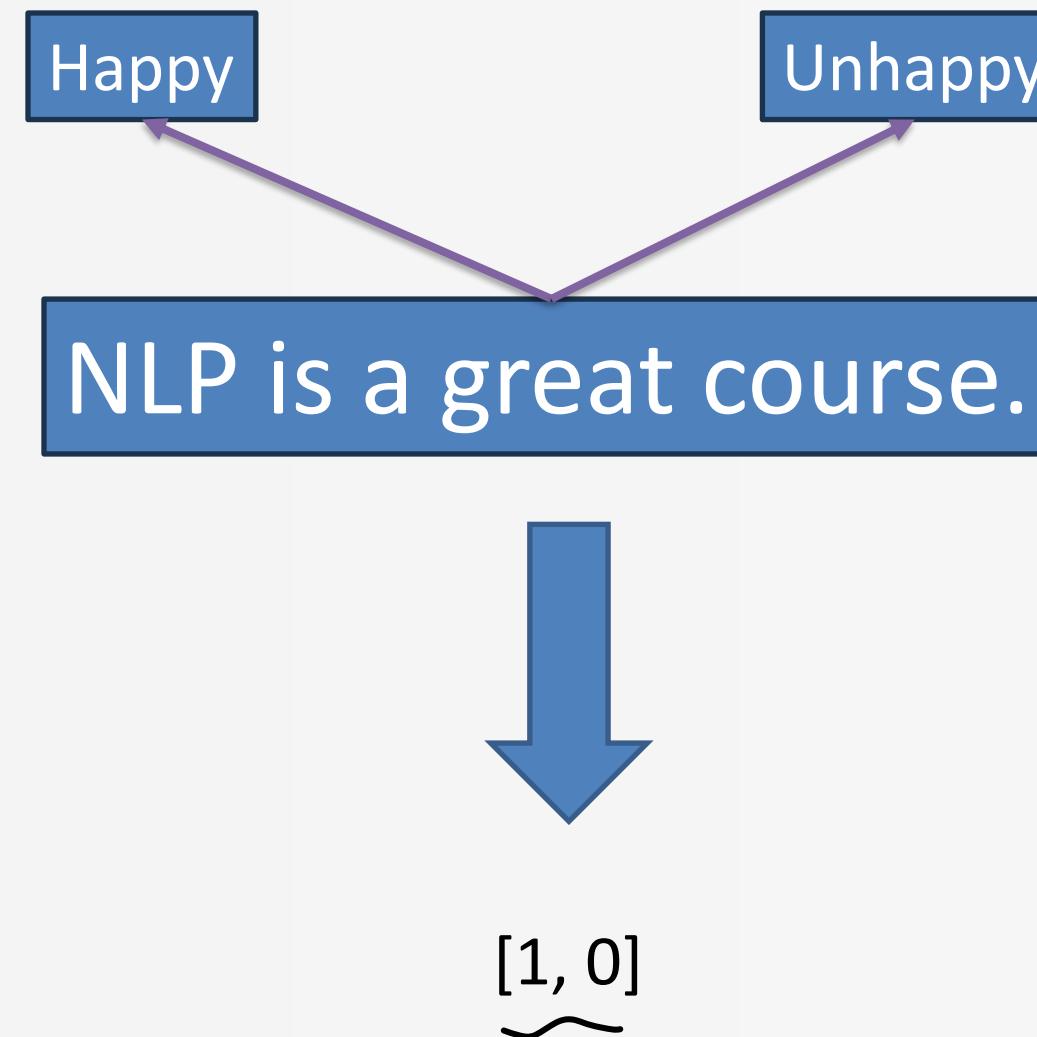
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# NLP with Supervised Learning

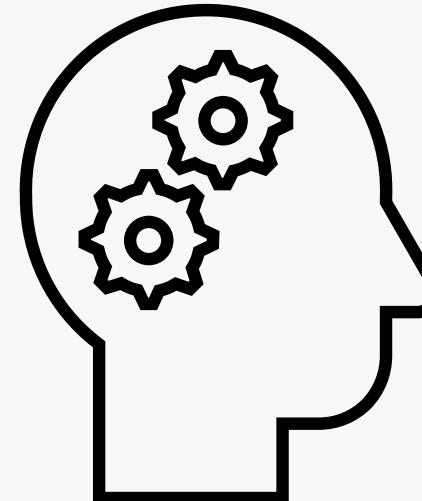
Positive/Negative Words



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# Predictive Modelling

Label	date	post	n_chars	n_sents	n_words	sent_neg	sent_neu	sent_pos	mic_stress	olation_tot
mentalhealth	01/01/2018	Any idea w	885	22	244	0.114	0.784	0.102	1	0
mentalhealth	01/01/2018	Advice,	1091	24	260	0.14	0.682	0.177	1	0
mentalhealth	01/01/2018	Can	241	7	58	0.039	0.961	0	0	0
mentalhealth	01/01/2018	I heard my	1897	42	503	0.128	0.7609999	0.111	6	0
mentalhealth	01/01/2018	From the	2201	39	580	0.145	0.737	0.118	3	0
mentalhealth	01/01/2018	2018 is no	863	20	224	0.152	0.63	0.218	0	0
mentalhealth	01/01/2018	How do I t	974	21	260	0.04	0.937	0.023	1	1
mentalhealth	01/01/2018	Help Hi	3463	28	822	0.092	0.852	0.056	6	0
mentalhealth	01/01/2018	I don't kno	383	6	100	0.168	0.753	0.079	0	0
mentalhealth	01/01/2018	I need a	1963	30	512	0.123	0.7879999	0.089	7	0
mentalhealth	01/01/2018	Curing	698	13	153	0.134	0.76	0.106	0	0
mentalhealth	01/01/2018	What wou	684	10	157	0.109	0.765	0.126	1	0
mentalhealth	01/01/2018	I	642	15	167	0.21	0.711	0.08	0	0
mentalhealth	01/01/2018	I'm so	753	20	199	0.111	0.845	0.044	0	0
mentalhealth	01/01/2018	Really ner	364	8	96	0.085	0.825	0.09	1	0





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# Evaluation

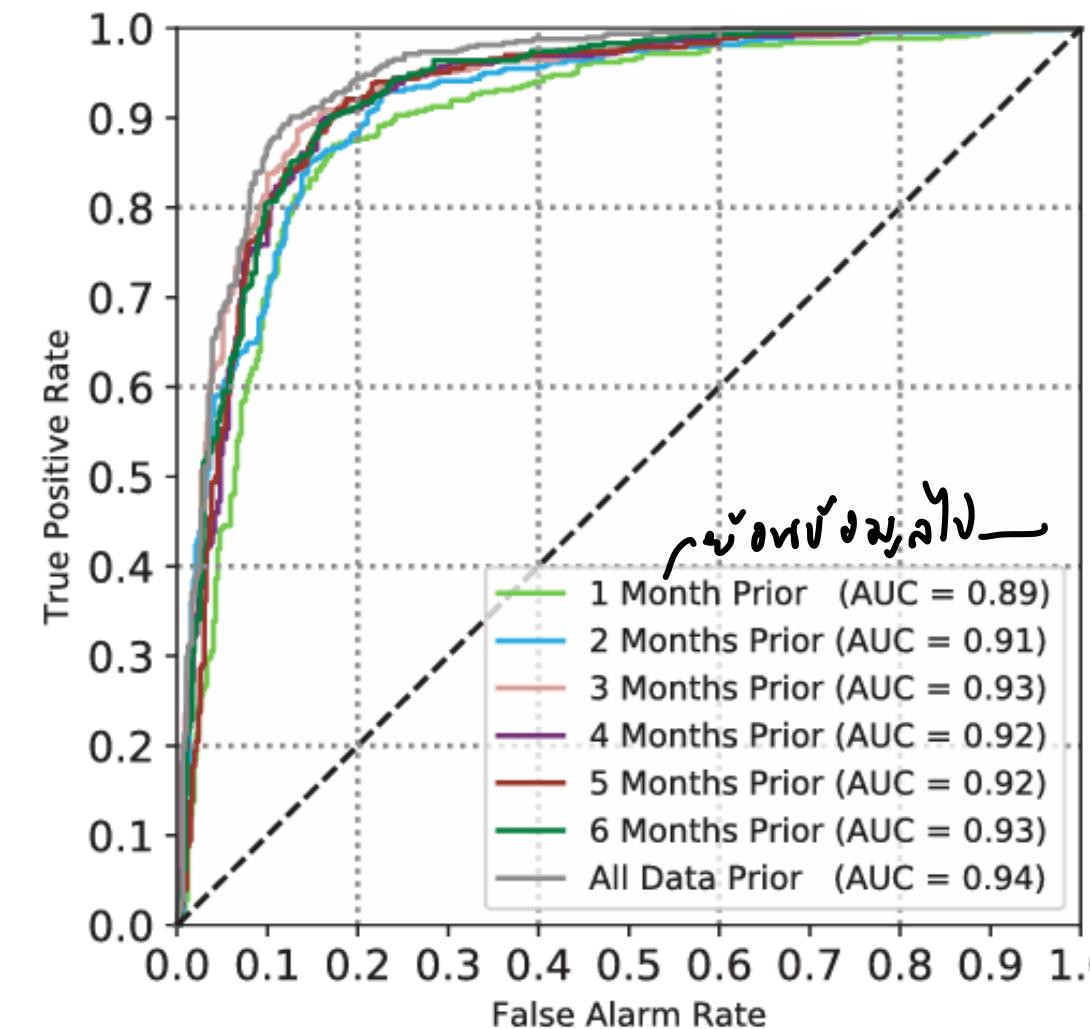
ผลการวัด

feature	precision	recall	acc. (+ve)	acc. (mean)
engagement	0.542	0.439	53.212%	55.328%
ego-network	0.627	0.495	58.375%	61.246%
emotion	0.642	0.523	61.249%	64.325%
linguist. style	0.683	0.576	65.124%	68.415%
dep. language	0.655	0.592	66.256%	69.244%
demographics	0.452	0.406	47.914%	51.323%
all features	0.705	0.614	68.247%	71.209%
dim. reduced	<b>0.742</b>	<b>0.629</b>	<b>70.351%</b>	<b>72.384%</b>

Table 6. Performance metrics in depression prediction in posts using various models. Third column shows the mean accuracy of predicting the positive class.

model ทำให้ดีขึ้น  
(รูปแบบของข้อมูลที่ดี)  
→ maybe  
ในข้อมูลต้องมี  
→ รูปแบบของข้อมูล

# Evaluation



**Figure 6.** ROC curves for models separating users prior to a suicide attempt from their matched controls. The green line only uses data for the month prior to the suicide attempt to make the classification (30 to 0 days prior), the blue line uses data from 2 months prior (60 to 0 days prior), and so on. The black line indicates performance using all of the data available for that user prior to their attempt. ROC indicates receiver operating characteristic.



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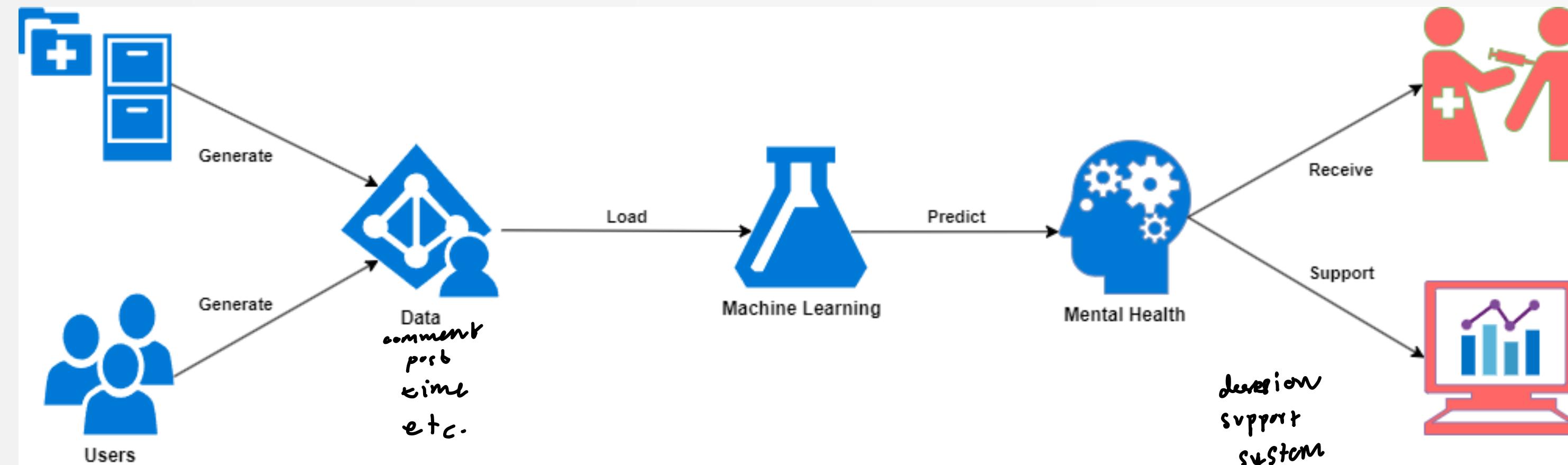
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# Future Work



ข้อจำกัด ~ ปัจจัยที่ post  
(~ รุ่นวัยรุ่นที่มีผลต่อชีวิต)

