## Prediction of Online News Popularity

G8

April 15, 2016

## 1 Introduction

There is a Dataset provided in UCI Machine Learning Repository which summarizes a heterogeneous set of features about articles published by Mashable in a period of two years. The goal is to predict the number of shares of these articles in social networks (popularity) [1]. The Dataset consists of 39,644 observations, with 61 variables. Each observation is related to an article published by Mashable in a period of two years. A short description of the articles' features is included in *Appendix A*.

We are interested to study the popularity of articles and its relation to the proposed features, specially we want to figure out how these features contribute to the popularity of an article and what are the most significant ones or what are less important. Also we should mention that we are interested to investigate the popularity of those articles which their body have at least some text. The response variable which we want to predict is shares as Y, and intuitively we have chosen 15 features which we think have the most effect on response variable. These selected features are listed in Appendix B. Other features can be investigated if we encounter lack of fit.

To this end, we fit a multiple linear regression model to our data in order to be able to predict the number of shares of a given article based on our selected features and also make some inferences about the effect of these features on the popularity of an article.

## 2 Methods

#### 2.1 Initial Data Analysis

The first thing we did was initial data analysis. We filtered our dataset in order to ensure the independence of observations assumption, clearly, if there is an article with reference to another article in the set, then the two corresponding observations are not independent, because one's number of shares will be affected by the other one's popularity. Hence, we have selected a subset of the observations which do not have any self-referenced articles.

We also selected only those articles which contained at least some text in their body. This observation elimination, resulted in a dataset with 4169 observations which is still large enough for making statistical inferences.

The second step was looking into the distribution of our variables and find that if a transformation in variables was appropriate. The response variable was highly positively skewed. The boxcox plot  $(Appendix\ C)$  showed that a log transformation would be suitable. Also we have used Sqrt transformation, for the number of images and number of vidoes features to reduce their intense skewness.

There was no missing value in the data. In terms of outliers, there are a few points which have a very large difference with other points in the dataset, but since the data is collected by means of computer programs, the probability that these points exist due to error in measurements is likely zero, hence it was not reasonable to omit these points at this stage of our study. We use a test for detecting outliers after we build our model.

In the third step, we looked for correlations between the variables. The correlation matrix, which is available in *Appendix C*, shows that there is no significant correlation between our vriables of interest, except for  $X_9$  and  $X_{12}$ , with 0.4,  $X_3$  and  $X_4$  with 0.3, and  $X_{14}$  and  $X_{15}$  with 0.3 pearson correlation.

#### 2.2 Feature Selection

We divided our data into 3 parts, one with **2918** observations as the training set, one with **500** observations as the development set, and finally a set with **751** observations as the test set. Then we used exhaustive search to find the best explanatory features for the response variable. Two models were chosen according to two different criterions  $adjR^2$  and Bic. The best model based on the proformance on development set was as follows:

$$E\{ly\} = 7.2 + 0.023X_2 - 0.452X_3 - 0.063X_4 + 0.164X_5 - 0.016X_6 - 0.026X_7 - 0.329X_8 - 0.402X_{12} + 0.487X_{13} + 0.735X_{14}.$$

#### 2.3 Model Assumptions

We tested the selected model in order to validate the initial model assumptions by means of residual plots and ????.

#### 2.4 Bootstraping

As the prvious results showed that the selected model assumptions cannot be validated, we used bootstrap in order to produce more reliable results. The use of bootstrap was meaningful, because we were sure about the independence of the observations.

#### 2.5 Performance Evaluation

We used the provided test set in order to have an estimate of the performance of our model. We used MSPR as a measure of performance for our linear regression model.

## 3 Results

#### 3.1 Transformed variables

The distributions of the variables after applying appropriate transformations for some of them are depicted in the figure 1.

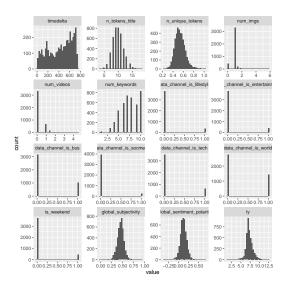


Figure 1: Distribbutions after Transformations

We see that the log transformation on response variable ly was effective, and it made its distribution symetric and more similar to normal distribution. The Sqrt transformation on  $num_imgs$  and  $num_videos$  was not able to reduce the skewness of the distributions, and that is because almost all of the articles have a few number of images and no videos.

#### 3.2 Selected Features

Among the 15 features that we have, we used exhaustive search on different criterions like RSS, CP,  $adjR^2$ , and Bic to select the best features. The result of this search is summarized in figure 2.

We see that the best model, would have around 6 to 9 predicators. If we use  $adjR^2$ , Cp, or RSS as our criteria of subset selection, then the best subset would be:

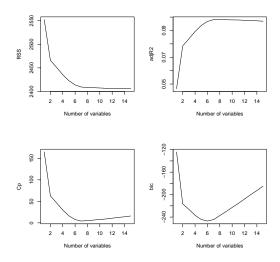


Figure 2: Best Model Visualization

(Intercept) X2 X3 X5 X6 X8 6.67550635 0.04289040 -0.23471826 0.15651311 -0.02389651 -0.46056053 X12 X13 X14 -0.40774741 0.48304874 1.28578584

and if we use Bic, then the best subset would be:

(Intercept) X2 X5 X8 X12 X13 6.36426912 0.04420961 0.15550823 -0.46912422 -0.41000395 0.50204200 X14 1.27455978

## 3.3 Best Model Selection

We have used the development set in order to choose between the first and the second model, which were introduced in the previous section. To this end, we use MSPR as a metric for selecting the best model.

The MSPRs are:

> c(mspr1, mspr2)

[1] 0.8771907 0.8788786

Since mspr1 < mspr2, we choose the first model to investigate more.

## 3.4 Removing Outliers

The following test recognizes three of the data points as outliers, hence we remove these data points and rebuild our model again as previous.

#### > outlierTest(m1)

```
rstudent unadjusted p-value Bonferonni p
2593 -5.015317
                        5.6126e-07
                                       0.0016378
1758 4.660357
                        3.2986e-06
                                       0.0096254
1762 4.616032
                        4.0810e-06
                                       0.0119080
                      X2
                                                                         Х8
(Intercept)
                                  ХЗ
                                               X5
                                                            X6
6.67369174
             0.04286074 -0.23555427
                                       0.15730711 -0.02391254 -0.46364283
        X12
                     X13
                                 X14
-0.40834625
             0.48464918
                          1.29249182
(Intercept)
                      X2
                                  Х5
                                               Х8
                                                           X12
                                                                        X13
 6.36180657
              0.04418551
                         0.15627445 -0.47245831 -0.41056064
                                                                0.50354302
        X14
 1.28127239
```

After removing these point, the present variables in the previous model, are stll present and the performance on the development set increased just a little. however we continue with the new model.

## 3.5 Model Assumptions

In this section we check if the linear regression model assumptions, can be verified for our selected model in the previous part.

#### 3.5.1 Independence of observations

As, we controlled the articles to have no reference to other articles in the set, and also as the article are chosen randomly from the available articles in Mashable, hence we can convince ourself that the observations are independent.

## 3.5.2 Normality of residuals

The QQ-plot for the residuals of our chosen model is as follows:

The deviation from normal distribution is obvious from this picture, hence we can conclude that the assumption of the normality of the eror terms was not adequate enough.

## 3.5.3 Equal Variance

The plot of absolute value of residuals versus the fitted values is:

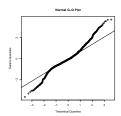


Figure 3: QQ-plot of residuals

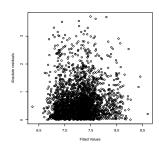


Figure 4: Absolute residuals vs Fitted values

Figure 4, shows that the assumption of equal variance was not well adequate. Because the spread of residuals changes several times when we have increase in the fitted values.

We also perform a Breusch-Pagan test to ensure that we are right about non-constant variance.

```
> ncvTest(m1_2)
```

```
Non-constant Variance Score Test
Variance formula: ~ fitted.values
Chisquare = 3.752168    Df = 1    p = 0.05273906
```

The high p-value above also shows that there is not enough evidence against the constant variance hypothesis.

#### 3.5.4 multicolinearity

We compute variance inflation factors, in order to check if there is multicolinearity between our variables:

```
X2 X3 X5 X6 X8 X12 X13 X14 1.019067 1.049346 1.054525 1.018702 1.090083 1.078718 1.021540 1.024043
```

Since all the above values are very close to 1, we can conclude there is no multicolinearity among the variables in this model.

#### 3.5.5 Linear Relationship

We use the residuals versus fitted values plot in order to check this assumption which is depicted in figure 5.

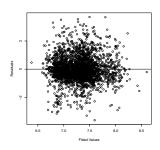


Figure 5: Residuals vs Fitted values

As we cannot see any particular relation in the above plot, we can conclude that the assumption of linearity is adequate.

## 3.6 Bootstrap

As we have seen that the assumptions of normality and constant variance cannot be validated, we cannot make any statistical inference about the interplay between the features and response variables. Since the observations are independent, we use bootstrap technique to generate confidence intervals for the parameters in our previous regression model.

The 95% confidence intervals for the parameters in our model would be as follows:

 $\beta_0 \in (6.290, 7.063), \ \beta_2 \in (0.0256, 0.0601), \ \beta_3 \in (-0.6034, 0.1327), \ \beta_5 \in (0.0837, 0.2259), \ \beta_6 \in (-0.0402, -0.0066), \ \beta_8 \in (-0.5801, -0.3382), \ \beta_{12} \in (-0.4732, -0.3396), \ \beta_{13} \in (0.3787, 0.5826), \ \beta_{14} \in (0.837, 1.718).$ 

#### 3.7 Performance

The performance of the linear model with best Bic value, has the following MSPR on the test set:

> mspr\_ts

[1] 0.8622303

And the linear model with averaged coefficients resulted from the bootstrap model, has the following MSPR:

> mspr\_bt\_ts

[1] 0.86222

which shows that the bootstraped model performance has no significant difference from the previous model on the test set.

## 4 Discussion

We have learned that there can be a linear association between the features and the response variable, but we cannot assume that error terms have normal distribution or have equal variances, which makes it impossible to fit a multiple linear regression model while all its assumptions are satisfied. We can use bootstrap to be confident enough about the strength of the effect of each variable on the response variable.

One interesting thing in this study was that *timedelta* feature has no significant effect on the response variable, which means it is not important how long an article is published, its popularity is mostly determined by other factors. Also if the size of the content increases, then the popularity will decrease since we think that most people do not like to read long articles, But more informative titles (longer titles) have an inverse effect and causes an increase in the popularity.

The most effective features are  $global_subjectivity$ , and  $is_weekend$  which shows that the articles which are published at weekends or contain stronger subjective texts are more likely to get popular.

In order to improve the result we can extend our study to also consider the omitted variables at the first step. We can also try other non-linear models to compare the results.

## 5 References

[1] K. Fernandes, P. Vinagre and P. Cortez. A Proactive Intelligent Decision Support System for Predicting the Popularity of Online News. Proceedings of the 17th EPIA 2015 - Portuguese Conference on Artificial Intelligence, September, Coimbra, Portugal.

## 6 Appendix

## Appendix A (short desciprion of the features)

Attribute Information:

- 0. url: URL of the article
- 1. timedelta: Days between the article publication and the dataset acquisition
- 2. n\_tokens\_title: Number of words in the title
- 3. n\_tokens\_content: Number of words in the content
- 4. n\_unique\_tokens: Rate of unique words in the content
- 5. n\_non\_stop\_words: Rate of non-stop words in the content
- 6. n\_non\_stop\_unique\_tokens: Rate of unique non-stop words in the content
- 7. num\_hrefs: Number of links
- 8. num\_self\_hrefs: Number of links to other articles published by Mashable
- 9. num\_imgs: Number of images
- 10. num\_videos: Number of videos
- 11. average\_token\_length: Average length of the words in the content
- 12. num\_keywords: Number of keywords in the metadata
- 13. data\_channel\_is\_lifestyle: Is data channel 'Lifestyle'?
- 14. data\_channel\_is\_entertainment: Is data channel 'Entertainment'?
- 15. data\_channel\_is\_bus: Is data channel 'Business'?
- 16. data\_channel\_is\_socmed: Is data channel 'Social Media'?
- 17. data\_channel\_is\_tech: Is data channel 'Tech'?
- 18. data\_channel\_is\_world: Is data channel 'World'?
- 19. kw\_min\_min: Worst keyword (min. shares)
- 20. kw\_max\_min: Worst keyword (max. shares)
- 21. kw\_avg\_min: Worst keyword (avg. shares)
- 22. kw\_min\_max: Best keyword (min. shares)
- 23. kw\_max\_max: Best keyword (max. shares)
- 24. kw\_avg\_max: Best keyword (avg. shares)
- 25. kw\_min\_avg: Avg. keyword (min. shares)
- 26. kw\_max\_avg: Avg. keyword (max. shares)
- 27. kw\_avg\_avg: Avg. keyword (avg. shares)
- 28. self\_reference\_min\_shares: Min. shares of referenced articles in Mashable
- 29. self\_reference\_max\_shares: Max. shares of referenced articles in Mashable
- 30. self\_reference\_avg\_sharess: Avg. shares of referenced articles in Mashable
- 31. weekday\_is\_monday: Was the article published on a Monday?
- 32. weekday\_is\_tuesday: Was the article published on a Tuesday?
- 33. weekday\_is\_wednesday: Was the article published on a Wednesday?
- 34. weekday\_is\_thursday: Was the article published on a Thursday?
- 35. weekday\_is\_friday: Was the article published on a Friday?

- 36. weekday\_is\_saturday: Was the article published on a Saturday?
- 37. weekday\_is\_sunday: Was the article published on a Sunday?
- 38. is\_weekend: Was the article published on the weekend?
- 39. LDA\_00: Closeness to LDA topic 0
- 40. LDA\_01: Closeness to LDA topic 1
- 41. LDA\_02: Closeness to LDA topic 2
- 42. LDA\_03: Closeness to LDA topic 3
- 43. LDA\_04: Closeness to LDA topic 4
- 44. global\_subjectivity: Text subjectivity
- 45. global\_sentiment\_polarity: Text sentiment polarity
- 46. global\_rate\_positive\_words: Rate of positive words in the content
- 47. global\_rate\_negative\_words: Rate of negative words in the content
- 48. rate\_positive\_words: Rate of positive words among non-neutral tokens
- 49. rate\_negative\_words: Rate of negative words among non-neutral tokens
- 50. avg\_positive\_polarity: Avg. polarity of positive words
- 51. min\_positive\_polarity: Min. polarity of positive words
- 52. max\_positive\_polarity: Max. polarity of positive words
- 53. avg\_negative\_polarity: Avg. polarity of negative words
- 54. min\_negative\_polarity: Min. polarity of negative words
- 55. max\_negative\_polarity: Max. polarity of negative words
- 56. title\_subjectivity: Title subjectivity
- 57. title\_sentiment\_polarity: Title polarity
- 58. abs\_title\_subjectivity: Absolute subjectivity level
- 59. abs\_title\_sentiment\_polarity: Absolute polarity level
- 60. shares: Number of shares (target)

#### Appendix B (selected features):

We have selected the following 15 features to study:

 $X_1: timedelta, X_2: n\_tokens\_title, X_3: n\_unique\_tokens, X_4: num\_imgs,$ 

 $X_5: num\_videos$  $X_6: num\_keywords$ 

 $X_7: data\_channel\_is\_lifestyle$ 

 $X_8: data\_channel\_is\_entertainment$ 

 $X_9: data\_channel\_is\_bus$ 

 $X_{10}: data\_channel\_is\_socmed$ 

 $X_{11}: data\_channel\_is\_tech$ 

 $X_{12}: data\_channel\_is\_world$ 

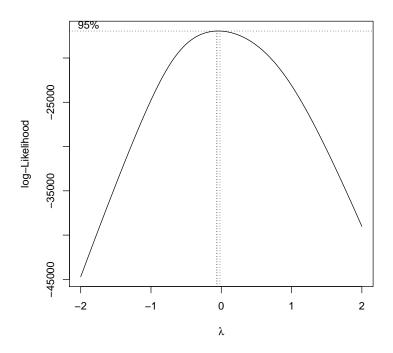
 $X_{13}: is\_weekend$ 

 $X_{14}: global\_subjectivity$ 

 $X_{15}: global\_sentiment\_polarity.$ 

## Appendix C (transformation and correlations)

## > boxcox(y~.,data=dt)



And the corre-

lation matrix between variables is:

#### > cor(dt)

```
X1
                         X2
                                      ХЗ
                                                  Х4
                                                                Х5
Х1
    1.000000000 -0.20561037
                            0.243430885 -0.164157698 -0.0415340908
Х2
   -0.205610365
                1.00000000 -0.084711410 0.030211662
                                                      0.0280674386
    0.243430885 -0.08471141 1.000000000 -0.174499543
ХЗ
                                                      0.0912605923
   1.000000000 -0.0074471104
Х5
   -0.041534091
                 0.02806744 0.091260592 -0.007447110
    0.162947215 - 0.04242312 - 0.038402341 - 0.058453326 - 0.0509553251
Х6
Х7
    0.034717960 - 0.07886186 - 0.010982241 - 0.016805821
                                                      0.0005029448
Х8
    0.006837274
                0.06476524 0.111020018
                                         0.029184744
                                                      0.1096069167
                 0.01716396 -0.116071484 -0.043537592 -0.0538937219
Х9
    0.008847289
    0.051801215 -0.04802549 -0.002914681
                                         0.012157183 0.0414117116
    0.124577511 - 0.04549337 \quad 0.036357974 - 0.010973229 - 0.0619498323
X12 -0.192589446  0.05068610 -0.064030265
                                         0.024757579 -0.0253661241
X13 -0.007539938 0.03173234 -0.053859625 0.014004296 -0.0175297449
```

```
0.021084771 - 0.02916178 - 0.026758042 - 0.018792627 0.0397494810
    0.053828178 -0.03127024 -0.018575581 0.001125627 -0.0053412252
X15
    У
                         X7
                                                  Х9
            Х6
                                      Х8
                                                              X10
Х1
    0.16294722 0.0347179605
                             0.006837274 0.008847289
                                                     0.051801215
   -0.04242312 -0.0788618628
                             0.064765243
                                         0.017163963 -0.048025492
ХЗ
   -0.03840234 -0.0109822408
                             0.111020018 -0.116071484 -0.002914681
   -0.05845333 -0.0168058213
                             0.029184744 -0.043537592 0.012157183
Х4
Х5
   -0.05095533 0.0005029448 0.109606917 -0.053893722 0.041411712
    1.00000000 0.0555167608 -0.014562611 -0.070452500 -0.160211338
X6
X7
    0.05551676 1.0000000000 -0.097674204 -0.175642797 -0.075307575
Х8
   -0.01456261 -0.0976742041 1.000000000 -0.178260642 -0.076429987
   -0.07045250 -0.1756427974 -0.178260642 1.000000000 -0.137440349
X10 -0.16021134 -0.0753075754 -0.076429987 -0.137440349 1.000000000
    0.13042790 -0.1325991539 -0.134575460 -0.242000542 -0.103758733
X11
    0.02598162 - 0.2217742331 - 0.225079638 - 0.404749827 - 0.173538161
X12
X13 -0.09318461 -0.0125355902 -0.009908673 0.051374531 0.023252024
                                                     0.026867897
    0.02888427 0.0769442751 0.063621971 -0.043429385
X15
    0.03672954  0.0654776194  -0.008762452  0.208704014
                                                     0.015995154
    -0.02007976  0.0381729473  0.017562773  0.017805385
                                                      0.033924272
           X11
                       X12
                                   X13
                                              X14
                                                           X15
                                                                        y
Х1
    0.12457751 - 0.19258945 - 0.007539938  0.02108477  0.053828178
                                                               0.04251985
   Х2
                                                               0.03460153
ХЗ
    0.03635797 -0.06403027 -0.053859625 -0.02675804 -0.018575581 -0.01843366
Х4
   -0.01097323 0.02475758 0.014004296 -0.01879263 0.001125627 -0.01273452
Х5
   -0.06194983 -0.02536612 -0.017529745 0.03974948 -0.005341225
                                                               0.06131213
    0.13042790 0.02598162 -0.093184614
Х6
                                        0.02888427
                                                  0.036729544 -0.02007976
Х7
   -0.13259915 -0.22177423 -0.012535590
                                        0.07694428 0.065477619
                                                               0.03817295
   -0.13457546 -0.22507964 -0.009908673
                                        0.06362197 -0.008762452
                                                               0.01756277
   -0.24200054 -0.40474983
                           0.051374531 -0.04342938
                                                  0.208704014
                                                               0.01780538
X10 -0.10375873 -0.17353816
                          0.023252024
                                        0.02686790
                                                  0.015995154
                                                               0.03392427
   1.00000000 -0.30556041
                           0.011394455
                                        0.06676500 0.039693920
                                                               0.01724059
X12 -0.30556041 1.00000000 -0.058000959 -0.13634657 -0.271012321 -0.10072974
                                                               0.06054285
X13
    0.01139445 -0.05800096
                           1.000000000
                                        0.05016457
                                                   0.006713998
    0.06676500 -0.13634657
                                        1.00000000
X14
                           0.050164568
                                                  0.304312547
                                                                0.08945466
X15
    0.03969392 -0.27101232
                           0.006713998
                                        0.30431255
                                                   1.000000000
                                                                0.05124082
    0.01724059 -0.10072974 0.060542849 0.08945466 0.051240817
                                                               1.00000000
У
```

## Appendix D (Code)

```
> library(tidyr)
> library(dplyr)
> library(leaps)
> library(reshape2)
> library(ggplot2)
> library(Metrics)
> library(boot)
> library(car)
> library(MASS)
> setwd("/Users/Ehsan/Desktop/DataProj/")
> data_all <- read.csv("OnlineNewsPopularity.csv", stringsAsFactors = F)</pre>
> set.seed(123)
> data_filtered <- data_all %>%
    filter(num_self_hrefs==0) %>%
    filter(n_tokens_content != 0) %>%
    arrange(timedelta) %>%
   mutate(lshares=log(shares))
> data_selected <- data_filtered[,c(2,3,5,10,11,13:19,39,45:46, ncol(data_filtered)-
> colnames(data_selected) <- c(paste("X",1:(ncol(data_selected)-1), sep=""),"y")
> boxcox(y~.,data=data_selected)
> qqnorm(data_selected$y)
> qqline(data_selected$y)
> y <- data_filtered$shares
> ly <- data_filtered$lshares
> qqnorm(ly)
> qqline(ly)
> x <- data_selected[,-ncol(data_selected)]</pre>
> boxplot(x[,4])
> boxplot(sqrt(x[,4]))
> #x1 : log
> #x4 : Sqrt
> #x5 : Sqrt
> hist(x[,4])
> hist(sqrt(x[,5]))
> hist(log(sqrt(x[,4])))
> #pdf(file = "init-dists.pdf")
> d <- melt(cbind(x,y))</pre>
> ggplot(d,aes(x = value)) +
    facet_wrap(~variable,scales = "free") +
```

```
geom_histogram()
> #dev.off()
> x[,c(4,5)] <- sqrt(x[,c(4,5)])
> #pdf(file = "transformed-dists.pdf")
> d <- melt(cbind(x,ly))</pre>
> ggplot(d,aes(x = value)) +
    facet_wrap(~variable,scales = "free") +
   geom_histogram()
> #dev.off()
>
> dt <- cbind(x,ly)
> names <- colnames(dt)</pre>
> colnames(dt) <- c(paste("X",1:ncol(x), sep=""),"ly")
> #write.csv(dt, "processedSet.csv", row.names = F)
> #dt <- read.csv("processedSet.csv", stringsAsFactors = F)
> cor(dt)
> #X4 X3 0.3
> #X9 X12 -0.4
> #x14 X15 0.3
> #-----MODEL ASSUMPTIONS:
> tr <- sample_frac(dt, 0.7)
> tmp <- anti_join(dt,tr)</pre>
> dv <- sample_frac(tmp, 0.4)</pre>
> ts <- anti_join(tmp,dv)</pre>
> rg_exh <- regsubsets(ly~., tr,nvmax = 15)</pre>
> sm_exh <- summary(rg_exh)
> #pdf(file="best-vis.pdf")
> par(mfrow=c(2,2))
> plot(sm_exh$rss, xlab="Number of variables", ylab="RSS", type="1")
> plot(sm_exh$adjr2, xlab="Number of variables", ylab="adjR2", type="1")
> plot(sm_exh$cp, xlab="Number of variables", ylab="Cp", type="1")
> plot(sm_exh$bic, xlab="Number of variables", ylab="bic", type="l")
> #dev.off()
> coef(rg_exh, which.max(sm_exh$adjr2))
> coef(rg_exh, which.min(sm_exh$bic))
> m1 < -lm(ly^X2+X3+X5+X6+X8+X12+X13+X14,tr)
> m2 <- lm(ly^X2+X5+X8+X12+X13+X14,tr)
> pr_m1 <- predict(m1,dv[,-ncol(dv)])</pre>
```

```
> pr_m2 <- predict(m2,dv[,-ncol(dv)])</pre>
> mspr1 <- rmse(pr_m1,dv[,ncol(dv)])^2</pre>
> mspr2 <- rmse(pr_m2,dv[,ncol(dv)])^2</pre>
> ########Outliers
> outlierTest(m1)
> qqPlot(m1, main="QQ Plot")
> rem < c(which(rownames(tr)==2593), which(rownames(tr)==1758), which(rownames(tr)==
> tr2 <- tr[-rem,]
> rg_exh2 <- regsubsets(ly~., tr2,nvmax = 15)</pre>
> sm_exh2 <- summary(rg_exh)</pre>
> coef(rg_exh2, which.max(sm_exh2$adjr2))
> coef(rg_exh2, which.min(sm_exh2$bic))
> m1_2 <- lm(ly^X2+X3+X5+X6+X8+X12+X13+X14,tr2)
> m2_2 <- lm(ly~X2+X5+X8+X12+X13+X14,tr2)
> pr_m1_2 <- predict(m1_2,dv[,-ncol(dv)])
> pr_m2_2 <- predict(m2_2,dv[,-ncol(dv)])
> mspr1_2 <- rmse(pr_m1_2,dv[,ncol(dv)])^2
> mspr2_2 <- rmse(pr_m2_2,dv[,ncol(dv)])^2
> qqnorm(m1_2$residuals)
> qqline(m1_2$residuals)
> #Test for outliers again
> outlierTest(m1_2)
> #pdf(file = "norm-ass.pdf")
> qqnorm(m1_2$residuals)
> qqline(m1_2$residuals)
> #dev.off()
> #pdf(file="var-ass.pdf")
> plot(y=abs(m1_2$residuals), x=m1_2$fitted.values, xlab="Fitted Values", ylab = "All Valu
> #dev.off()
> #Test for variance
> ncvTest(m1_2)
> #test for linearity
> #pdf(file="lin-rel.pdf")
> plot(y=m1_2$residuals, x=m1_2$fitted.values, xlab="Fitted Values", ylab = "Residuals",
> abline(h=0)
> #dev.off()
> ##############BOOT STRAP
> # I have 2918 obs. (population)
> # I choose samples of size 200 from this dataset.
> rsq <- function(formula, data, indices) {
```

```
d <- data[indices,] # allows boot to select sample</pre>
  fit <- lm(formula, data=d)</pre>
    return(summary(fit)$adj.r.squared)
> # bootstrapping with 1000 replications
> adjr2 <- boot(data=tr, statistic=rsq,</pre>
                  R=1000, formula=ly~X2+X3+X5+X6+X8+X12+X13+X14)
> # view results
> plot(adjr2)
> # get 95% confidence interval
> boot.ci(adjr2, type="norm")
> bs <- function(formula, data, indices) {
    d <- data[indices,] # allows boot to select sample</pre>
   fit <- lm(formula, data=d)</pre>
   return(coef(fit))
+ }
> # bootstrapping with 1000 replications
> coefs <- boot(data=tr, statistic=bs,</pre>
                   R=1000, formula=ly~X2+X3+X5+X6+X8+X12+X13+X14)
> bt_coefs <- apply(coefs$t,2,mean)</pre>
> bt_pr <- c()
> for(i in 1:nrow(ts)){
  pr <- bt_coefs[1]+ts[i,"X2"]*bt_coefs[2]+ts[i,"X3"]*bt_coefs[3]+ts[i,"X5"]*bt_coefs[3]</pre>
      ts[i,"X8"]*bt_coefs[6]+ts[i,"X12"]*bt_coefs[7]+ts[i,"X13"]*bt_coefs[8]+ts[i,"X
   bt_pr <- c(bt_pr,pr)</pre>
+ }
> mspr_bt <- rmse(bt_pr,ts[,ncol(ts)])^2</pre>
> pr_m1_2_ts <- predict(m1_2,ts[,-ncol(ts)])
> mspr_m_1_2_ts <- rmse(pr_m1_2_ts,ts[,ncol(ts)])^2
> # view results
> results
> plot(results, index=1) # intercept
> plot(results, index=2) # X1
> plot(results, index=3) # X2
> # get 95% confidence intervals
> boot.ci(results, type="norm", index=1) # intercept
> boot.ci(results, type="norm", index=2) # X1
> boot.ci(results, type="norm", index=3) # X2
```

# 7 Statement of contributions

All work is done by Ehsan RahimiNasab