|  |  |
| --- | --- |
| SENSITIVE | NON SENSITIVE |
| n\_tokens\_content : Number of words in the content | url |
| n\_unique\_tokens : Rate of unique words in the content | Time delta |
| n\_non\_stop\_words : Rate of non-stop words in the content | n\_tokens\_title : Number of words in the title |
| n\_non\_stop\_unique\_tokens : Rate of unique non-stop words in the content | num\_hrefs : Number of links |
| num\_keywords : Number of keywords in the metadata | num\_self\_hrefs : Number of links to other articles published by Mashable |
| global\_subjectivity : Text subjectivity | num\_imgs : Number of images |
| global\_sentiment\_polarity : Text sentiment polarity | num\_videos : Number of videos |
| global\_rate\_positive\_words : Rate of positive words in the content | average\_token\_length : Average length of the words in the content |
| global\_rate\_negative\_words : Rate of negative words in the content | data\_channel\_is\_lifestyle : Is data channel 'Lifestyle'? |
| rate\_positive\_words : Rate of positive words among non-neutral tokens | data\_channel\_is\_entertainment : Is data channel 'Entertainment'? |
| rate\_negative\_words : Rate of negative words among non-neutral tokens | data\_channel\_is\_bus : Is data channel 'Business'? |
| avg\_positive\_polarity : Avg. polarity of positive words | data\_channel\_is\_socmed : Is data channel 'Social Media'? |
| min\_positive\_polarity : Min. polarity of positive words | data\_channel\_is\_tech : Is data channel 'Tech'? |
| max\_positive\_polarity : Max. polarity of positive words | data\_channel\_is\_world : Is data channel 'World' |
| avg\_negative\_polarity : Avg. polarity of negative words | kw\_min\_min : Worst keyword (min. shares) |
| min\_negative\_polarity : Min. polarity of negative words | kw\_max\_min : Worst keyword (max. shares) |
| max\_negative\_polarity : Max. polarity of negative words | kw\_avg\_min : Worst keyword (avg. shares) |
| title\_subjectivity : Title subjectivity | kw\_min\_max : Best keyword (min. shares) |
| title\_sentiment\_polarity : Title polarity | kw\_max\_max : Best keyword (max. shares) |
| abs\_title\_subjectivity : Absolute subjectivity level | kw\_avg\_max : Best keyword (avg. shares) |
| abs\_title\_sentiment\_polarity : Absolute polarity level | kw\_min\_avg : Avg. keyword (min. shares) |
|  | kw\_max\_avg : Avg. keyword (max. shares) |
|  | kw\_avg\_avg : Avg. keyword (avg. shares)  self\_reference\_min\_shares : Min. shares of referenced articles in Mashable |
|  | self\_reference\_max\_shares : Max. shares of referenced articles in Mashable |
|  | self\_reference\_avg\_sharess : Avg. shares of referenced articles in Mashable |
|  | weekday\_is\_Monday : Was the article published on a Monday? |
|  | weekday\_is\_Tuesday : Was the article published on a Tuesday? |
|  | weekday\_is\_Wednesday : Was the article published on a Wednesday? |
|  | weekday\_is\_Thursday : Was the article published on a Thursday? |
|  | weekday\_is\_Friday : Was the article published on a Friday? |
|  | weekday\_is\_Saturday : Was the article published on a Saturday? |
|  | weekday\_is\_Sunday : Was the article published on a Sunday? |
|  | is\_weekend : Was the article published on the weekend? |
|  | LDA\_00: Closeness to LDA topic 0 |
|  | LDA\_01: Closeness to LDA topic 1 |
|  | LDA\_02: Closeness to LDA topic 2 |
|  | LDA\_03: Closeness to LDA topic 3 |
|  | LDA\_04: Closeness to LDA topic 4 |
|  | shares: Number of shares (target) |