UCON | SCHOOL OF BUSINESS

Saving Reddit

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Executive Summary

This project uses text mining techniques to identify the risk of suicidality by analyzing Reddit posts from individuals. The dataset comprises 500 anonymized posts, each categorized into labels such as "Supportive," "Behaviour," "Attempt," "Ideation," and "Behavior." Our objective is to apply data analysis to identify individuals at the highest risk for self-harm or suicide, as early detection through proper analysis could potentially save lives.

The dataset contains unique identifiers for each post, text content, and labels that categorize posts based on suicidality indicators. Given the smaller size of the dataset, we encountered issues with low representation in some categories. To address this, we combined similar categories, merging "Behavior" with "Attempt" and "Indicator" with "Ideation" to ensure more balanced data. The data was then split into 60% training, 20% validation, and 20% testing sets. We applied text filtering, followed by text parsing, and conducted text clustering using a low singular value decomposition (SVD) resolution with exactly three clusters.

To analyze the data, we experimented with three models: Decision Tree, Regression, and Memory-Based Reasoning (MBR). We employed various term weighting techniques such as entropy, mutual information, and inverse document frequency (IDF). The best-performing model was the Decision Tree using entropy-based term weighting, which resulted in an accuracy of 64% and a misclassification rate of 36%. Despite the small dataset size, the Decision Tree model outperformed other methods and classified significant suicidality indicators.

One of the main challenges encountered was the limited size of the dataset, which caused some key terms to be omitted from the analysis. To account for this, we adjusted the term frequency threshold to ensure that terms appeared in at least two documents. Additionally, an imbalance in cluster weight distribution emerged, with one cluster containing less important terms being overemphasized. To overcome this, we also implemented multiple stoplists to filter out irrelevant words and to ensure that more meaningful clusters received proper attention.

This project demonstrates the potential of text mining in the field of mental health by enabling early detection of suicidal ideation. The insights gained from analyzing user posts can support interventions and provide timely assistance to individuals at risk. With further improvements such as larger datasets, refined model accuracy, and adding a more comprehensive mulit-term list: this approach could become a valuable tool in suicide prevention efforts.

Introduction

Background

Suicide is a critical public health issue, with millions of people worldwide struggling with mental health challenges that may lead to self-harm or suicide. Early identification of individuals at risk can significantly improve intervention efforts and save lives. In the digital age, user-generated content on social media platforms like Reddit offers a rich source of information that can be analyzed to detect early signs of suicidality. Analyzing this data through text mining techniques enables mental health professionals to better understand at-risk individuals and offer timely support.

This project focuses on text mining suicidality-related posts on Reddit, a platform where users often discuss a number of topics including personal issues. By analyzing these posts, we aim to identify patterns and predict the likelihood of self-harm or suicide attempts. This study not only advances the understanding of suicidality but also demonstrates the value of data analytics in preventing tragic outcomes through timely intervention.

Dataset

The dataset used in this project consists of 500 anonymized posts from Reddit users, each labeled into one of five categories: "Supportive," "Attempt," "Ideation," "Indicator," and "Behavior." These labels reflect varying degrees of risk, from individuals seeking help to those expressing explicit suicidal intentions. Each post is linked to a unique identifier for the user and contains the text content of their post, along with its assigned label.

One of the key challenges with the dataset is its small size, which limits the depth of analysis. Additionally, some categories, such as "Attempt," had fewer occurrences, which required merging with other related categories to increase statistical significance. Despite these limitations, the dataset provides valuable insights into the language patterns associated with different stages of suicidality.

Objective

The primary objective of this project is to identify the likelihood of suicidality by analyzing text posts. Through this, we aim to develop predictive models that can classify posts into relevant categories, ultimately identifying those at high risk of self-harm or suicide. By applying advanced text mining techniques, we seek to contribute to the growing field of mental health analytics, helping professionals intervene earlier and more effectively.

Our analysis employs methods like text clustering, term frequency weighting, and classification models to extract meaningful patterns from the data. The ultimate goal is to refine the models to achieve higher accuracy, despite the constraints of a small dataset, and offer insights that could be used in real-world applications for suicide prevention.

Data Info

Variable	Description	
User	A unique identifier for each user or post. This ID has no numerical or ord significance; it is nominal data used solely for identifying individual posts.	
Post	The text content written by Reddit users in their posts. This free-text data captures the thoughts, emotions, and experiences shared by users regarding suicidality.	
Label	The assigned category or target label for each post, classifying it into one of five categories: "Supportive," "Attempt," "Ideation," "Indicator," or "Behavior." These labels are used to predict the level of suicidality risk.	

Kaggle Dataset: Suicidality on Reddit

	_	_
User	Post	Label
user-3	['I tried to kill my self once and failed badly cau	Attempt
user-18	['No need for thanks it just makes me happy th	Attempt
user-24	['Thank you so much for the advice. The only re	Attempt
user-25	['To update you guys friend called police in me	Attempt
user-30	['Came back home about 2 hours ago', 'It is t	Attempt
user-43	['seems fun for someone who would be into it b	Attempt
user-46	['There is nothing else to share. Nothing can ch	Attempt
user-48	['Definitely not easy. I live in the Southeast US.	Attempt
user-61	['Hey man, You cant be convinced and I cann	Attempt
user-82	['I just took10 more. Okay I threw up a little bit	Attempt
user-97	['And how does that make you feel? Depressed	Attempt
user-124	['Same, pm me and we can talk.', 'Hi. Im in the	Attempt
user-142	['How long have you been depressed?', 'No one	Attempt
user-147	['Well the biggest factor preventing me from try	Attempt
user-166	['Sounds like you need closure.lve been in som	Attempt
user-192	['Ive been hospitalized 3 times. Each time it ha	Attempt
user-218	['If youre still here, so am I. Ive been seriously [Attempt
user-237	['I started anti-DP treatment this morning.Feel	Attempt
user-238	I'Most people in life are not equipped with the s	Attempt

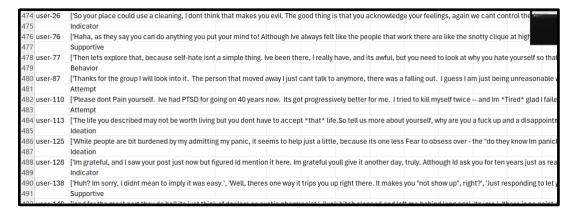
Sample Data

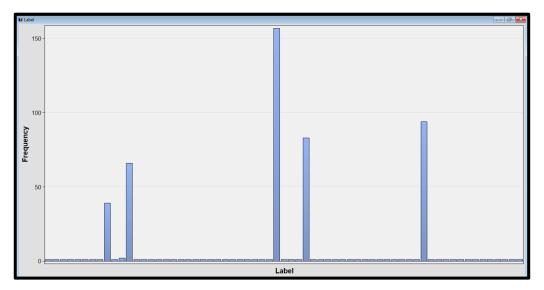
Data Exploration:

1. Data Exploration and Initial Insights

The project began with the importation of the dataset into SAS Miner using the File Import feature. After successfully importing, we utilized the Data Distribution feature within the Text Filter node to visualize the dataset. Our primary focus was on the target variable, "Label," which is a categorical variable and contains five categories: "Supportive," "Attempt," "Ideation," "Indicator," and "Behavior."

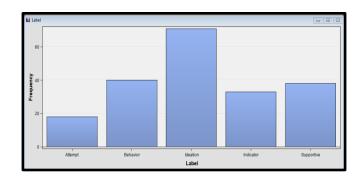
Here, in raw data - a major inconsistency was discovered where some rows had merged columns for both the "Post" (text) and "Label" (target) variables. This inconsistency was addressed by separating and cleaning the affected rows, ensuring each post matched correctly with its label.



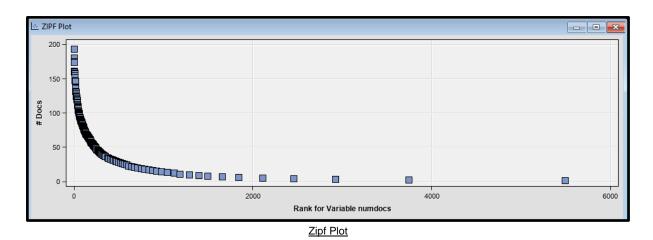


Discrepancies in some of the users where Posts and Labels got merged

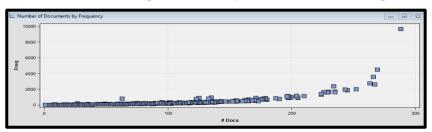
However, early data exploration revealed an imbalance in the distribution of these categories. Critical labels such as "Attempt" and "Behavior" were underrepresented, while categories like "Ideation," "Indicator," and "Supportive" dominated the dataset.



To assess the dataset's readiness for text mining, we applied Zipf's Law to evaluate the distribution of terms and reviewed document frequency plots. Zipf's plot confirmed that the terms followed a power-law distribution, indicating the presence of a few frequently used terms and many infrequently used ones—a common characteristic in text data.



The document frequency plot shows the distribution of document frequencies in the text dataset. The x-axis represents the number of documents containing specific terms, while the y-axis indicates how often those terms appear across the dataset. The skewed distribution suggests that many terms appear in few documents, while a few terms are present in many documents, a common pattern in text mining.

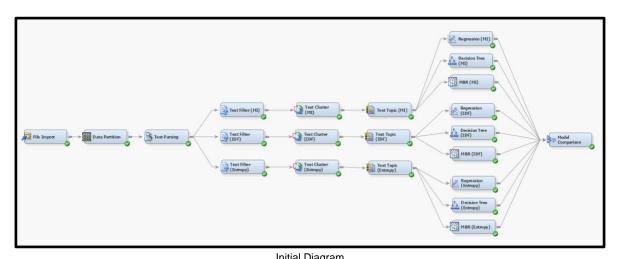


We tried to run our initial model with below specifications:

- 1. Data Partition: 40% Training, 30% validation, 30% test
- 2. Term Filters: Min. no. of documents appearance in document 100

3. Text Cluster Specifications: High SVD Resolution with Exact 5 clusters (as 5 categories)

Initial model runs on this raw dataset yielded poor performance, as demonstrated by the results from the Decision Tree model using Inverse Document Frequency (IDF). The model showed a high misclassification rate of 63%, resulting in an accuracy of only 37%. Given the low quantity of data in critical categories like "Attempt" and "Behavior," it became evident that the imbalanced target variable was impacting the model's predictive power.



	<u>initiai Diagram</u>				
Fit Statistics					
Selected Model	Predecessor Node Selected Mod	Model Node	Model Description	Selection Criterion: Valid: Misclassifica tion Rate	
Υ	Tree2	Tree2	Decision Tree (IDF)	0.610738	
	Tree3	Tree3	Decision Tree (Entropy)	0.624161	
	Tree	Tree	Decision Tree (MI)	0.630872	
	Reg3	Reg3	Regression (Entropy)	0.657718	
	Reg2	Reg2	Regression (IDF)	0.677852	
	Reg	Reg	Regression (MI)	0.691275	
	MBR	MBR	MBR (MI)	0.691275	
	MBR2	MBR2	MBR (IDF)	0.711409	
	MBR3	MBR3	MBR (Entropy)	0.718121	

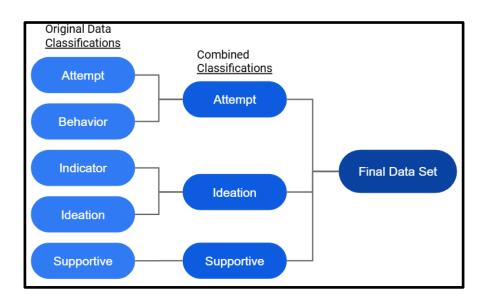
Initial Results (Best Model - Decision Tree (IDF))

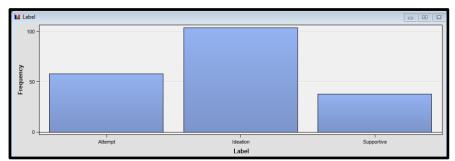
Cluster	Descriptive Terms	Frequency
	1+friend +find +good +feel im +life +live +talk +know +help +want +thing dont +time ive	 25
	2better always +find +talk +day +friend ive cant +live +year +time +good +help +people +life	 83
	3+know +thing dont +want +life +day im +feel always +time +year +good +help +live +people	 70
	4cant im ive +know +time +feel dont +people always +live +want better +talk +year +day	 8
	5+people +feel im +help +year dont +find +thing +want +life +know cant better ive +talk	 10

Clusters (Exact 5)

2. Category Merging and Data Refinement:

labels. Specifically, we combined "Attempt" and "Behavior" into a single "Attempt" category, and "Ideation" and "Indicator" into a unified "Ideation" category, leaving "Supportive" as a separate category. This restructuring ensured a more balanced dataset with meaningful representation across the target labels, thus improving the potential for model performance.





Modified Target Categories

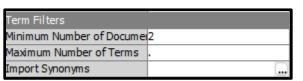
We partitioned the data into 60% training, 20% validation, and 20% testing sets. Given the small size of the dataset, this split allowed us to maximize the training data for better model learning while maintaining adequate test and validation sets.

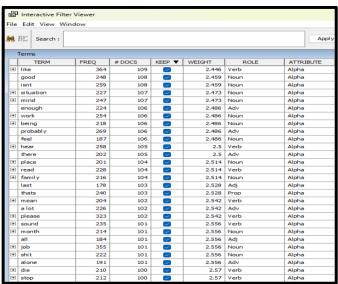
Data Set Allocations	
Training	60.0
Validation	20.0
Test	20.0

3. Data Cleaning and Text Filtering

The next step involved refining the dataset through text filtering to eliminate irrelevant terms and enhance modeling quality. Initially, we set a minimum document frequency of 100, but this threshold

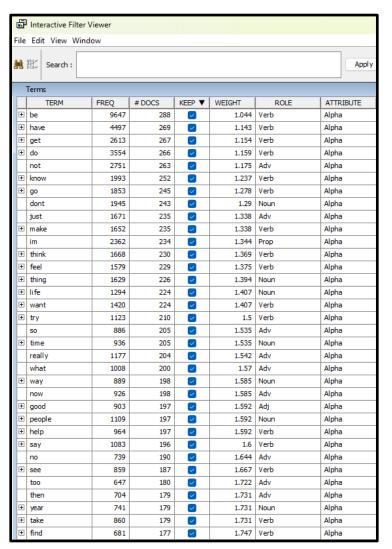
excluded many important, low-frequency terms due to the limited size of the dataset. To capture more meaningful terms, we adjusted the threshold to a minimum of two document appearances, allowing us to retain infrequent but potentially significant terms related to suicidality.

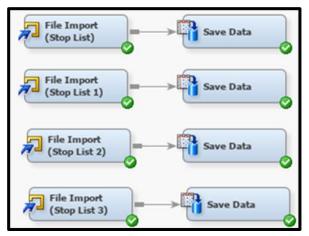




We initially used the Filter Viewer to manually review term frequencies and make decisions about which terms to keep or exclude. This involved a careful, case-by-case examination to filter out non-relevant terms. However, we soon realized this manual approach was too time-consuming and inconsistent, especially with a dataset that required a systematic approach for effective filtering. To address this, we experimented with various customized stop lists, iterating through different versions to find one that would remove common, non-predictive terms without omitting meaningful ones. After testing multiple lists, we identified the most effective stop list, which successfully filtered out irrelevant terms—like overly common words—while retaining terms essential to the prediction task. This process of trial and adjustment ultimately enabled us to refine the dataset more efficiently and ensure that it included only meaningful, predictive terms.

Added Multiple Stop-Lists





Text Clustering

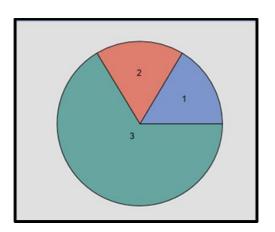


Filter Viewer to keep or delete terms

We applied text clustering to group the data based on similarity, which helped structure the dataset for better predictive modeling. To manage the high dimensionality of the text data, we experimented with different Singular Value Decomposition (SVD) resolutions, ultimately selecting a dimension of 100, which provided the best balance between performance and noise reduction. This dimensionality reduction technique allowed us to focus on the dataset's most relevant features, improving the model's performance by filtering out less important information.

Transform		
SVD Resolution	Low	
Max SVD Dimensions	100	
Cluster		
Exact or Maximum Number	Exact	
Number of Clusters	3	
Cluster Algorithm	Expectation-Maximization	
Descriptive Terms	15	

We also tested different numbers of clusters to see how they affected the model's accuracy, initially exploring both maximum clusters and an exact match to our target variable categories. After merging our target variable into three categories, we found that specifying three clusters in the clustering algorithm aligned well with our goals, particularly in distinguishing the "Attempt" category, which is essential for predicting suicidality. By refining the dataset with a customized stop list to remove irrelevant terms, we minimized noise from non-predictive words, further enhancing the clustering process and ultimately improving the model's accuracy.

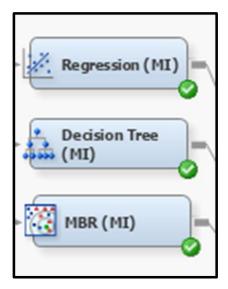


Model Development:

In the modeling phase of the suicidality data project, we applied three models—Regression, Decision Tree, and Memory-Based Reasoning (MBR)—each under three different term-weighting strategies: Mutual Information, Inverse Document Frequency (IDF), and Entropy. The objective was to predict suicidal behavior based on text posts.

1. Frequency Weighting: Log with Mutual Information

• **Term Weighting Strategy**: Mutual Information was chosen as it captures the amount of information a word contributes toward predicting the target variable (suicide behavior or ideation).



Models Used:

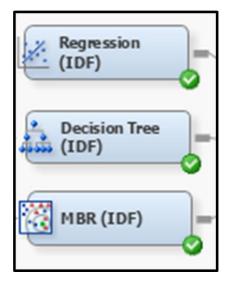
Regression: The text data was transformed into a structured format, allowing a logistic regression model to classify posts into risk categories.

Decision Tree: We built a decision tree with Mutual Information to understand which words contribute the most to predicting suicidality. The tree structure provided insights into key predictors like 'depression' or 'hopelessness.'

MBR (**Memory-Based Reasoning**): This model worked by comparing the input post with past similar posts. Mutual Information helped in identifying significant words to match against similar posts.

2. Frequency Weighting: Log with Inverse Document Frequency (IDF)

• **Term Weighting Strategy**: IDF was used to penalize common terms across the dataset and give weight to terms that are rare but important for predicting suicidality.



Models Used:

Regression: Here, IDF improved the ability of the regression model to emphasize rare but critical terms such as 'self-harm' or 'suicide attempt.'

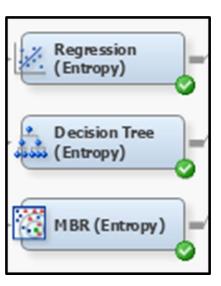
Decision Tree: We constructed a decision tree with IDF, limiting it to 25 leaves to prevent overfitting due to small sample size. The focus was on identifying rare but crucial terms that might be overlooked with standard frequency measures.

MBR: In the case of MBR, IDF helped match the test post with past instances where rare but significant terms were present, thus improving accuracy.

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3. Frequency Weighting: Log with Entropy

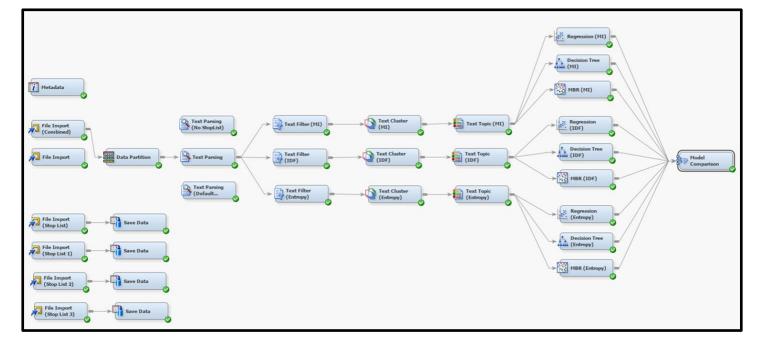
• **Term Weighting Strategy**: Entropy was used to measure the unpredictability or uncertainty of word occurrences across the posts. Words contributing more uncertainty (i.e., less predictable but relevant) were given higher weights.



- Models Used:
- **Regression**: The entropy-weighted regression model tried to capture unpredictability in word use related to suicide ideation, focusing on terms that appeared sporadically but indicated high-risk behavior.
- Decision Tree: The Decision Tree using entropy allowed for the classification of high-risk categories by balancing the spread of key terms like 'pain' or 'loss' that signaled suicidal ideation or behavior.
- MBR: Entropy also improved the MBR model by considering the unpredictability of term appearances in previous cases. This helped to identify patterns in posts with high uncertainty about suicidal intent.

Modeling Diagram

Each model and term-weighting combination contributed a unique perspective on how textual patterns related to suicidality could be analyzed and predicted. These models laid the groundwork for identifying which approach could yield the highest accuracy, leading to more focused and efficient interventions.



Model Comparison:

The best-performing model in our analysis was the **Decision Tree using Entropy**, with a **Misclassification Rate** of 0.36 (36%) and an accuracy of 64%. This model excelled because **Entropy** captures the unpredictability of term distributions, allowing it to better differentiate between posts related to different levels of suicidality risk. By focusing on terms that provided the most uncertainty reduction, this model was able to capture subtle linguistic patterns within the posts. The accuracy of 64% signifies that it could effectively classify the posts with a reasonable degree of precision, making it the most reliable model for predicting suicide attempts or related behavior.

In contrast, the other models, including the **Decision Tree with Mutual Information** (41% Misclassification Rate) and various **Regression** and **Memory-Based Reasoning** (**MBR**) models, performed relatively weaker. The **Regression models** had misclassification rates ranging from 42% to 45%, and the **MBR models** were the weakest, with rates from 47% to 55%. These models struggled with capturing the complex relationships between terms and the target variable, likely due to their limitations in handling the intricacies of the text data. Despite moderate performance, they could not match the effectiveness of the Decision Tree with Entropy for this suicidality dataset.

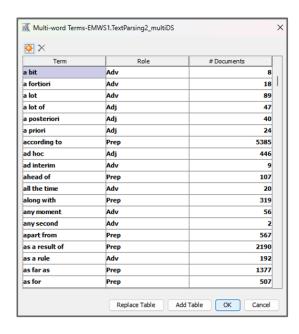
Model Description	Selection Criterion: Valid: Misclassifica tion Rate
Decision Tree (Entropy)	0.36
Decision Tree (MI)	0.41
Regression (IDF)	0.42
Regression (Entropy)	0.43
Regression (MI)	0.45
Decision Tree (IDF)	0.46
MBR (MI)	0.47
MBR (IDF)	0.52
MBR (Entropy)	0.55

Why Is the Accuracy Still Low?

While the Decision Tree model with Entropy achieved the highest accuracy of 64%, the overall performance highlights the challenge of correctly classifying sensitive text around suicidality. A primary reason for lower accuracy is the nuanced language used in posts. For instance, a post such as, "I can support you through these suicidal thoughts and help you overcome them" would fall under the supportive category, while a post like, "I want to end my life with suicide" clearly belongs to the attempt category. However, due to the complexity of natural language, a model relying on individual terms or frequency may misclassify posts. Even with or without the word "suicide," phrases such as "end my life" may be misclassified because the model might not always understand the context or differentiate between types of intent.

This leads to higher misclassification, especially when terms like "thoughts" or "support" overlap between categories. The model's dependence on frequency and weightings like Entropy helps to some extent, but it still struggles with interpreting nuanced meanings, which impacts its ability to classify the posts with higher precision.

Future Improvements



1. Custom Multi-word Terms:

Incorporating multi-word expressions like "end my life" or "reach out for help" can provide richer context and reduce misclassification. These phrases capture meaning beyond individual words and can help the model differentiate between categories like **attempt** and **supportive** more effectively.

2. More Defined Stop List:

A more refined stop list tailored to the suicidality context can remove terms that are less indicative of the target categories. This would help the model focus on words that carry higher semantic importance for accurate classification.

3. More Data:

Expanding the dataset would greatly enhance the model's learning ability. A larger, more diverse dataset could provide better training examples for distinguishing between subtle language variations in posts, ultimately improving model accuracy and robustness over time.

Conclusion:

This project demonstrated the potential of using text mining techniques to predict suicidality based on social media posts from Reddit. By analyzing free-text data, we were able to classify posts into categories representing various stages of suicidality, ranging from supportive behavior to direct attempts. Despite the limitations of a small dataset and category imbalances, the models, particularly the Decision Tree with entropy weighting, showed promise in identifying key risk factors for suicide.

One of the critical challenges encountered was the dataset's imbalanced category distribution, which necessitated merging similar categories to enhance model performance. Additionally, the need to carefully filter out irrelevant terms using customized stop lists and term frequency thresholds proved essential in refining the data for analysis. The application of low SVD resolution for dimensionality reduction was effective in clustering similar posts, contributing to a clearer understanding of the patterns within the dataset.

While the Decision Tree model emerged as the best-performing algorithm with an accuracy of 64%, it is important to note that the overall performance could be improved with larger datasets, more diverse training data,

and enhanced feature engineering. By integrating additional factors such as user metadata or external signals (e.g., engagement metrics), future studies could offer deeper insights and greater predictive power.

In conclusion, this project highlights the value of text mining in mental health analytics, particularly in identifying individuals at risk of self-harm or suicide. With further improvements, such techniques can play a critical role in early detection and intervention, ultimately contributing to life-saving mental health support. The findings underscore the importance of integrating data-driven solutions in suicide prevention efforts, while also suggesting areas for further research and methodological refinement.