

An aerial photograph of a mountain valley. A dirt road winds through a lush, green forested landscape. In the background, a large, rugged mountain peak rises above the valley. The sky is hazy and grey. The text 'DIGITAL NOMADISM' is overlaid in large, white, sans-serif capital letters, centered within a white rectangular frame that has an open top and bottom.

DIGITAL NOMADISM

Are freedom and love mutually exclusive?

Riche Ngo

A dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are dark green and tightly packed. The sky above is a pale, hazy grey. A white rectangular frame is superimposed on the right side of the image, containing the large number and the text below it.

1,000,000,000

Number of digital nomads by the Year 2035



WHO ARE THEY?

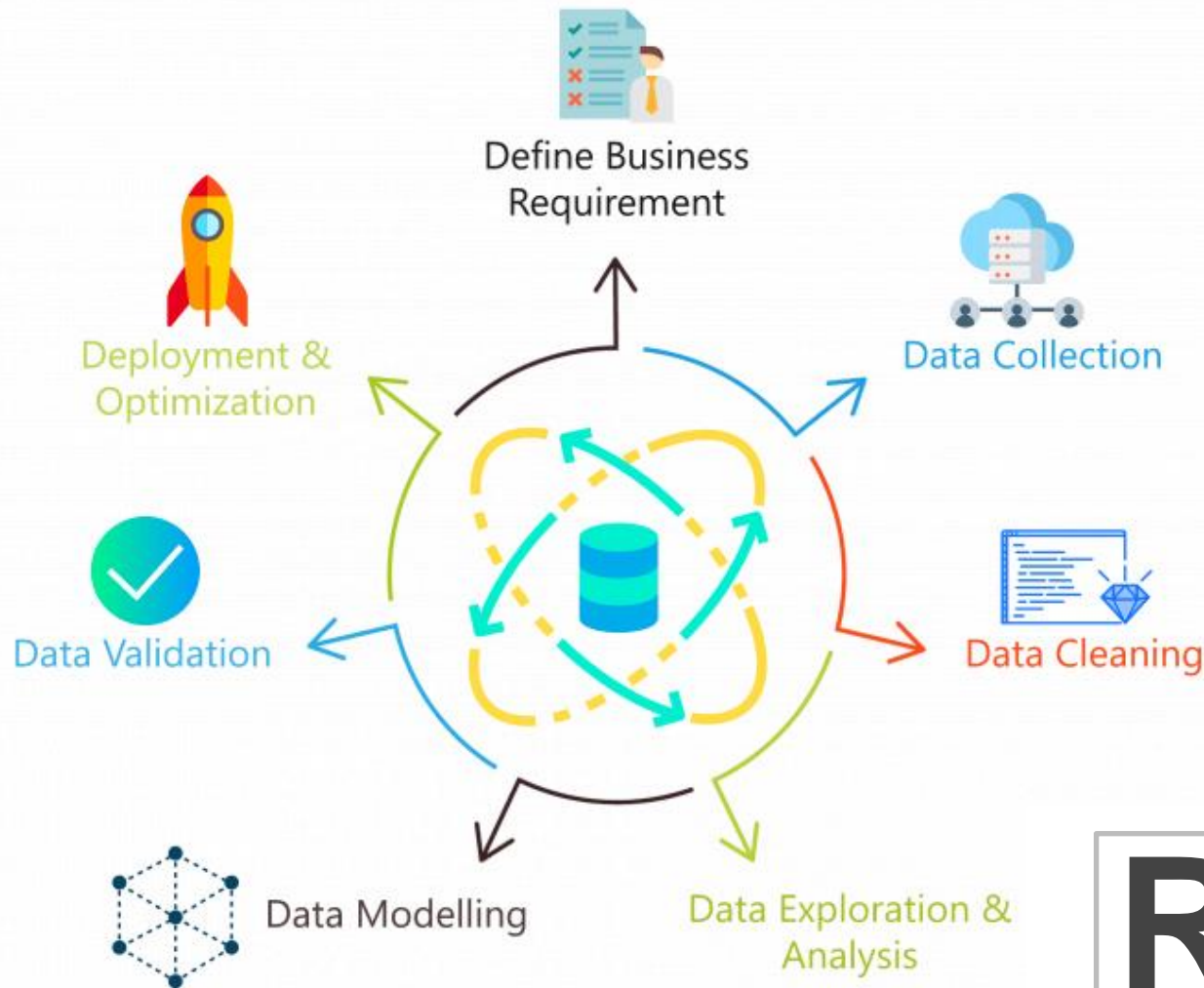
Digital nomads are people who use telecommunications technologies to earn a living.

TRAVEL LONELINESS

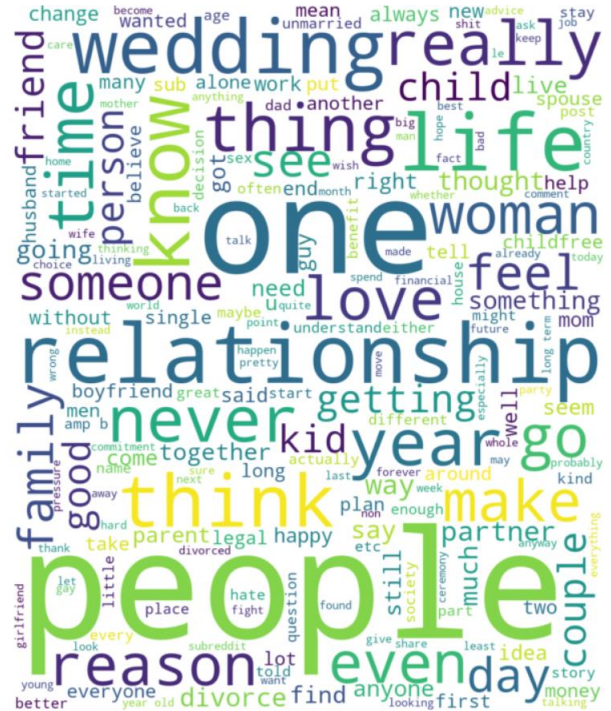
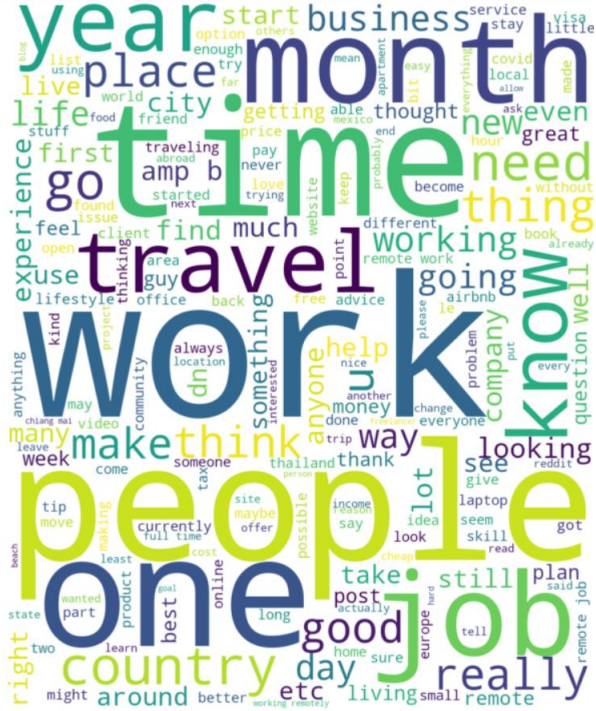


ARE FREEDOM AND
LOVE MUTUALLY
EXCLUSIVE?





WHAT IS IN THE DATA?



'digitalnomad' subreddit

'marriagefree' subreddit

MODEL DEVELOPMENT

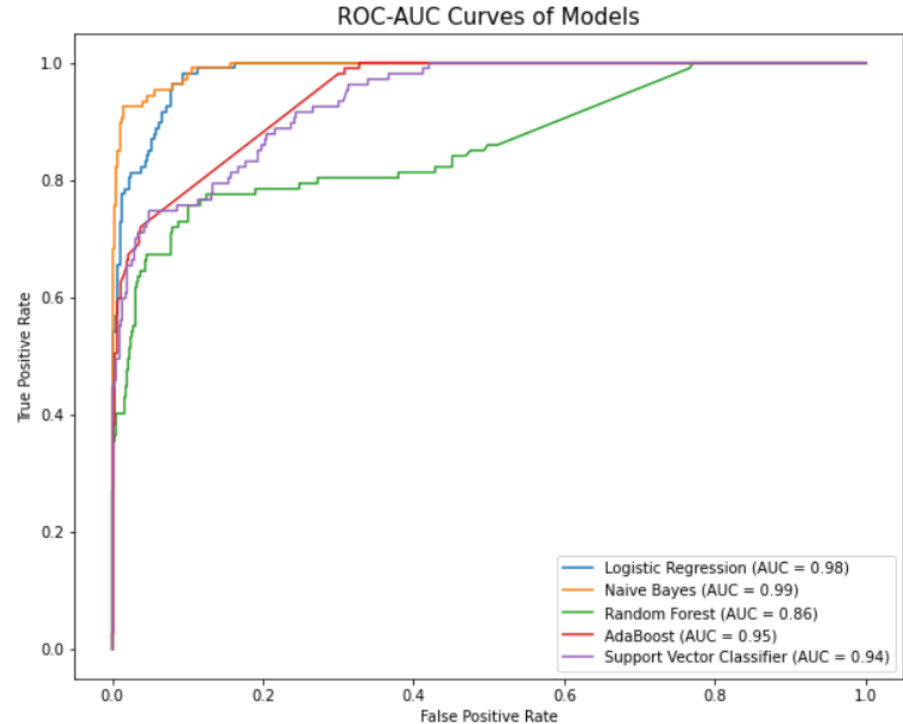
Model Type	CV Score	Precision	Recall	F1-Score
Naive Bayes	0.962609	0.956293	0.920364	0.937222
Logistic Regression	0.938140	0.944468	0.823856	0.870535
AdaBoost	0.927518	0.936613	0.791146	0.843201
Support Vector Classifier	0.902129	0.950292	0.682243	0.740969
Random Forest	0.860111	0.930168	0.532710	0.523866

Naïve Bayes Model

Accuracy: **97.9%** (train), **97.0%** (test)

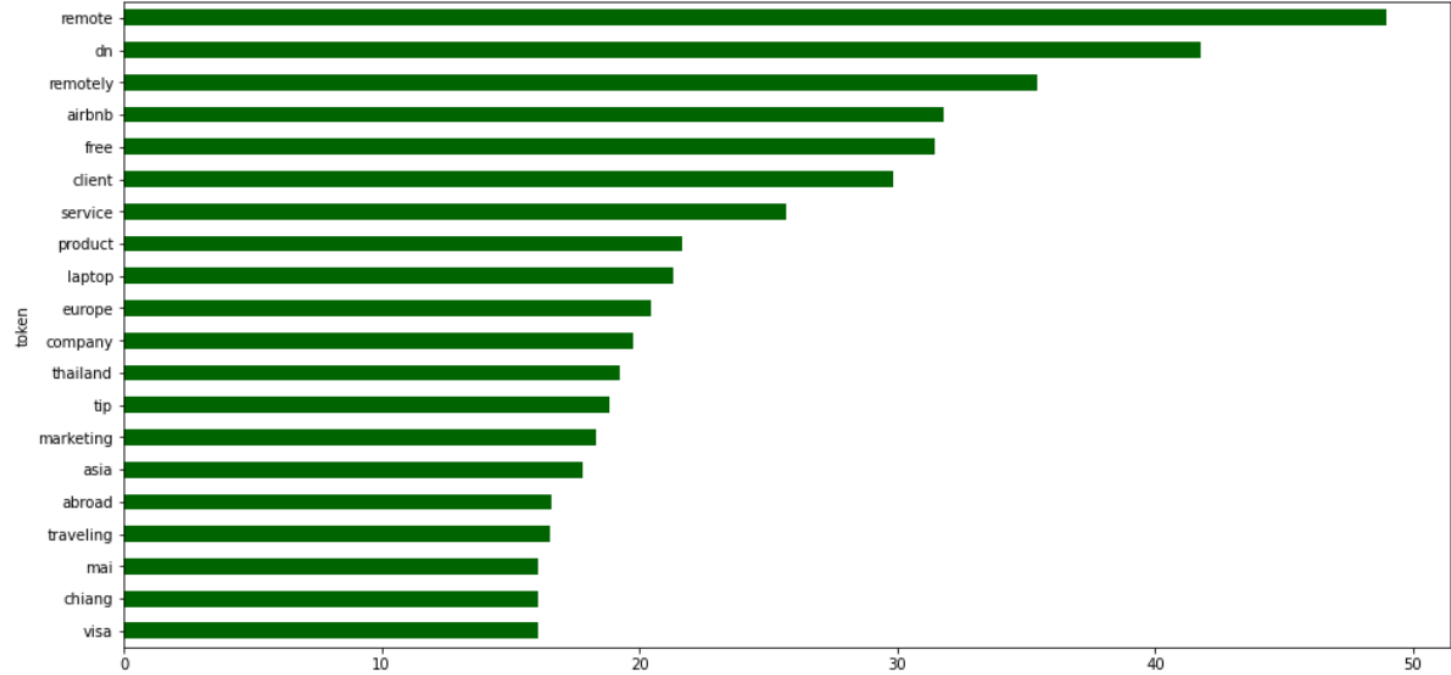
	Actual Positive	Actual Negative
Predicted Positive	91	6
Predicted Negative	16	610

Confusion Matrix – Negative = ‘digitalnomad’ post



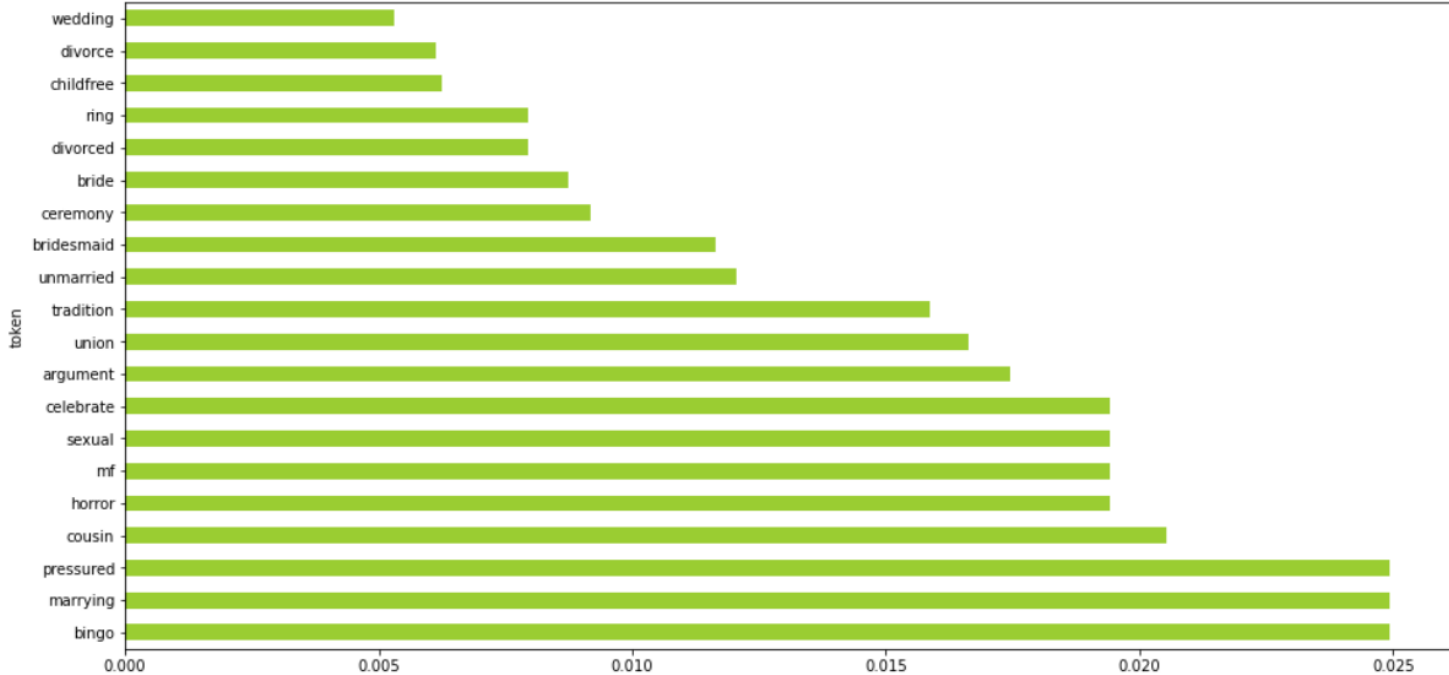
WORD IMPORTANCE

Top 20 Words for Posts in Subreddit 1



WORD IMPORTANCE

Top 20 Words for Posts in Subreddit 2



MISCLASSIFIED REDDIT POSTS

MISCLASSIFIED UNDER DIGITALNOMAD

Posts related to finance
(words like *'insurance'*,
'money', *'tax'*)

MISCLASSIFIED UNDER MARRIAGEFREE

Posts related to family, females
(words like *'woman'*, *'kid'*,
'children')

KEY TAKEAWAYS

- 01** Naïve Bayes model to classify users' posts into the subreddits
- 02** Digital nomads and unmarried people talk about different things
- 03** Companies should not be too worried about employing digital nomads



ARE FREEDOM AND
LOVE MUTUALLY
EXCLUSIVE?

MOVING FORWARD



Explore and
analyse discussion
from other social
media platforms



Discover other
traits and
characteristics
about digital
nomads



Provide better
professional advice
to organizations
and boost our
reputation

THANKS!

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.



RESOURCES

INFORMATION

- How digital nomads are shaping the world of work in 2020

PHOTOS

- Expertvagabond
- Dating as a digital nomad
- The challenge of love as a digital nomad