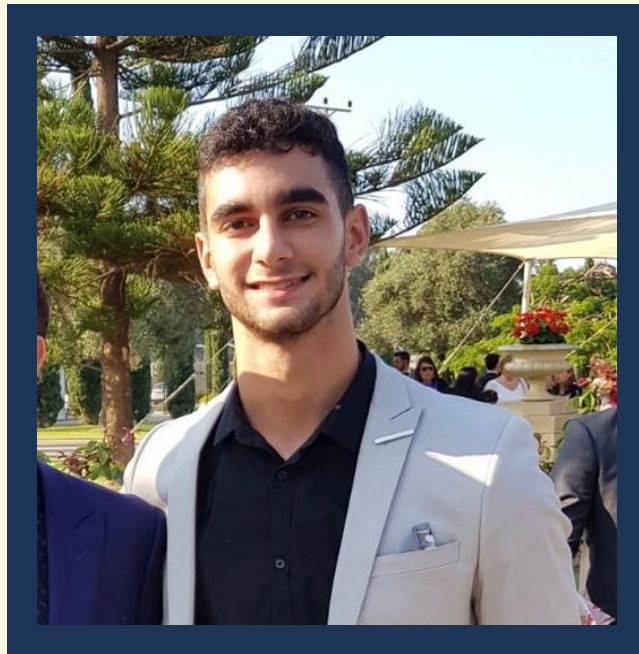




Advertisement Campaign



Seraj Khazei
Data scientist

Agenda

01

Business Understanding



02

Dataset Overview



03

Methods



04

Findings



05

Recommendations



06

Future Research





Classify Neurotic Tweets

+84%

Accuracy

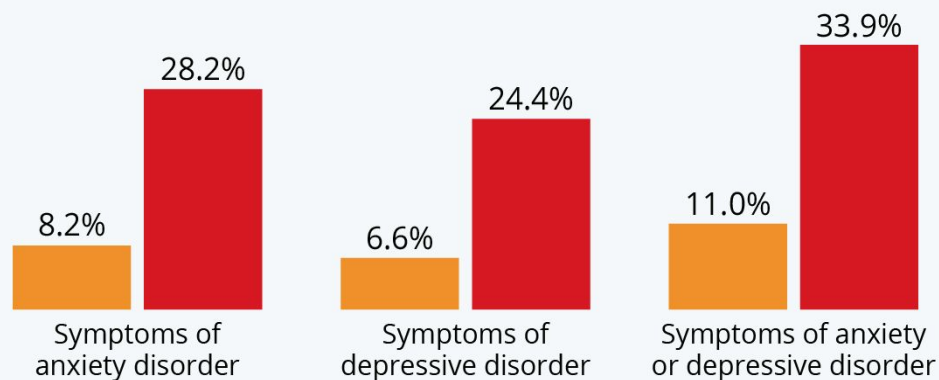


01 Business Understanding

Pandemic Causes Spike in Anxiety & Depression

% of U.S. adults showing symptoms of anxiety and/or depressive disorder*

■ January-June 2019 ■ May 14-19, 2020



* Based on self-reported frequency of anxiety and depression symptoms. They are derived from responses to the first two questions of the eight-item Patient Health Questionnaire (PHQ-2) and the seven-item Generalized Anxiety Disorder (GAD-2) scale.

Sources: CDC, NCHS, U.S. Census Bureau



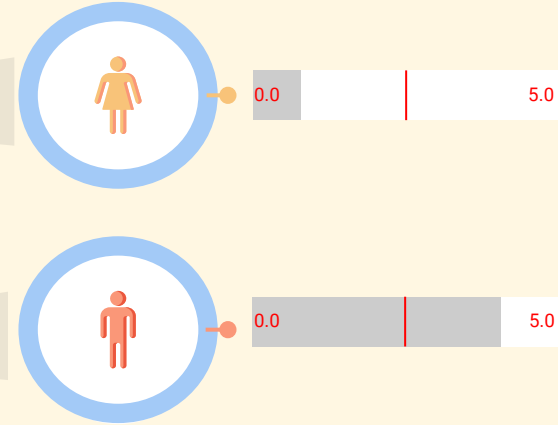
Identify individuals who score high on Neuroticism





02 Dataset Overview

How Neurotic a tweet is based on the language





03 **Methods**



Twitter's API



Machine Learning



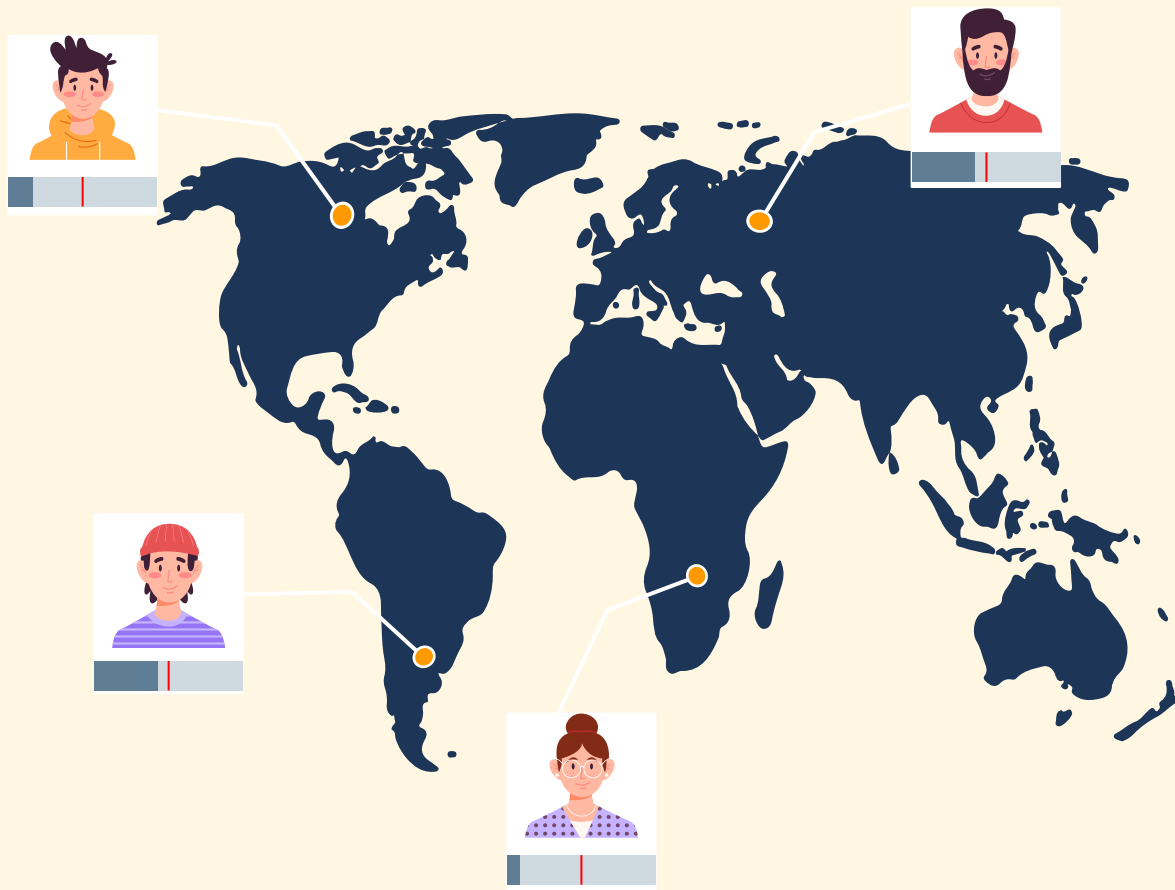
Metric: Accuracy



04 Findings



05 Recommendations





06 Future Research

- **View other media platforms**



Thank you!

Contact Information:



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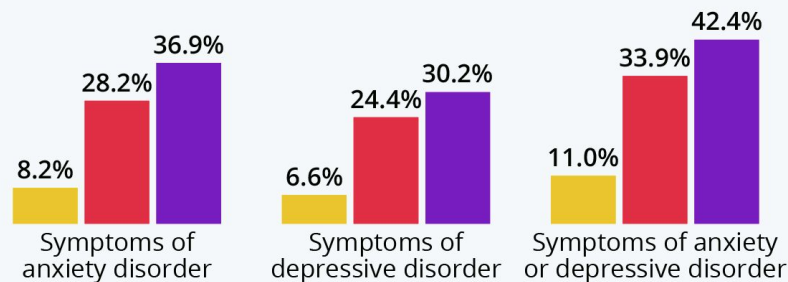
Questions?

Appendix

Pandemic Causes Spike in Anxiety & Depression

% of U.S. adults showing symptoms of anxiety and/or depressive disorder*

■ January-June 2019 ■ May 14-19, 2020 ■ December 9-21, 2020



* Based on self-reported frequency of anxiety and depression symptoms. They are derived from responses to the first two questions of the eight-item Patient Health Questionnaire (PHQ-2) and the seven-item Generalized Anxiety Disorder (GAD-2) scale.

Sources: CDC, NCHS, U.S. Census Bureau



MENTAL HEALTH INFOGRAPHICS



Mercury

Mercury is the closest planet to the Sun and the smallest one



Saturn

It's composed of hydrogen and helium. It was named after a Roman god



Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



Venus

Venus has a beautiful name and is the second planet from the Sun



Jupiter

Jupiter is a gas giant and the biggest planet in the Solar System



Neptune

Neptune is the farthest planet from the Sun and the fourth-largest

MENTAL HEALTH INFOGRAPHICS

Mercury

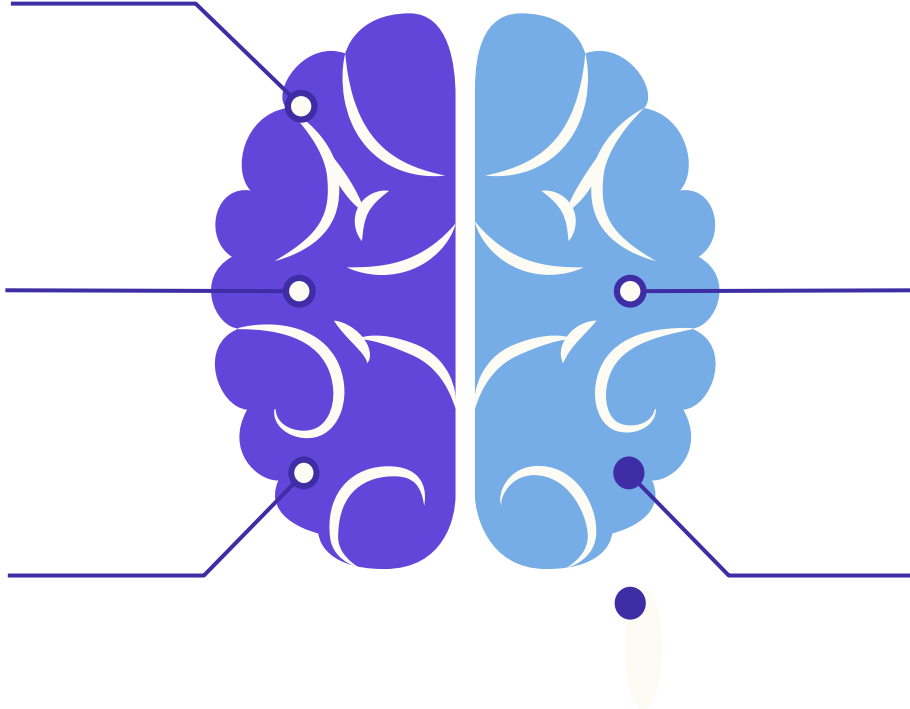
Mercury is the closest planet to the Sun and the smallest one

Venus

Venus has a beautiful name and is the second planet from the Sun

Saturn

Saturn is the ringed one. It's composed mostly of hydrogen and helium



Mars

Despite being the second-smallest planet, Mars is a cold place with a thin atmosphere and iron oxide on its surface

Jupiter

It's a gas giant and the biggest planet in the Solar System

Neptune

Neptune is the farthest planet from the Sun and the fourth-largest

MENTAL HEALTH INFOGRAPHICS

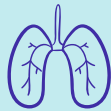
Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System



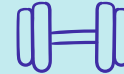
Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



Mars

Despite being red, Mars is actually a cold place. This planet is full of iron oxide dust



Neptune

Neptune is the farthest planet from the Sun and the fourth-largest by diameter

MENTAL HEALTH INFOGRAPHICS



Mercury is the closest planet to the Sun and the smallest one



Earth is the third planet from the Sun and the one where we live on



Saturn is the ringed one. It's composed mostly of hydrogen and helium



Despite being red, Mars is a cold place. It's full of iron dust



Neptune is the fourth-largest planet in the Solar System



It's a gas giant and the biggest planet in the Solar System



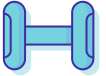
MENTAL HEALTH INFOGRAPHICS



Mercury is the closest planet to the Sun and the smallest one in the Solar System



Venus has a beautiful name and is the second planet from the Sun



Despite being red, Mars is actually a cold place. It's full of iron oxide dust

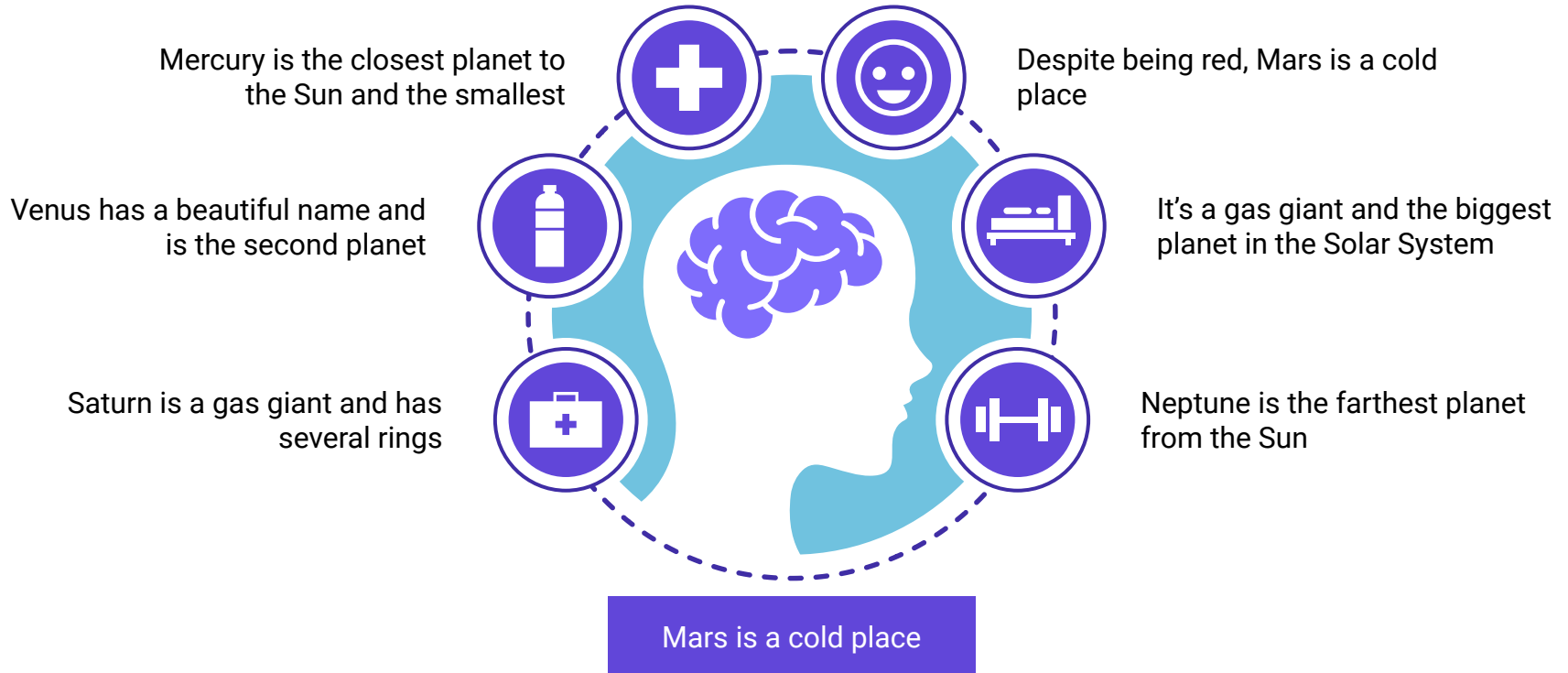


Jupiter is a gas giant, the fourth-brightest object in the sky and the biggest planet of them all



The planet's name has nothing to do with the liquid metal since it was named after a Roman god

MENTAL HEALTH INFOGRAPHICS



MENTAL HEALTH INFOGRAPHICS

Mercury

Mercury is the closest planet to the Sun



Venus

Venus has a beautiful name and is the second



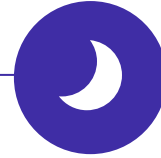
Saturn

Saturn is a gas giant and has several rings



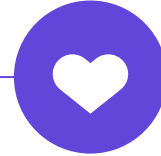
Mars

Despite being red, Mars is a really cold place



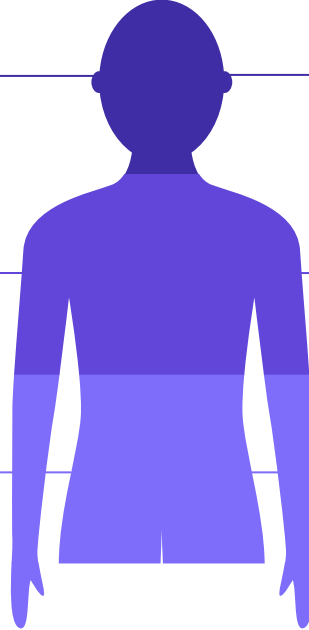
Jupiter

It's a gas giant and the biggest planet

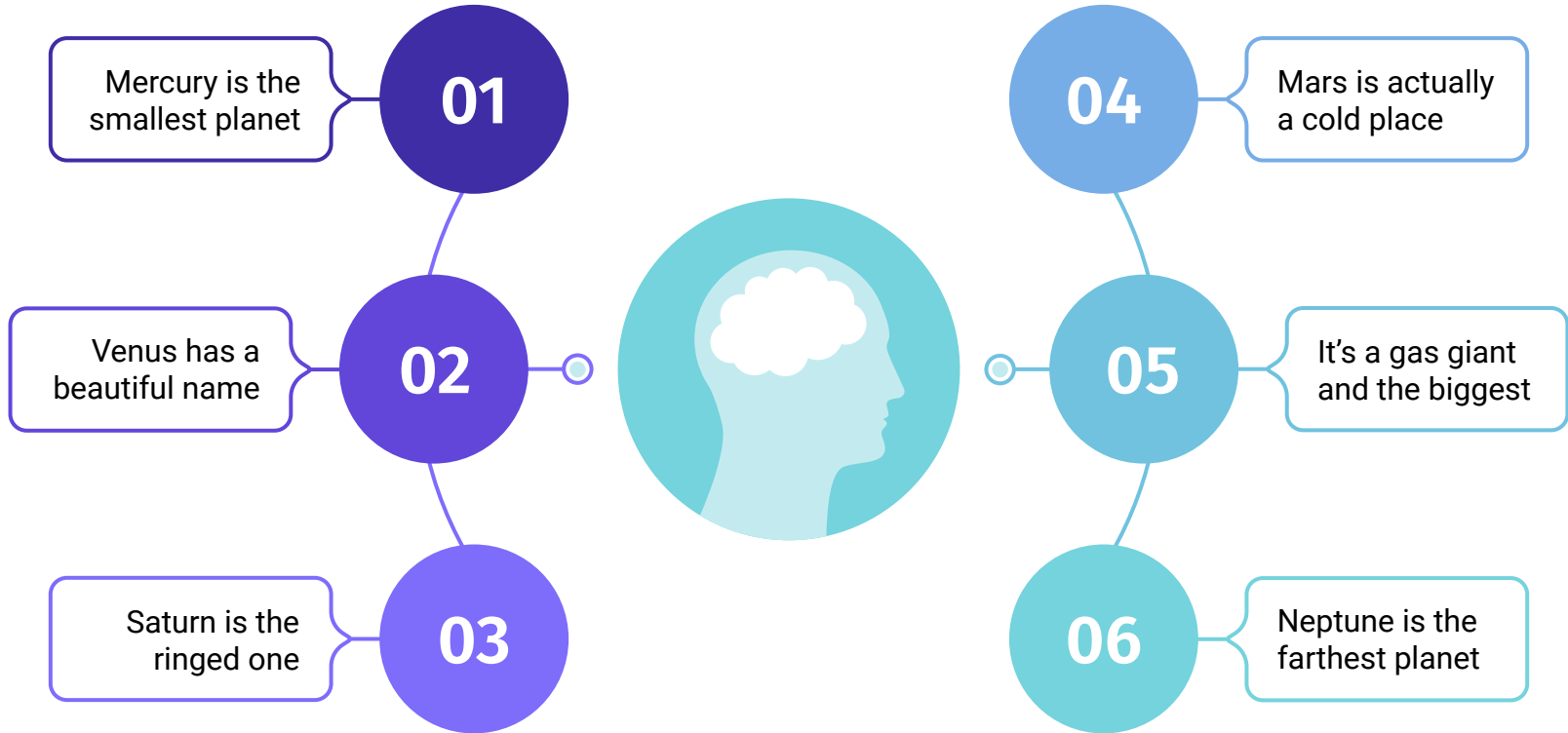


Neptune

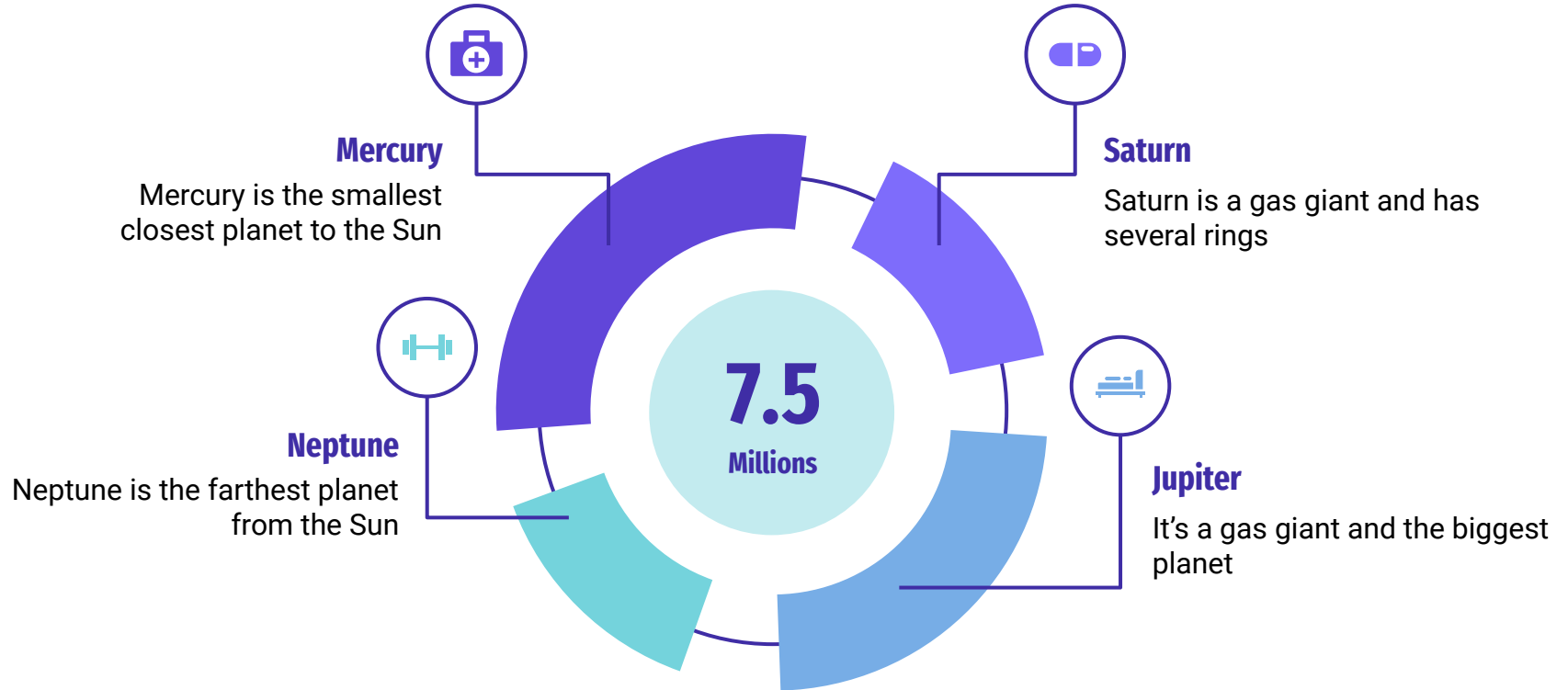
Neptune is the farthest planet from the Sun



MENTAL HEALTH INFOGRAPHICS



MENTAL HEALTH INFOGRAPHICS

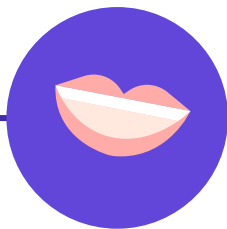


MENTAL HEALTH INFOGRAPHICS



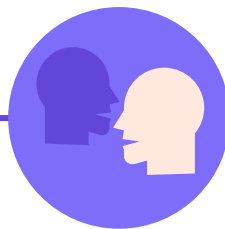
Mercury

Mercury is the closest planet to the Sun and the smallest one



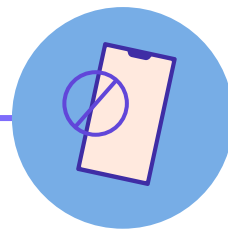
Saturn

This ringed planet is composed of hydrogen and helium



Venus

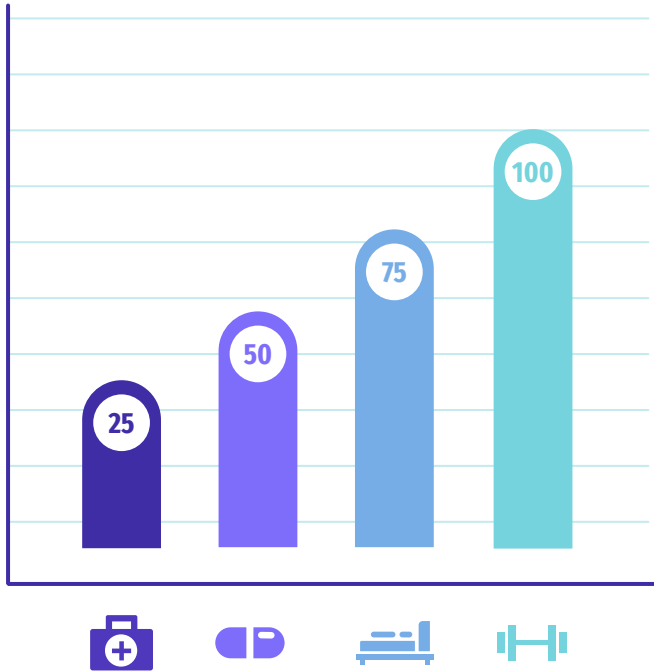
Venus has a beautiful name and is the second planet from the Sun



Jupiter

Jupiter is a gas giant and the fourth-brightest object in the sky

MENTAL HEALTH INFOGRAPHICS



Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

Jupiter

Jupiter is a gas giant, the biggest planet in the Solar System and the fourth-brightest object in the sky

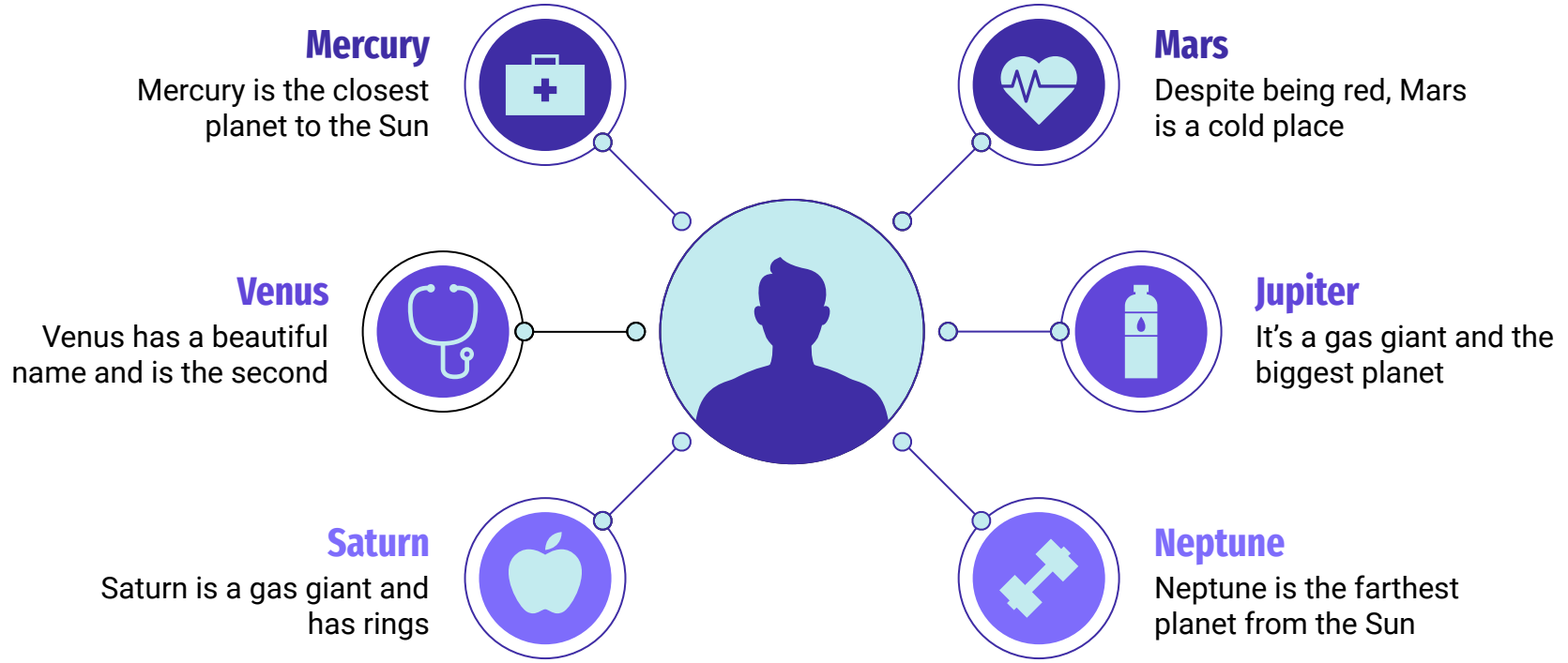
Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

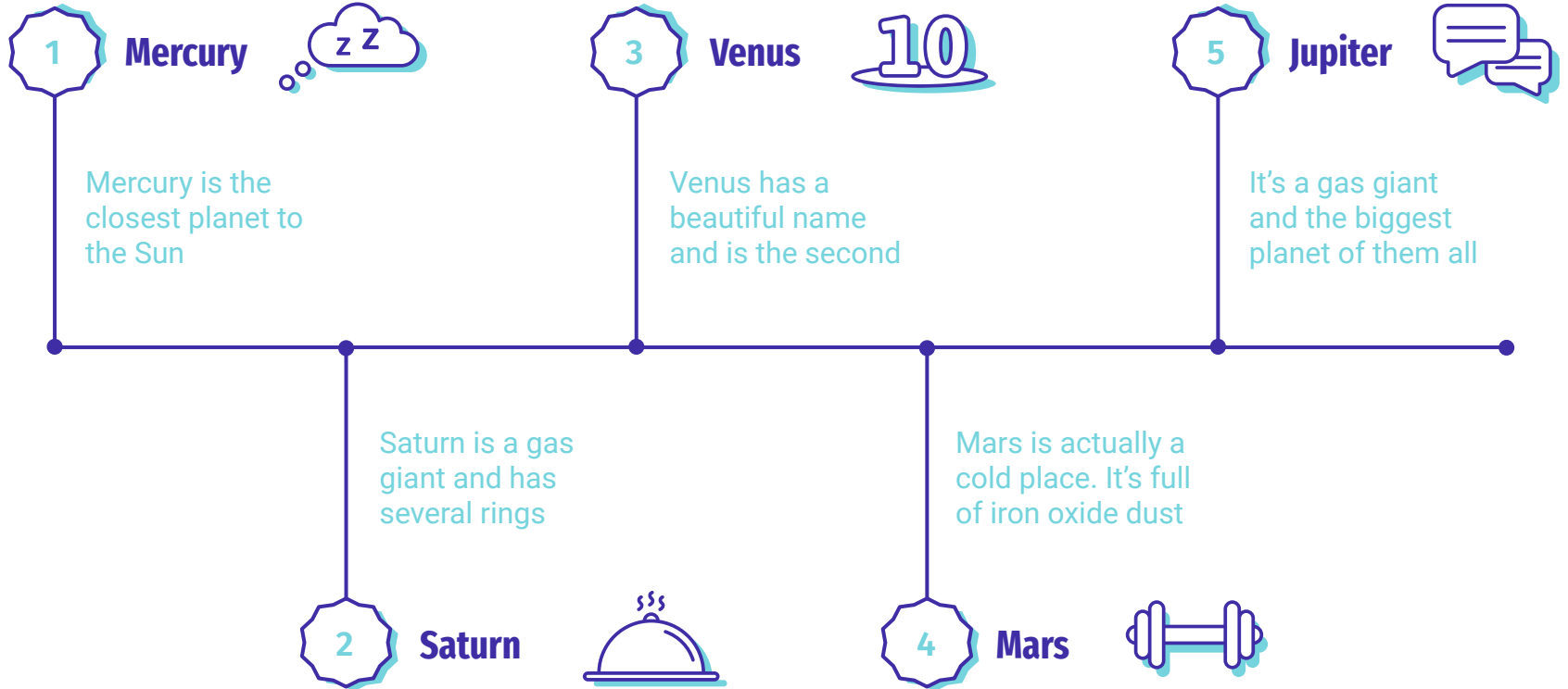
Neptune

Neptune is the farthest planet from the Sun and the fourth-largest by diameter in the Solar System

MENTAL HEALTH INFOGRAPHICS



MENTAL HEALTH INFOGRAPHICS

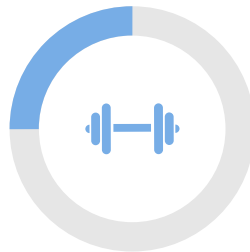


MENTAL HEALTH INFOGRAPHICS



75%

Despite being red, Mars is actually a cold place. This planet is full of iron oxide dust



25%

Jupiter is a gas giant, the biggest planet in the Solar System and the fourth-brightest



50%

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



15%

Neptune is the farthest planet from the Sun and the fourth-largest by diameter in the Solar System

MENTAL HEALTH INFOGRAPHICS



Mercury

Mercury is the closest planet to the Sun



Mars

Despite being red, Mars is a cold place



Saturn

Saturn is a gas giant and has rings



Venus

Venus is the second planet from the Sun



Neptune

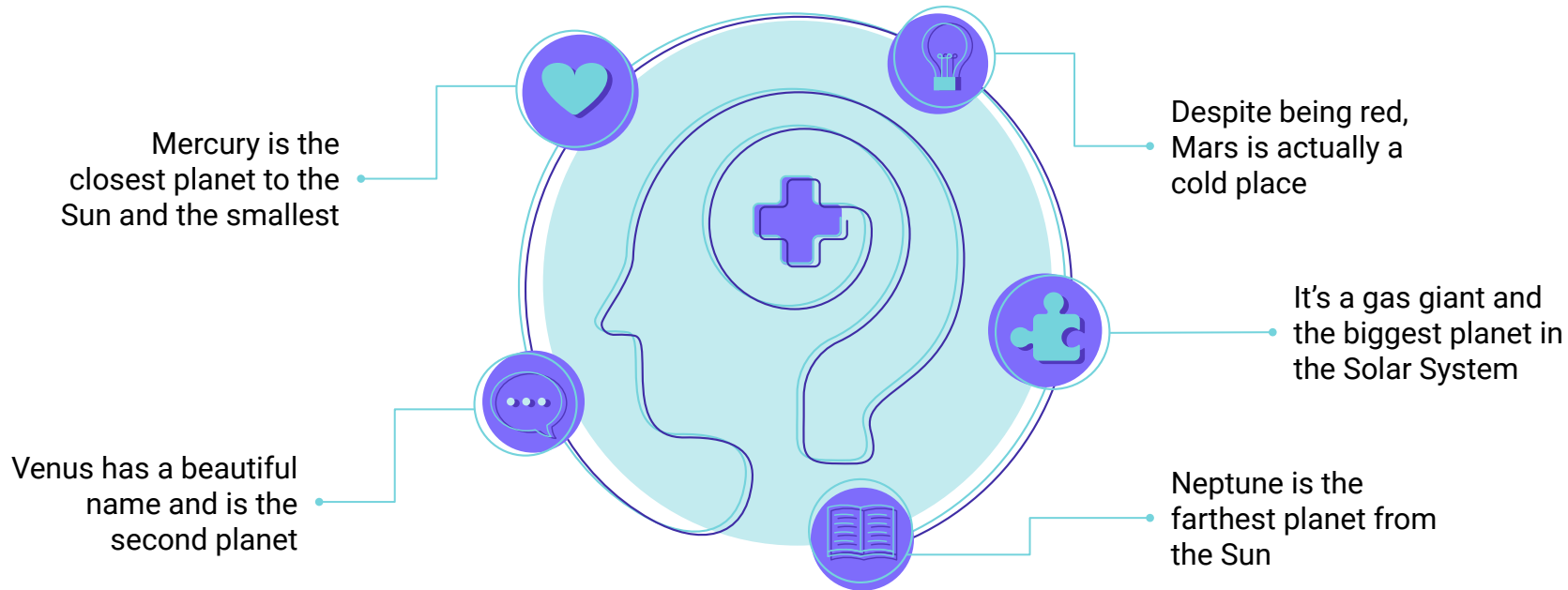
Neptune is the farthest planet from the Sun



Jupiter

It's a gas giant and the biggest planet

MENTAL HEALTH INFOGRAPHICS



MENTAL HEALTH INFOGRAPHICS



Mercury is the closest planet to the Sun and the smallest one



Venus has a beautiful name and is the second planet from the Sun



Saturn, the ringed one, is composed mostly of hydrogen and helium



Neptune is the farthest planet from the Sun and the fourth-largest



MERCURY



VENUS



SATURN



NEPTUNE

MENTAL HEALTH INFOGRAPHICS



Mercury

Venus

Saturn

Neptune

Mars

Mercury is the smallest planet in the Solar System

Venus has a beautiful name and is the second planet

Saturn is a gas giant and has several rings

Neptune is the farthest planet from the Sun

Despite being red, Mars is actually a cold place

MENTAL HEALTH INFOGRAPHICS



- **Mercury**

Mercury is the closest planet to the Sun and the smallest one in the Solar System

- **Venus**

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury

- **Saturn**

Saturn is a gas giant and has several rings. It's composed mostly of hydrogen and helium

- **Mars**

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

MENTAL HEALTH INFOGRAPHICS



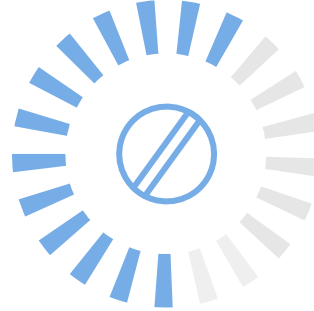
Mercury

Mercury is the closest planet to the Sun and the smallest one



Venus

Venus has a beautiful name and is the second planet from the Sun



Saturn

Saturn, the ringed one, is composed of hydrogen and helium



Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

MENTAL HEALTH INFOGRAPHICS



Mercury is the closest planet to the Sun and the smallest



Venus has a beautiful name and is the second planet



Saturn is composed mostly of hydrogen and helium



It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS



Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System



Venus

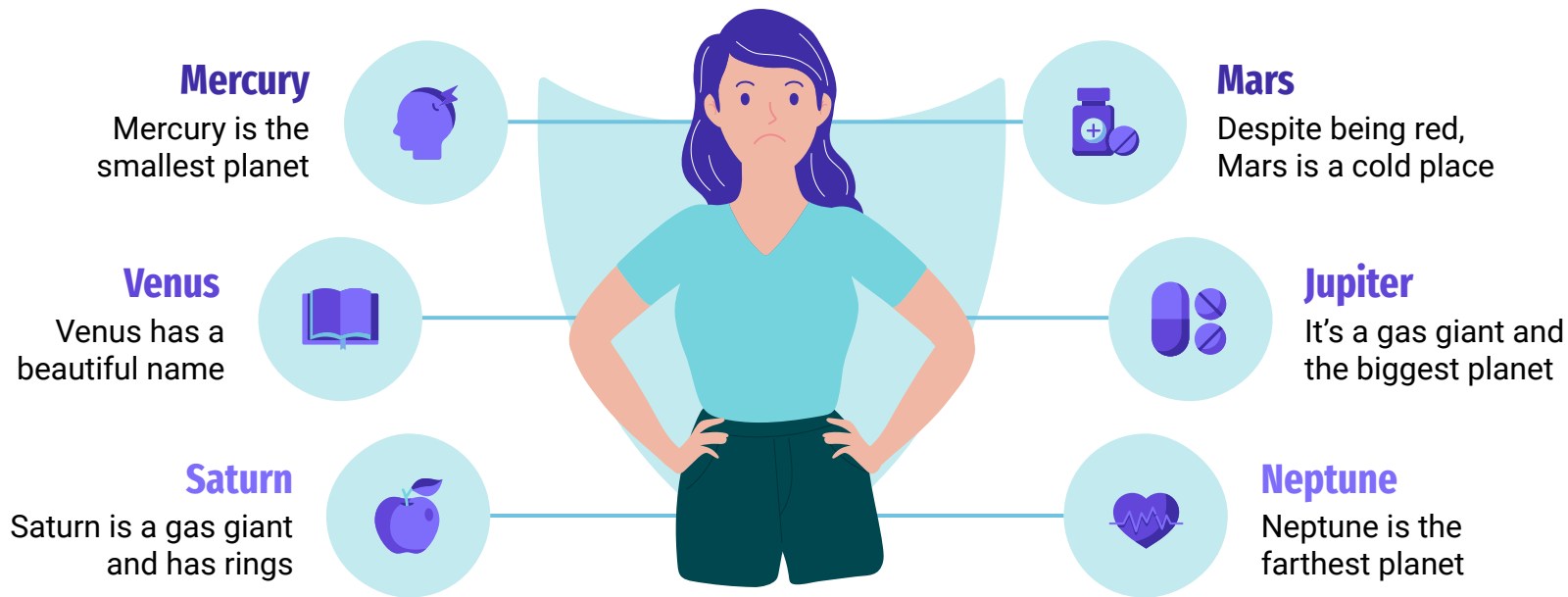
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



Saturn

Saturn is a gas giant and has several rings. It's composed of hydrogen and helium

MENTAL HEALTH INFOGRAPHICS



MENTAL HEALTH INFOGRAPHICS



Mercury is the closest planet to the Sun and the smallest



Venus has a beautiful name and is the second planet



Saturn is composed mostly of hydrogen and helium



It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS



25%

Mercury is the closest planet to the Sun and the smallest one



75%

Venus has a beautiful name, but also a poisonous atmosphere



15%

Saturn, the ringed one, is composed of hydrogen and helium



50%

It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest



Despite being red, Mars is a cold place full of iron oxide dust



Venus has a beautiful name and is the second planet



It's a gas giant and the biggest planet in the Solar System



Saturn is composed mostly of hydrogen and helium



Neptune is the farthest planet from the Sun



MENTAL HEALTH INFOGRAPHICS



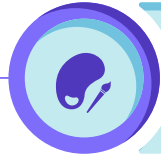
Mars

Despite being red, Mars is a cold place



Saturn is a gas giant and has rings

Saturn



Venus

Mercury is the closest planet to the Sun



Venus is the second planet from the Sun

Mercury

MENTAL HEALTH INFOGRAPHICS



Mercury

Mercury is the closest planet to the Sun and the smallest one

Venus

Venus has a beautiful name and is the second planet from the Sun

10



Mars

Despite being red, Mars is a cold place. It's full of iron oxide dust

Jupiter

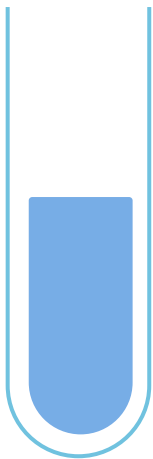
Jupiter is a gas giant, the biggest planet in the Solar System



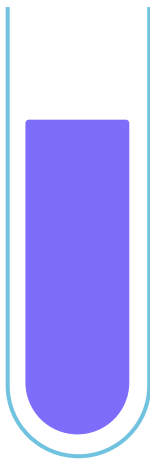
Saturn

Saturn is composed mostly of hydrogen and helium

MENTAL HEALTH INFOGRAPHICS



50%



75%



25%



Mercury is the closest planet to the Sun and the smallest one in the Solar System



Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



Despite being red, Mars is a cold place. It's full of iron oxide dust

MENTAL HEALTH INFOGRAPHICS

Despite being red,
Mars is a cold place



Saturn is a gas giant
and has rings



Neptune is the
farthest planet



Mercury is the closest
planet to the Sun

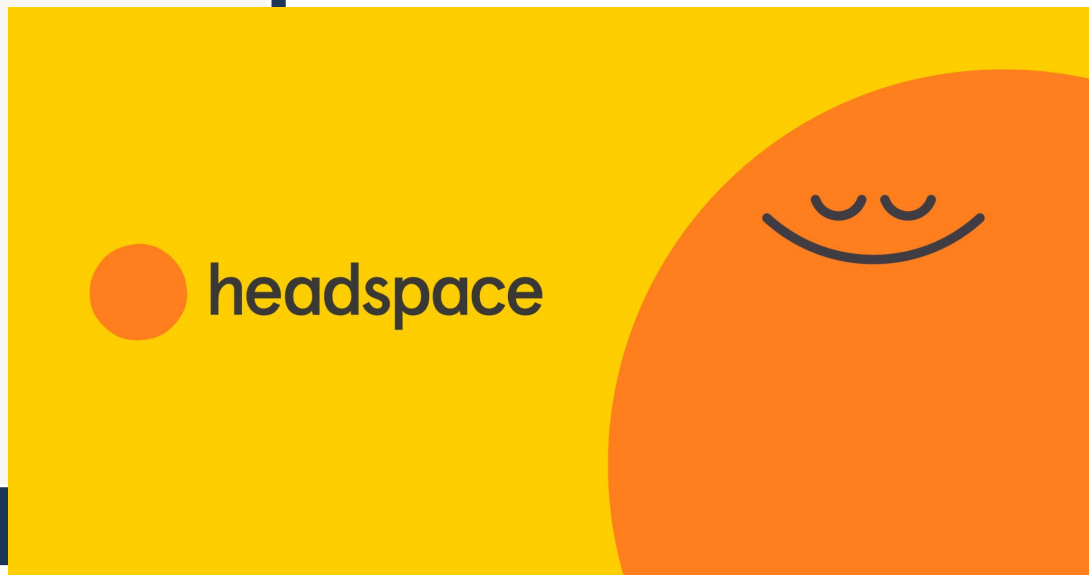


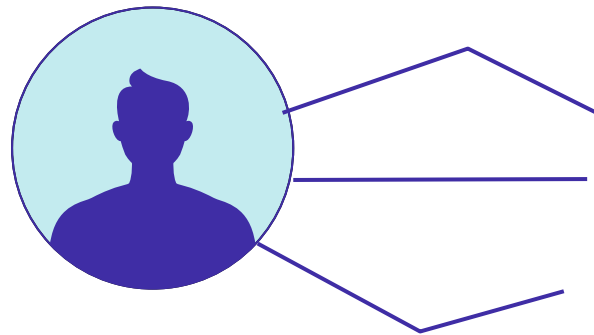
Venus is the second
planet from the Sun



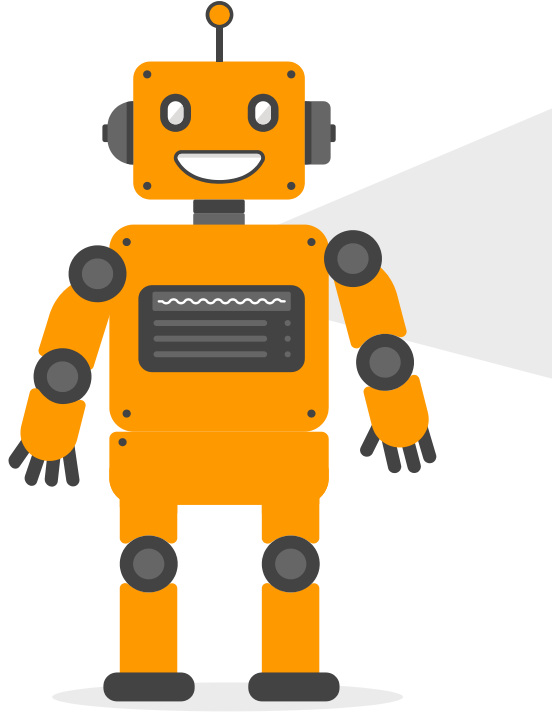
Yes, this is the ringed
one. It's a gas giant















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