

# Using Reddit to find Emotive Words

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# Online Manipulation

- Era of online communities and norms
- Communities and individual can be targeted and attacked through online mediums
- Emotions carry more weight than logic in the decision making process

# Emotions Bad

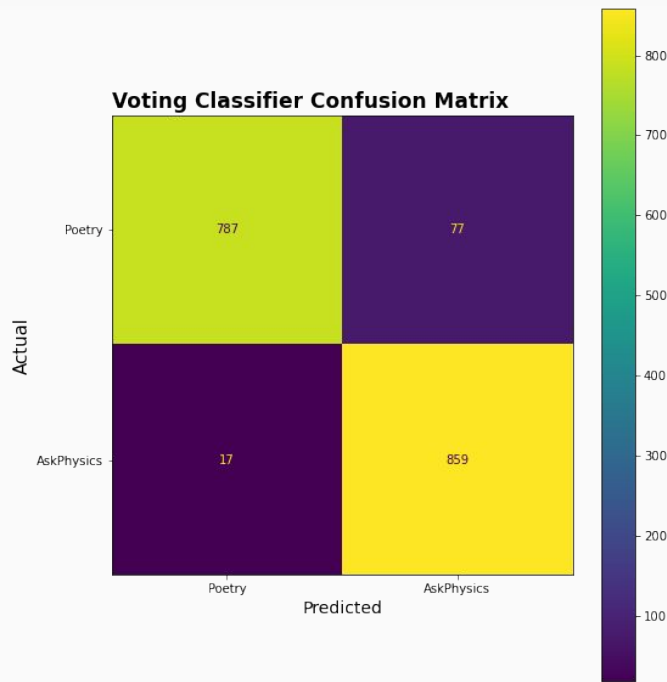
- Not actually true
- Studies have found that emotion and logic are intertwined
- Emotions are built on intuition and a lot data
- Effective persuasion requires both an emotional resonance and logical reasoning

# Methodology

- Select two very distinct subreddits (science vs art)
  - /r/AskPhysics
    - Tried /r/AskScience (didn't go well)
    - Reddit moderation
  - /r/Poetry
- Create models that classify the subreddit of that submission
- Use features (words) and their importance to create a list of words

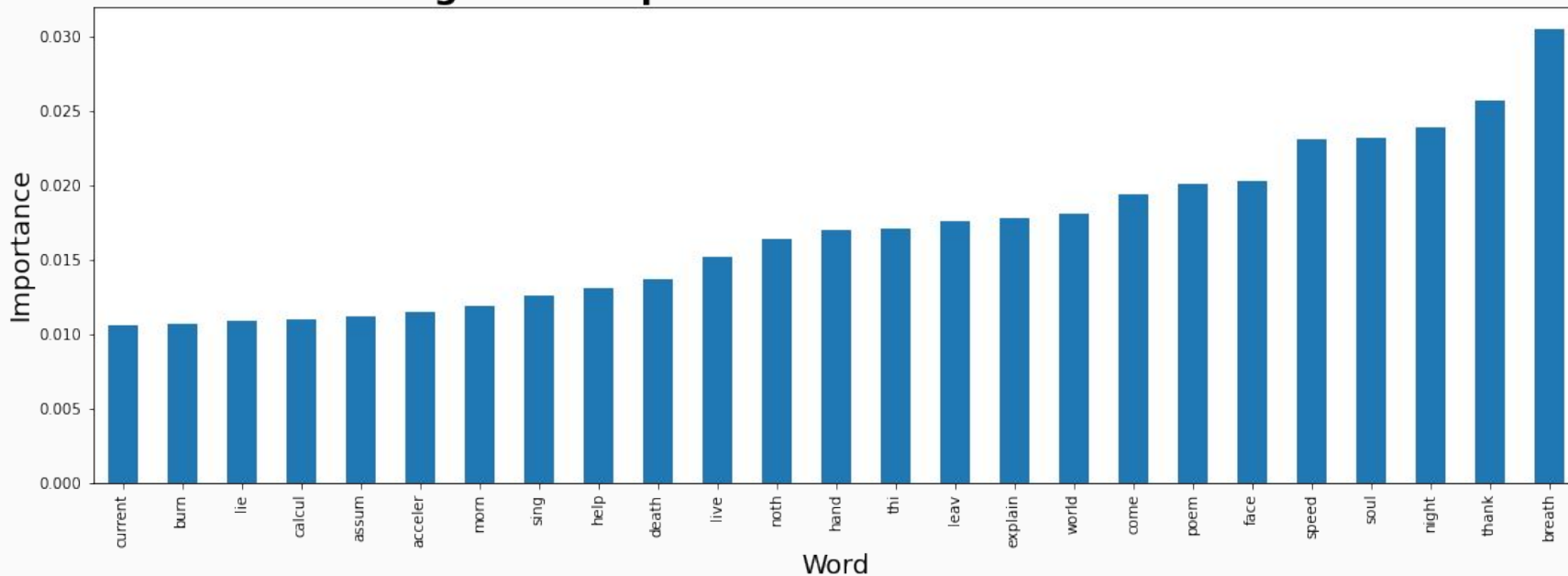
# Model Results

- Best model was the Voting Classifier ensemble
- Used stemming as lemmatize overfit the data
- Accuracy score of .918 vs baseline accuracy of .503

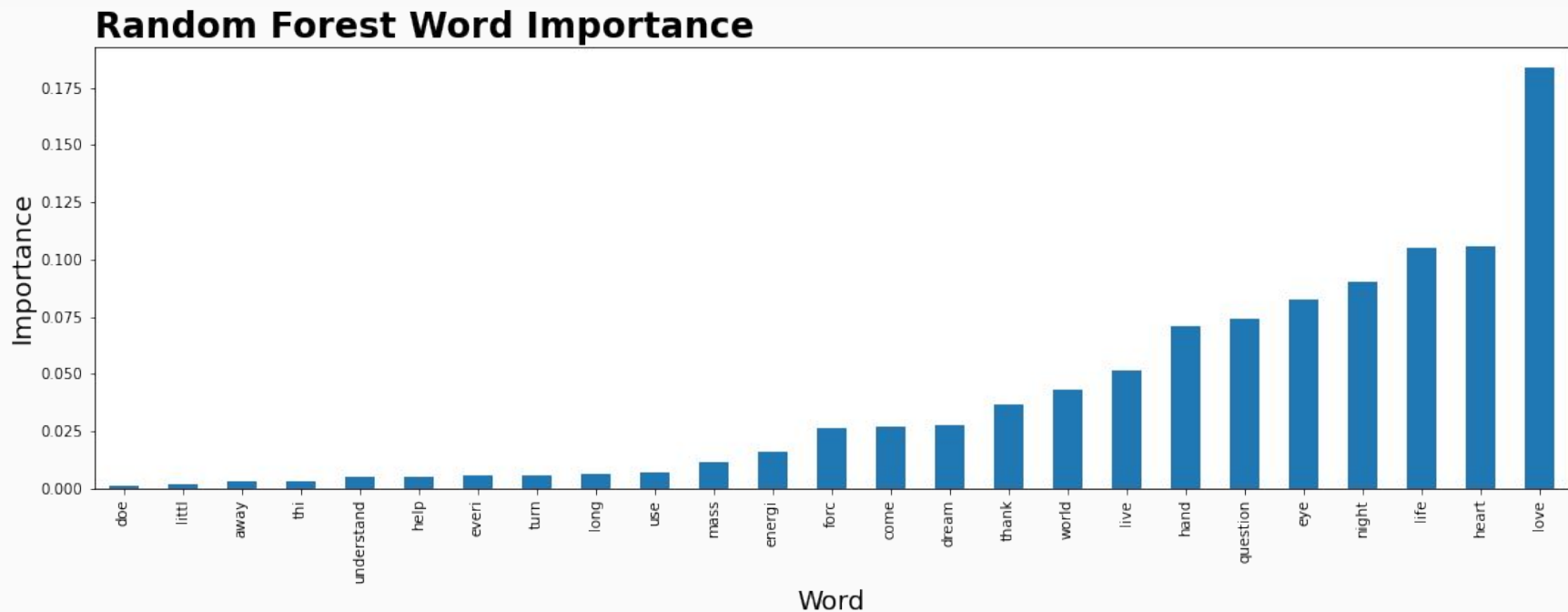


# Emotive Words

**Gradient Boosting Word Importance**



# Less Words



# Conclusions

- Classification models are good at classifying submissions by subreddit
  - at least if there is a clear distinction
- Trying to build a useful list of emotive words through classification of submissions doesn't work well
  - Want to limit or minimize features in model
- Could expand subreddits and iterate classification models with multiple subsets of features (words)
  - Most likely best to use another model



# References

- The effect of emotions on logic:
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- Emotion and marketing:
  - <https://www.b2bmarketing.net/en/resources/blog/why-b2b-marketing-needs-emotional-storytelling>)
  - <https://customerthink.com/neuroscience-confirms-we-buy-on-emotion-justify-with-logic-yet-we-sell-to-mr-rational-ignore-mr-intuitive/>
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