

A blue parallelogram and a light green parallelogram are positioned in the upper-left corner of the slide. The blue shape is partially behind the green one, and both are oriented diagonally.

# 'Be Ethical'

#EthicalorNah?

The background image shows a laptop screen with a dark overlay. On the screen, there is a line graph with a blue line showing an upward trend, and a pie chart with a large blue section and a smaller green section. The text 'Mission statement: Don't be duped by imposters' is written in white, bold, sans-serif font across the center of the screen.

# Mission statement:

Don't be duped by  
imposters

# The problem

Teenagers with full access to the web and low media literacy need help.

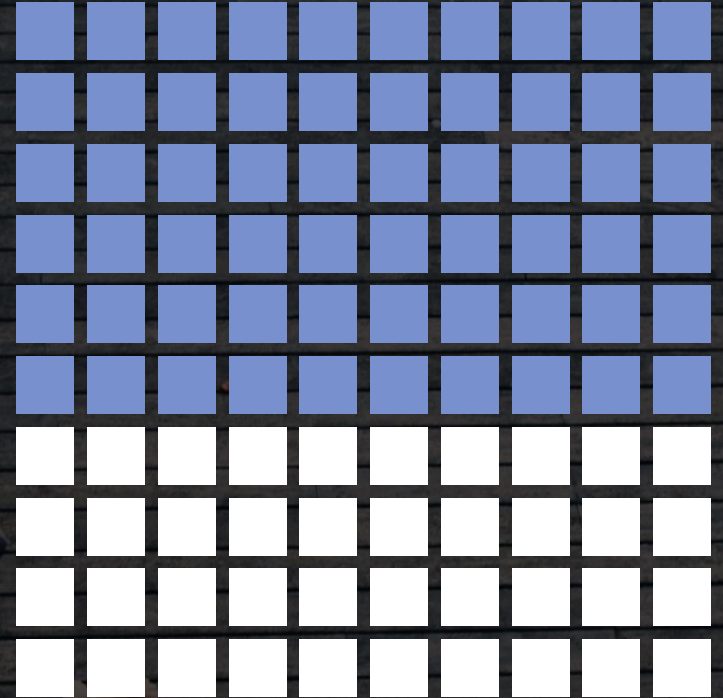
Schools and busy parents are not filling the gap.

Increasingly teens are exposed to ideas that parents and communities aren't ready to tackle.



# Why now?

Teenagers' increasing time online has affected their soft people skills.



# Examples:

*Can we effectively discriminate between ethical and non-ethical post?"*



If someone asks you a question that could easily be googled, consider the fact that this person might just want to talk with you.



Most modern microwaves have a mute function to turn off the beep. Typically, its by holding 0 for 3 seconds.



If you want to dine and dash at a restaurant, take the bill with you and leave a tip.



If the apartment next to you is an AirBnB book one night there and get the WiFi password. You'll never pay for internet again.



# The Data

PushShift

LPT = 54k, ULPT = 23k

Titles

N\_grams

# The Scores

	Baseline	GridRF	LogReg
Scores	.50	.53	.51



# How it works

Natural Language  
Processing

CountVectorizer, Tfidf

Random Forest:

Stratified y

Logistic Regression

A close-up, slightly blurred photograph of a person's hand holding a pen, poised to write on a surface. The background is out of focus, showing what appears to be a desk and some indistinct shapes. The lighting is soft, and the overall tone is muted.

The solution

Classification Widget:

Add this to your Chrome browser.

Filter subreddits you don't want your teen to see.



# Action

***Adopt this model.***

***Develop it into a widget or filter option.***

Integrate this filter into your browsers platform.

An aerial photograph of New York City at dusk. The Empire State Building is the central focus, its top illuminated with red and green lights. The city's dense skyline of skyscrapers is visible, with many windows glowing from interior lights. The Hudson River and the New York Harbor are visible in the background under a dark, cloudy sky.

Questions ?