



Toxicity Sentiment Analysis

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Problem Statement and Analysis

- Sentiment Analysis has become extremely important with the rise of social media
- Identifying emotional trends of the world
- Tailoring business products to the right customers based on emotion
 - Targeted advertising
- PR work, tailoring response to fit accordingly with a situation



Use-Cases

- Social media content moderation
- Hate Speech detection in online forums
- Website categorization
- Financial market decisions
- Feedback across many domains
 - Reviews, comments, suggestions



AI Model and Algorithm

- Trained on custom datasets
 - Used SKLearn to determine metrics.
 - Hugging Face Evaluate does evaluations
- Pre-trained models
- Focused on application than model creation



Results and Demonstration



Lessons Learned

- Sentiment and toxicity analysis are very important
 - Well-made models do matter
 - Some are incomplete
 - External libraries are versatile and extremely important
 - Document everything
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- AI depends on training (can be subjective)
 - AI is extremely literal, requires context
 - Models aren't always accurate or intuitive to a person



Questions?