PREDICTING ENDORSEMENT OF USER-GENERATED CONTENT

GO FOR GOLD

"EARLY ENDORSEMENT" OF USER-GENERATED CONTENT:

* PERCEIVED AS AUTHENTIC, WHEREAS LATER RESPONSES BECOME MORE LIKELY TO INVOKE THE SUSPICION OF BANDWAGONISM

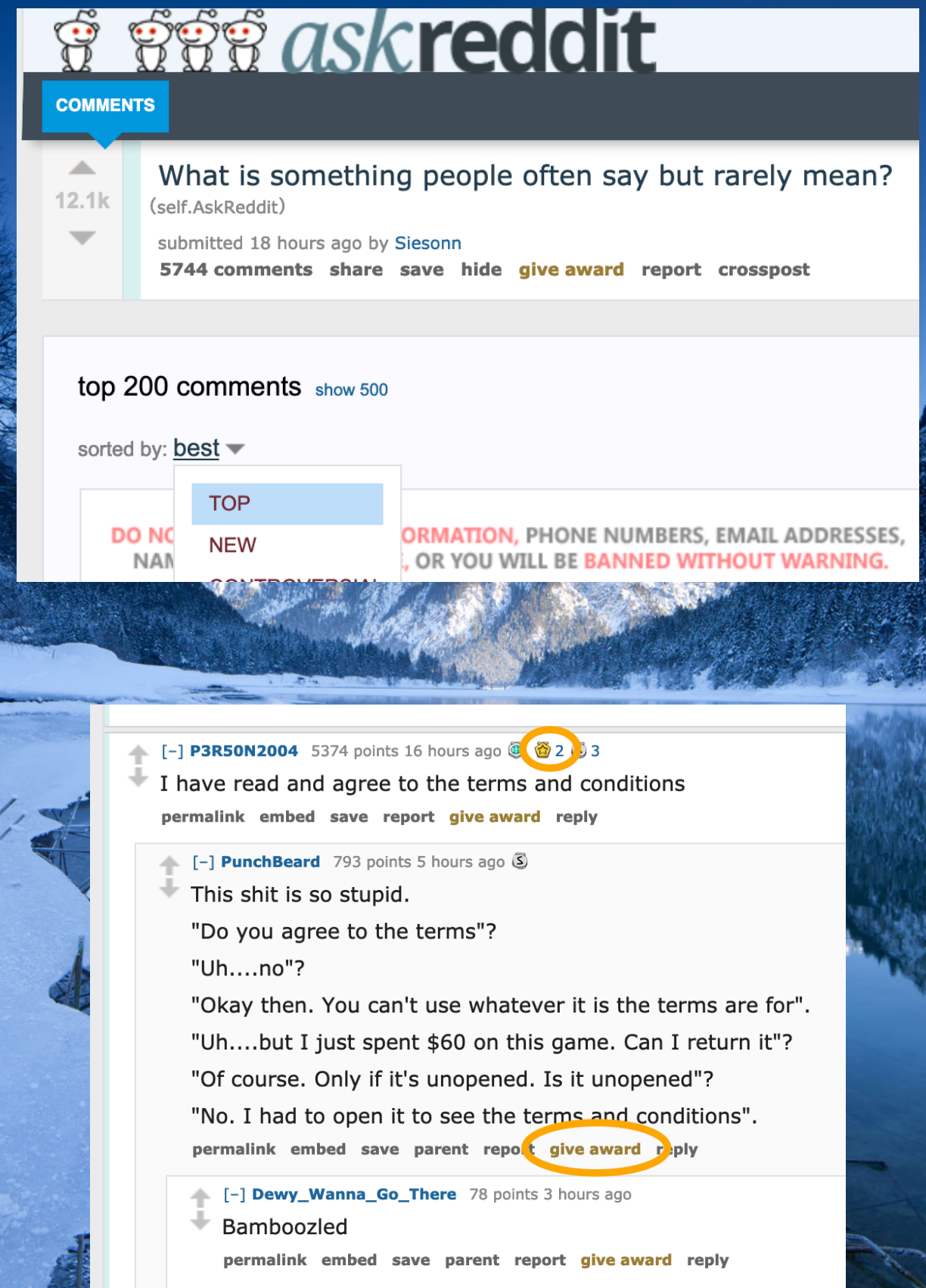* A BRAND "SPENDING" ATTENTION ON SOMETHING THAT DOES NOT HAVE AN IMMEDIATE OBVIOUS PAYBACK IN EXPOSURE

* CORRELATES WITH, SYNERGISTIC WITH LATENT VIRAL POTENTIAL

Alyssa Milano ✓
@Alyssa_Milano

Follow

If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

> Me too.
>
> Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

1:21 PM - 15 Oct 2017

24,751 Retweets 53,374 Likes

68K   25K   53K

#MeToo wasn't originally called a campaign. Early joiners got praise, later ones got suspicion.

TEXT CLASSIFIER THAT PREDICTS EARLY ENDORSEMENT

* SUBFORUM "ASKREDDIT" POSES QUESTIONS, EXPECTS MEANINGFUL COMMENTS

* PAY $10 TO GIVE A COMMENT "GOLD" - STAMPS IT FOR ALL TO SEE
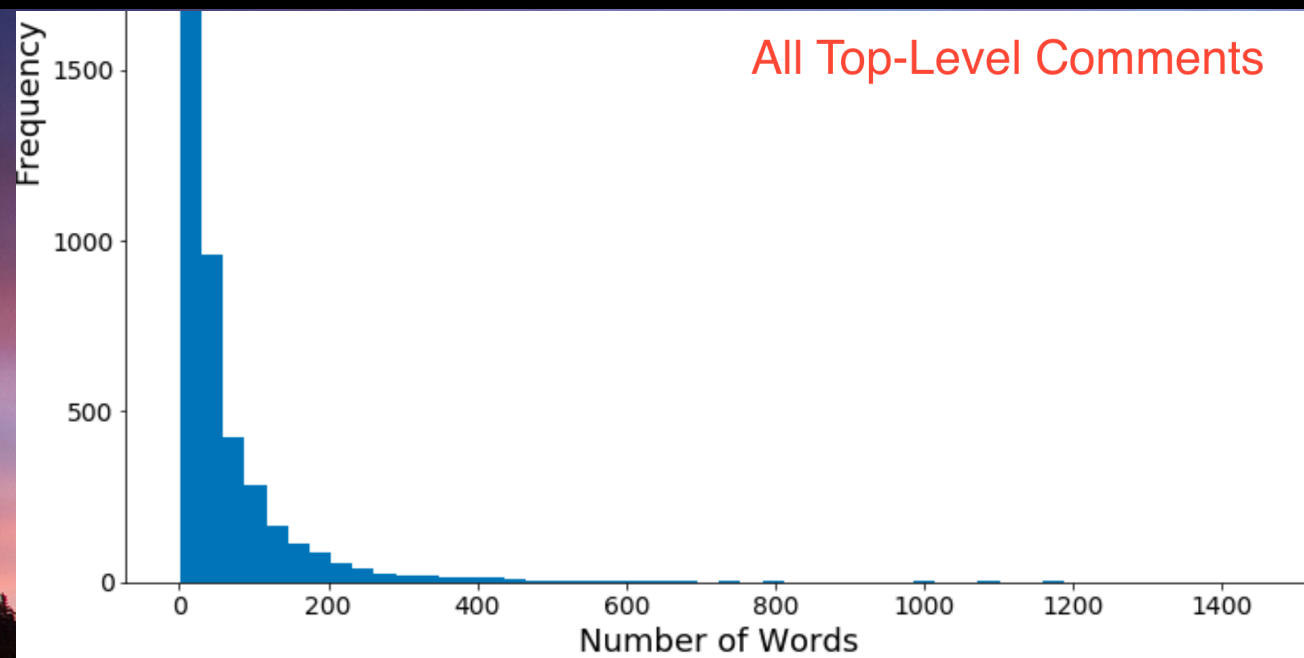
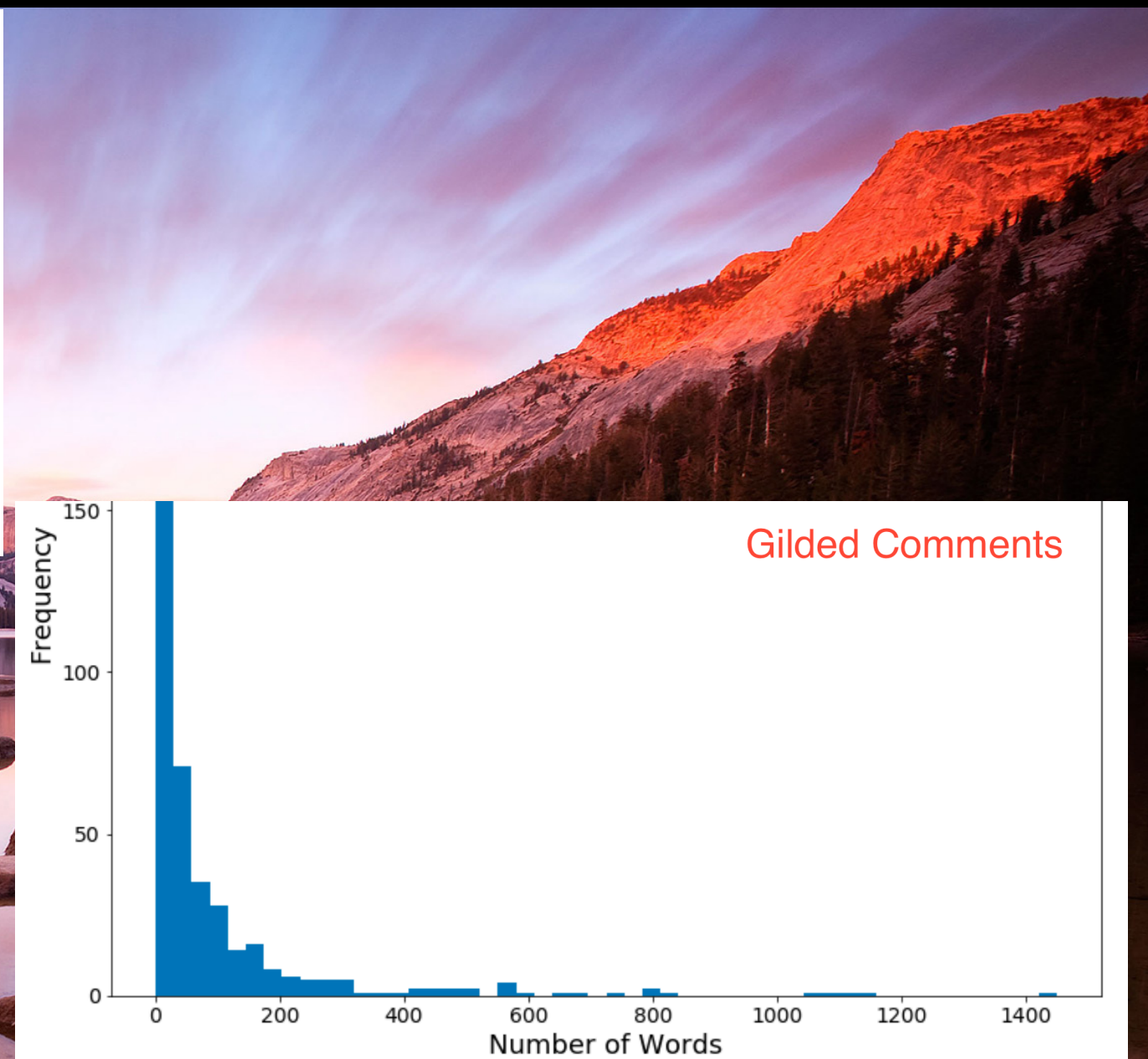* GOLD IS ANONYMOUS, SO A GOOD MEASURE OF ACTUAL POTENTIAL
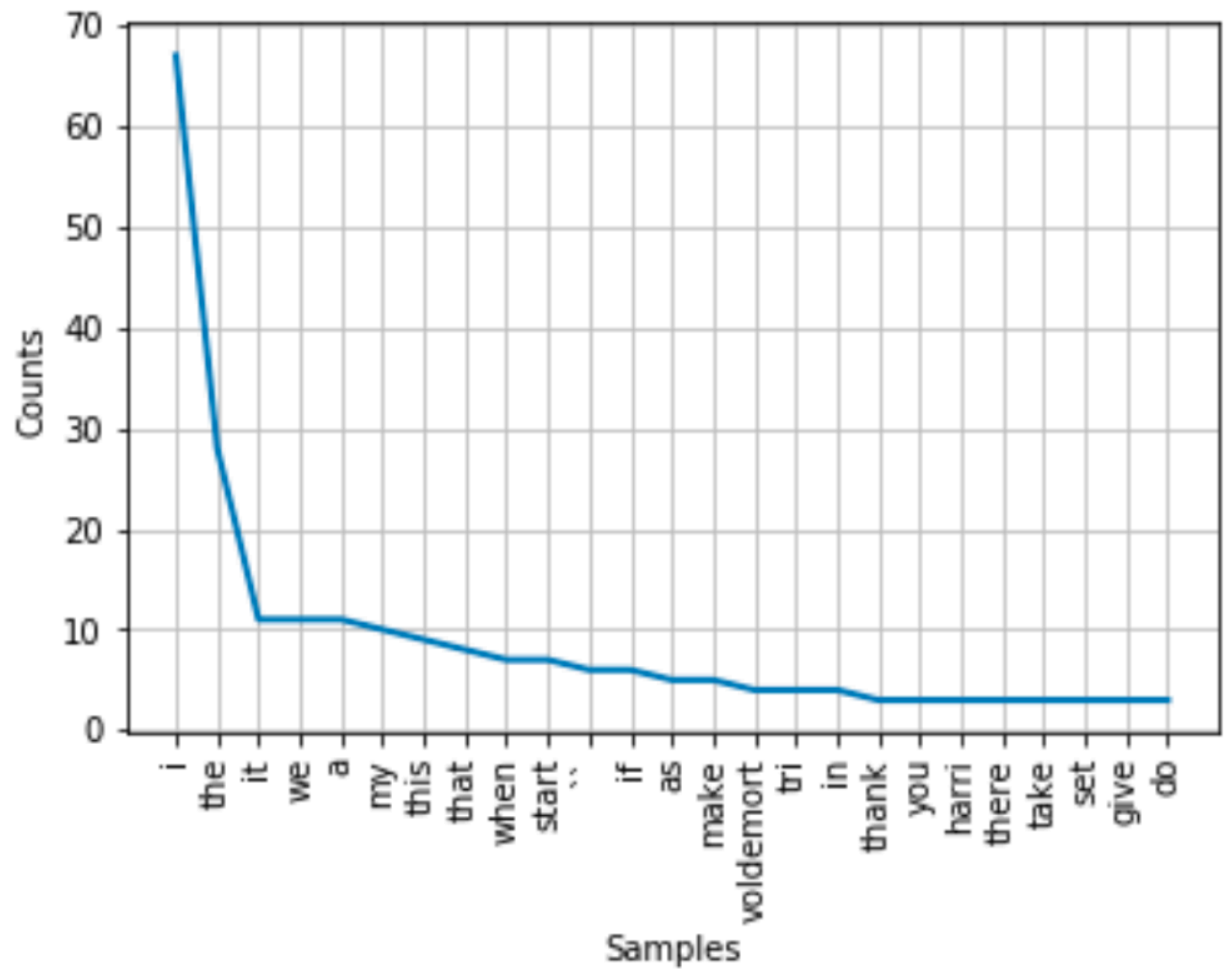

Twice "gilded" top-level comment

"Three carefully stringed words are worth more than a book of gibberish. It's not the word count but the impact of those words that counts."
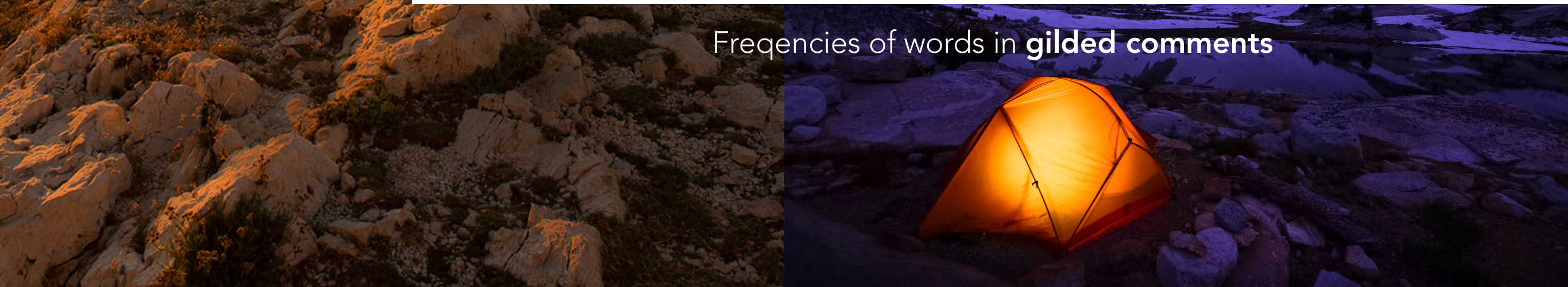
–RICHELLE E. GOODRICH

T-Test gave **pvalue = 7.8626372277785603e-09**

Freqencies of words in **gilded comments**

Precision = $\dfrac{True\ Positive}{True\ Positive + False\ Positive}$

$= \dfrac{True\ Positive}{Total\ Predicted\ Positive}$

True Positive + False Positive = Total Predicted Positive

Performance Metrics: Precision, Recall, and most practically, FP:TP ratio

	precision	recall	f1-score	support
0	0.910387	0.983498	0.945531	909
1	0.166667	0.032967	0.055046	91
accuracy			0.897000	1000
macro avg	0.538527	0.508233	0.500289	1000
weighted avg	0.842708	0.897000	0.864497	1000

```
Classes predicted:   [0 1]
Accuracy:   0.897
ROC AUC Score:   0.6487324556631487
True Pos:  3 False Pos:  15
FP to TP Ratio::   5.0
True Neg:  894 False Neg:  88
```