NEWS POPULARITY ON DIFFERENT PLATFORMS

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GitHub

Why important?

Where to post?

What to post?

When to post?

News Popularity

What to post?

When to post?

Where to post?

(classification)

UCI

Data Description

- Features:

1. Publish Date
2. Topic (economics, Obama, Microsoft, Palestine)
3. Title / Sentiment Title (No need to preprocess)
4. Headline / Sentiment Headline (No need to preprocess)
5. News popularity on different platforms (Facebook, GooglePlus, LinkedIn)

* No missing value in the dataset.

Categorical features

- Features:

1. Publish Date
2. **Topic (economics, Obama, Microsoft, Palestine)**

   OneHotEncoder:

   ‘x0_economy’, ‘x0_microsoft’, ‘x0_obama’, ‘x0_palestine’
3. Title / Sentiment Title
4. Headline / Sentiment Headline
5. News popularity on different platforms (Facebook, GooglePlus, LinkedIn)

Continuous features

- Features:

1. **Publish Date**
   - **Unix time**
2. Topic (economics, Obama, Microsoft, Palestine)
3. Title / Sentiment Title
4. Headline / Sentiment Headline
5. **News popularity on different platforms (Facebook, GooglePlus, LinkedIn)**

They are all reasonably bounded. Thus, MinMaxScaler!

Label

- Features:

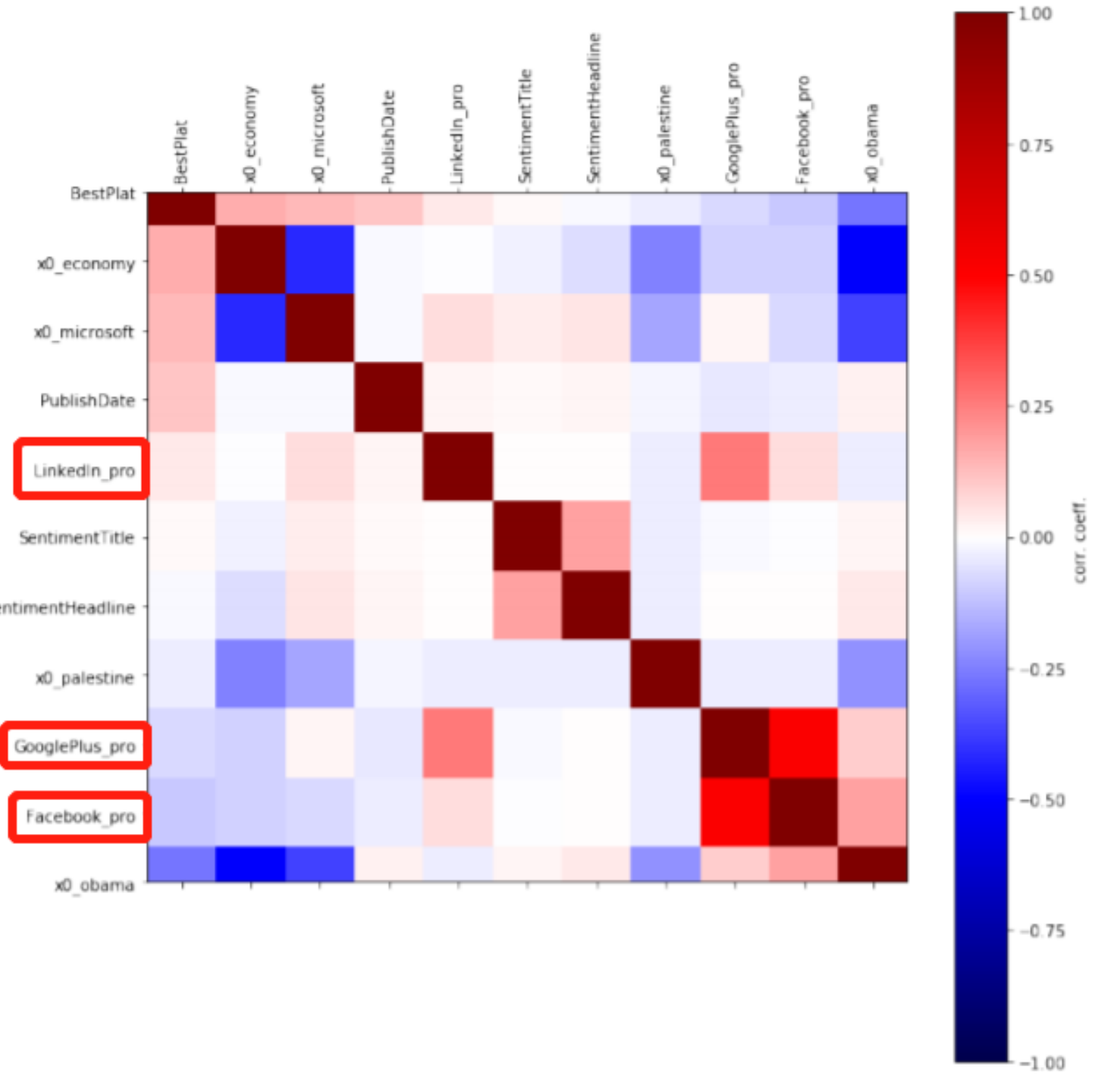
1. Publish Date
2. Topic
3. Title / Sentiment Title
4. Headline / Sentiment Headline
5. **News popularity on different platforms (Facebook, GooglePlus, LinkedIn)**

Data Preprocessing:

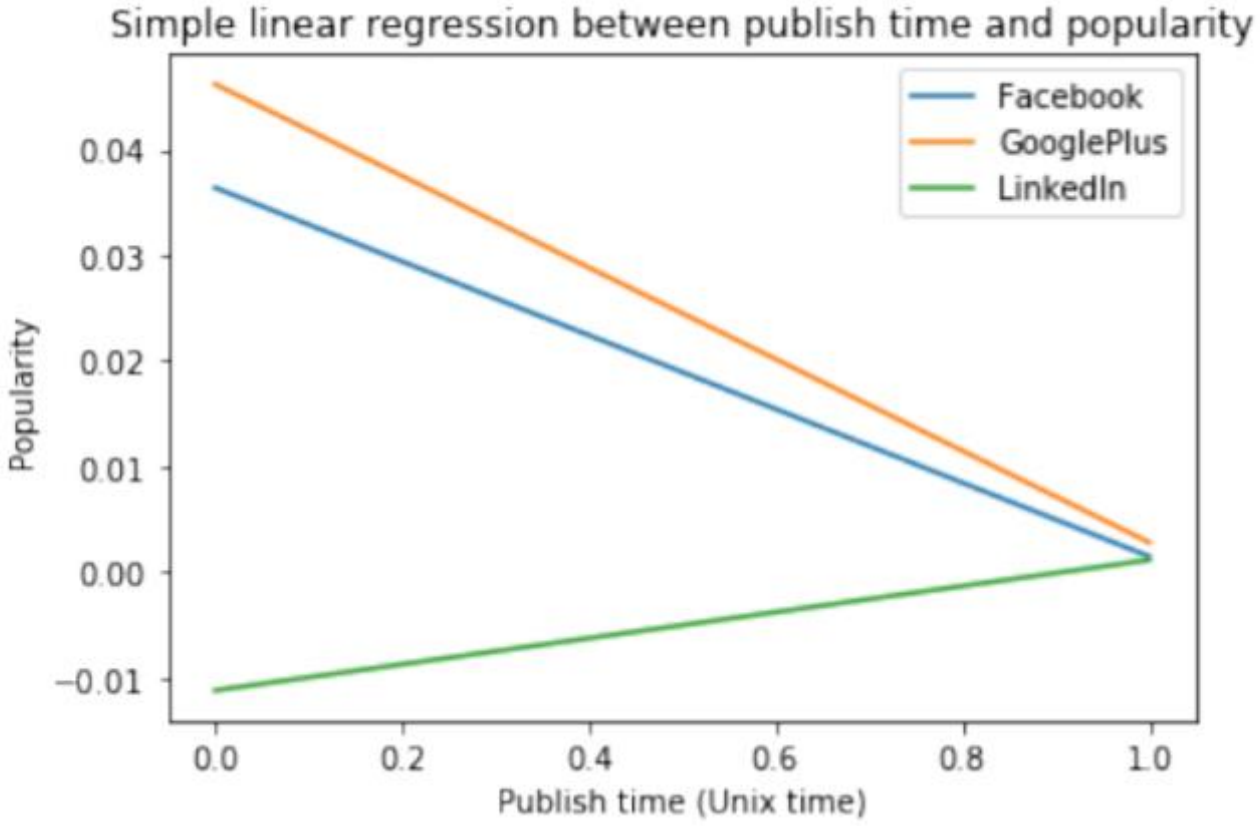
- No missing value in the dataset.
- Resulting dataset:

```
df.shape
```

```
(93239, 16)
```

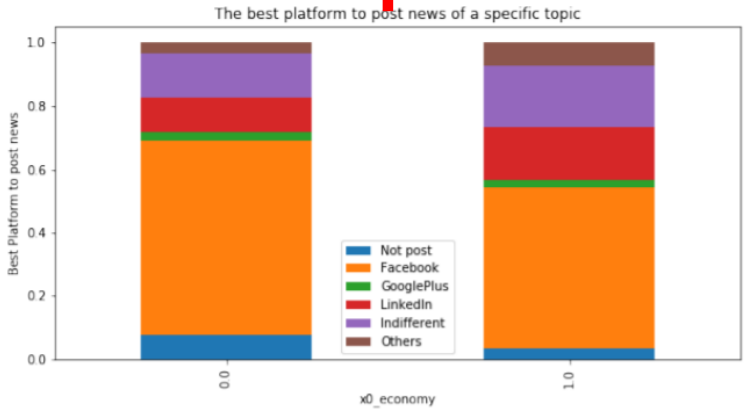


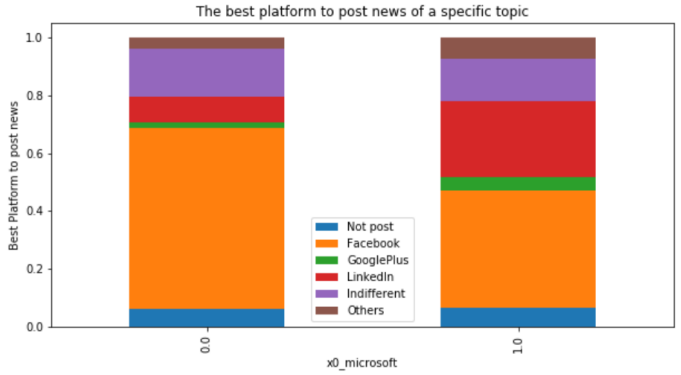
Exploratory Data Analysis

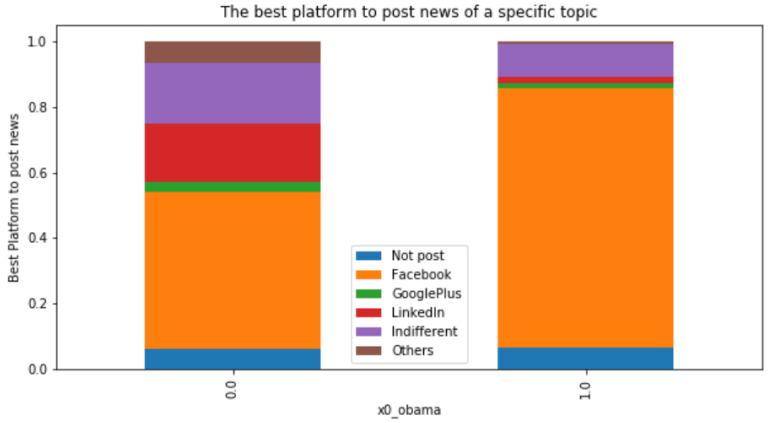


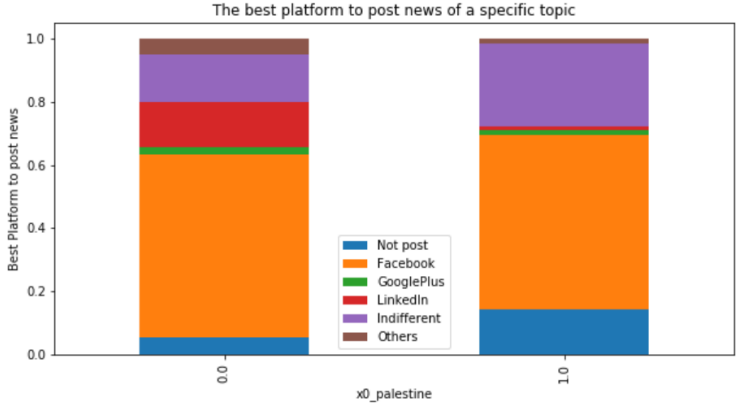
Exploratory Data Analysis

P(choose Facebook as final platform | topic = economy) < P(choose Facebook as final platform | topic != economy)

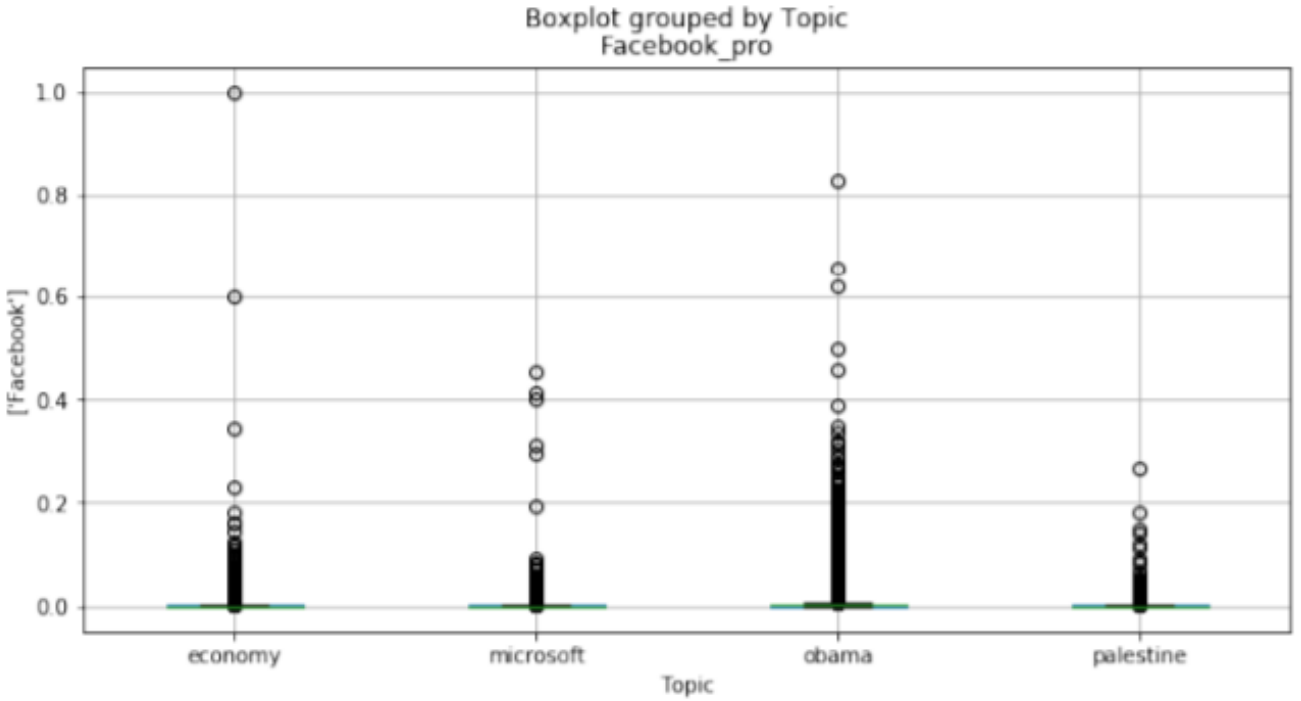






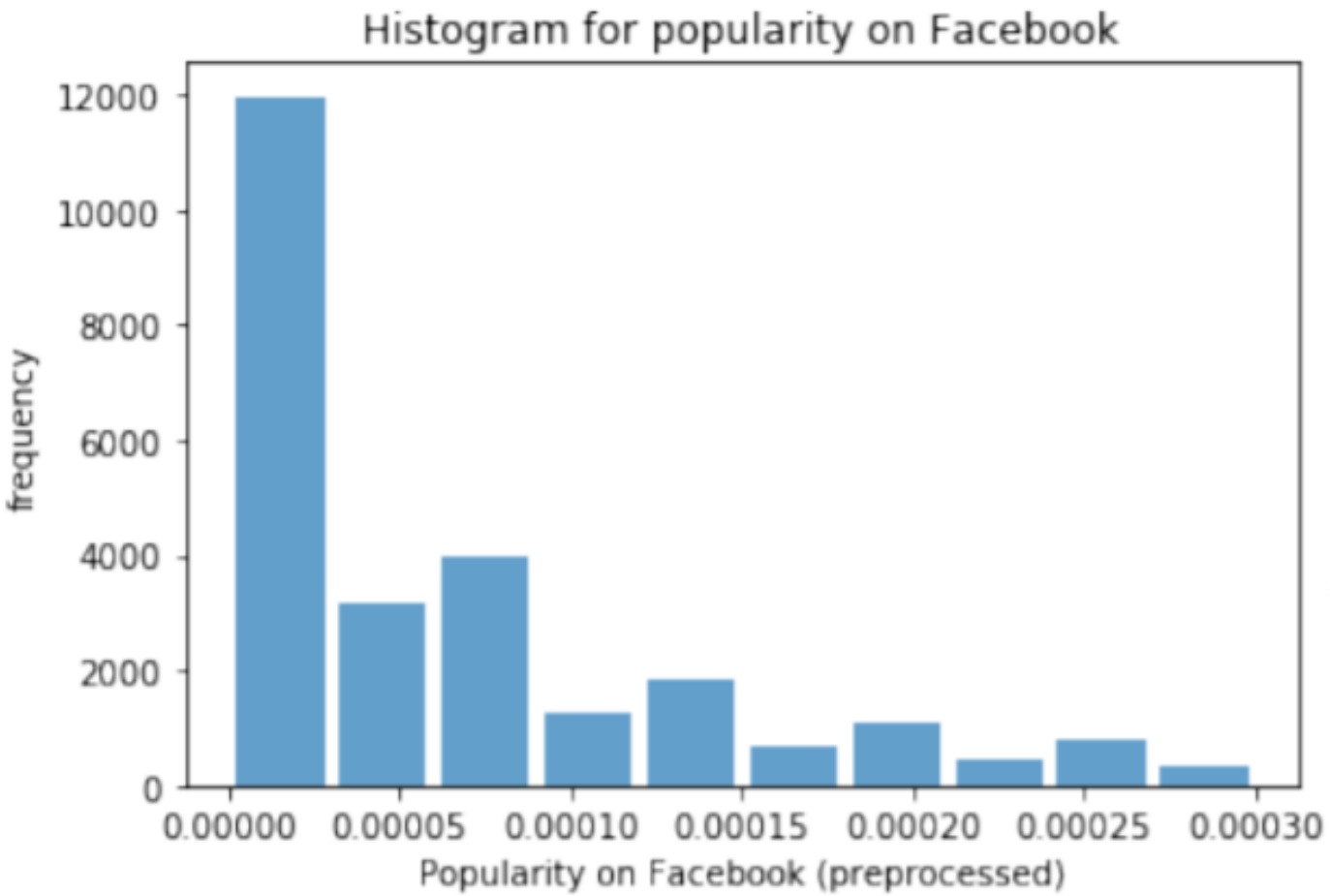


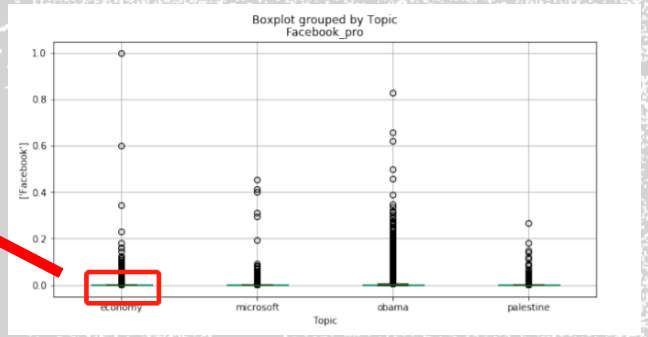
Exploratory Data Analysis



Exploratory Data Analysis

Exploratory Data Analysis





THE END

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