

# Tweeting About Disaster

Using Neural Networks and NLP to  
Detect Tweets About Real Crises

Flatiron School // Data Science //  
Project 4 // Zaid Shoorbajee



# Overview

- Business Understanding
- Data Understanding
  - Dataset
  - NLP
- Modeling
- Evaluation
- Recommendations
- Future Work

# Business Understanding

A news outlet, *The Flatiron Post*, wants to report on stories of natural disasters and other kinetic events as they happen.

- Plane crashes, earthquakes, hurricanes, wildfires, terrorist attacks, etc.
- Such events can happen without warning
- Twitter can help monitor for events, but there's too much noise for humans to parse through
- Can we use Machine Learning to predict if a tweet is about a disaster or not?





# Data Understanding: Dataset

## Kaggle's Disaster Tweets dataset

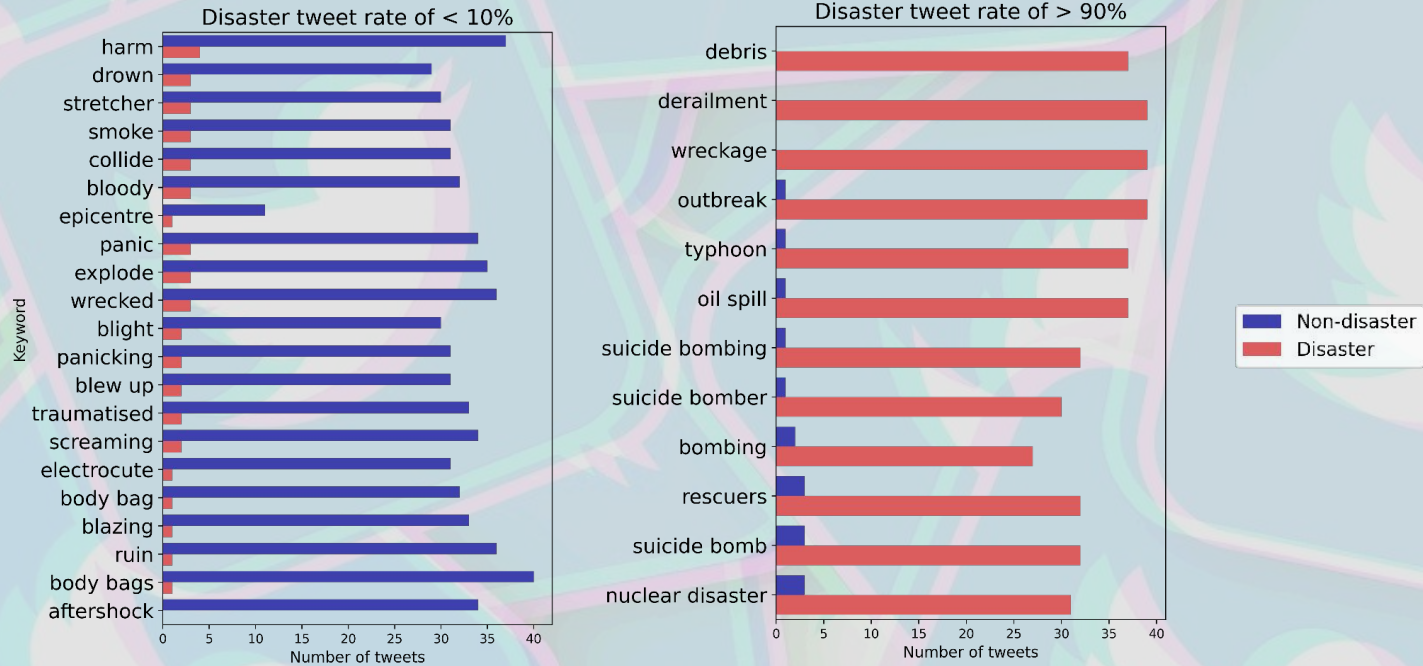
- 7,163 tweets
- 42% disaster tweets,
- 58% non-disaster tweets

<b>Keyword</b>	Search term used to search for tweets
<b>Location</b>	User-generated location on the account
<b>Text</b>	Actual text of tweet
<b>Target</b>	Binary label 1: Disaster // 0: Non-disaster



# Data Understanding: Dataset

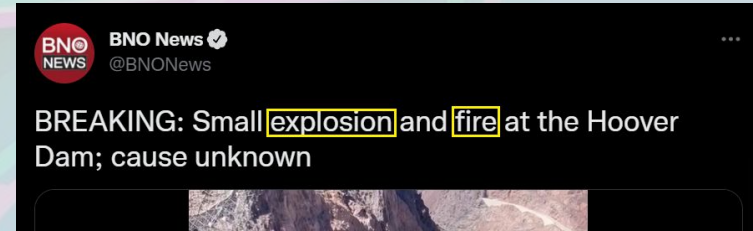
## Class Distribution by Keyword



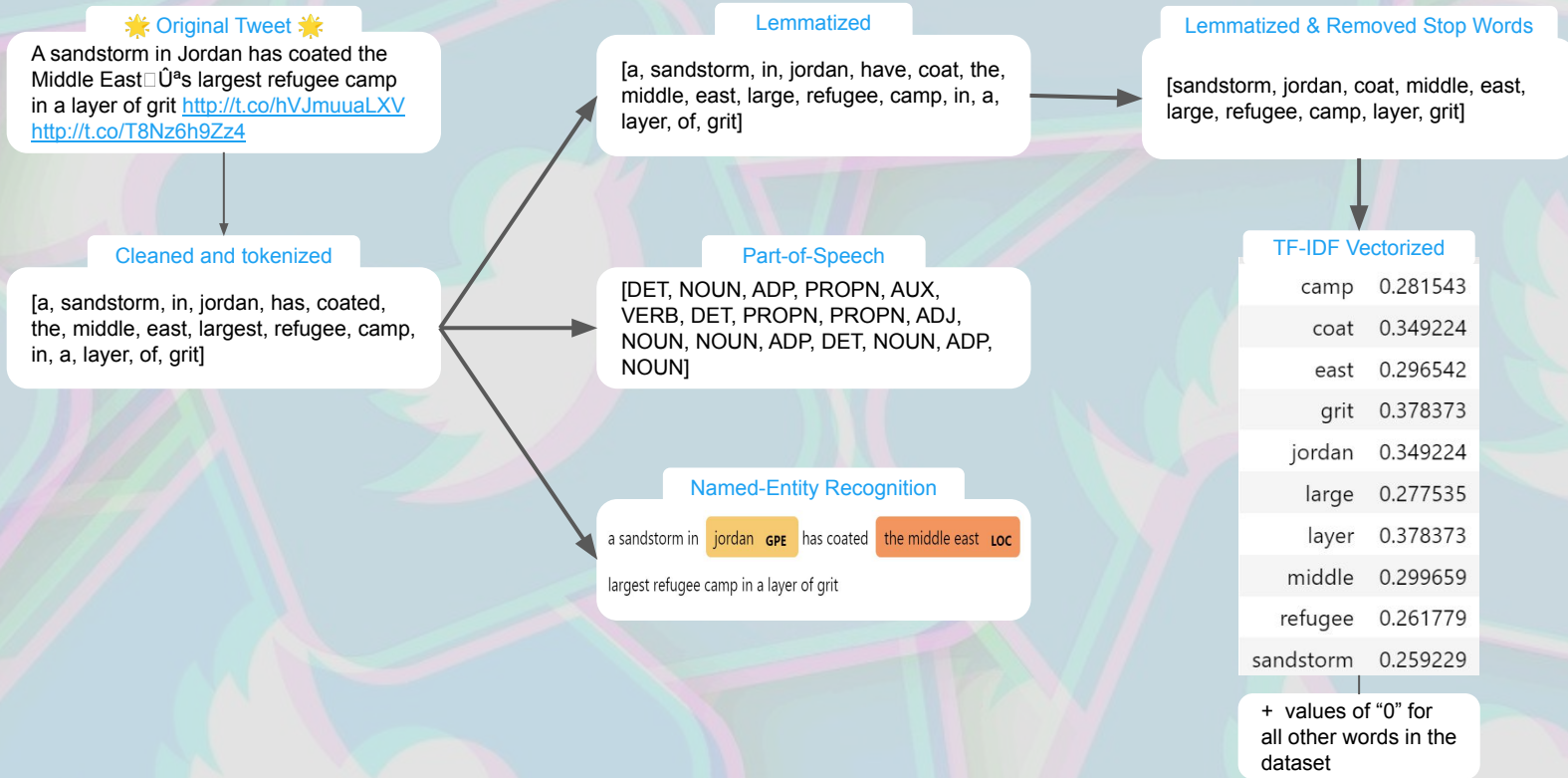
# Data Understanding: NLP

## Natural Language Processing

- Language is messy
  - Easy for humans to understand; not for machines
- Unstructured data
- Must be heavily processed



# Data Understanding: NLP

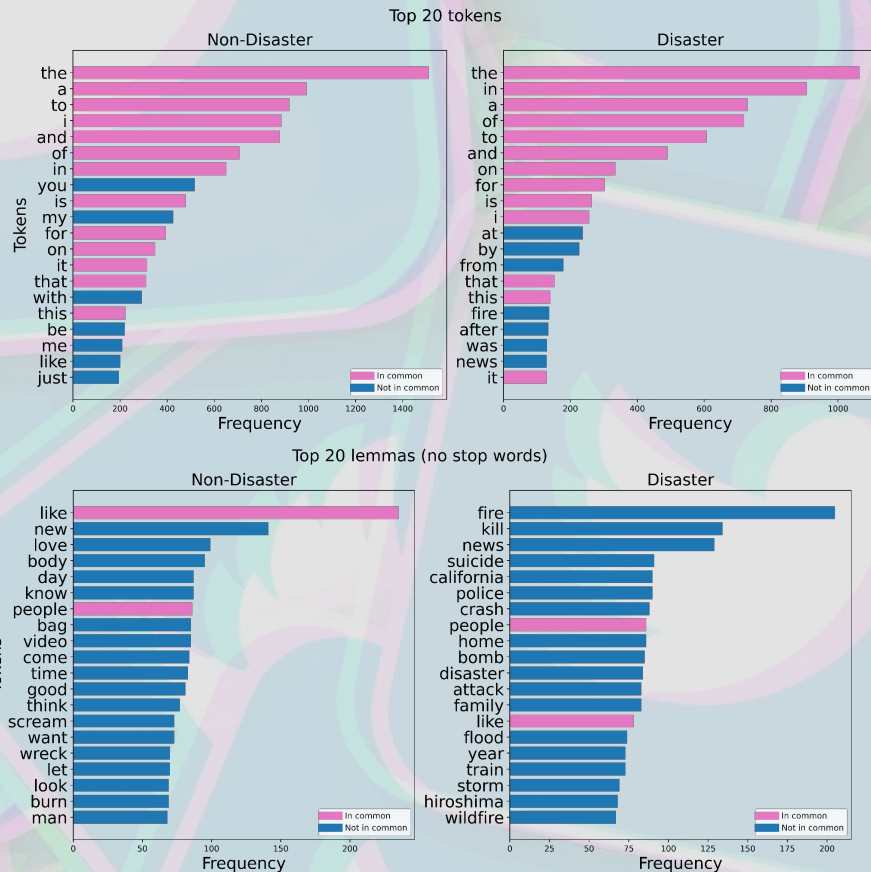
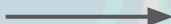




# Data Understanding: NLP

## Effects of Lemmatization & Removing Stop words

This version has fewer words in common between disaster and non-disaster tweets





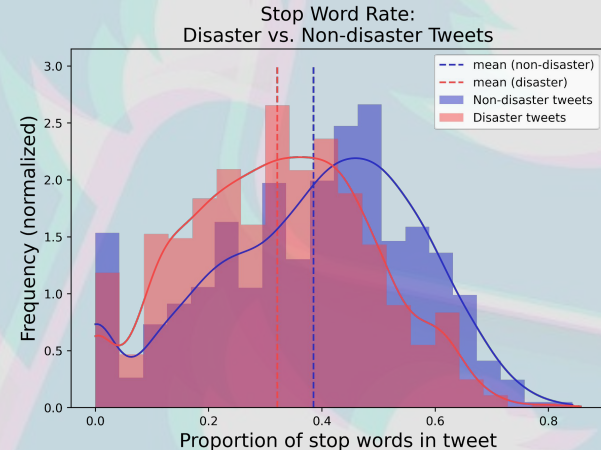
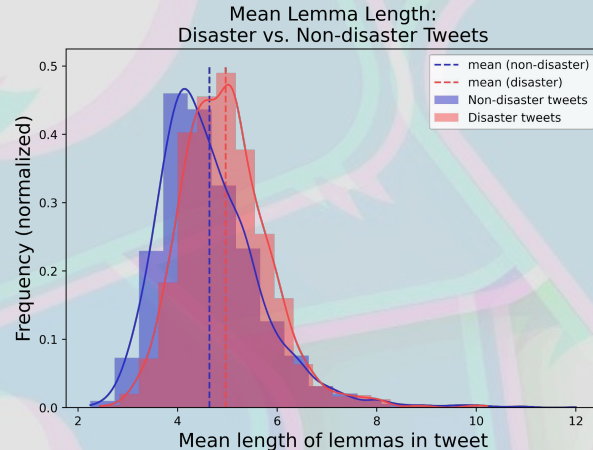
# Data Understanding: NLP

## Meta-Features

Aside from linguistic features, we can extract seemingly arbitrary information about each tweet

- Character count
- Number of stop words
- Proportion of stop words
- Character count of non-stop words divided by total character count
- Number of tokens
- Average length of lemmas
- Number of unique lemmas
- Proportion of words that are hashtags (#)
- Proportion of words that are mentions (@)
- Has URL

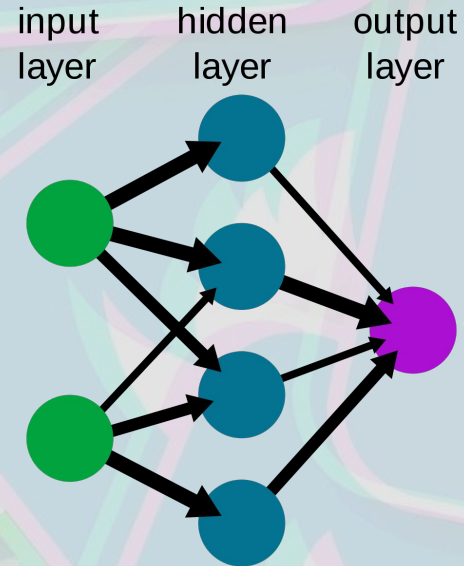
## Examples:



# Modeling

## Neural Networks:

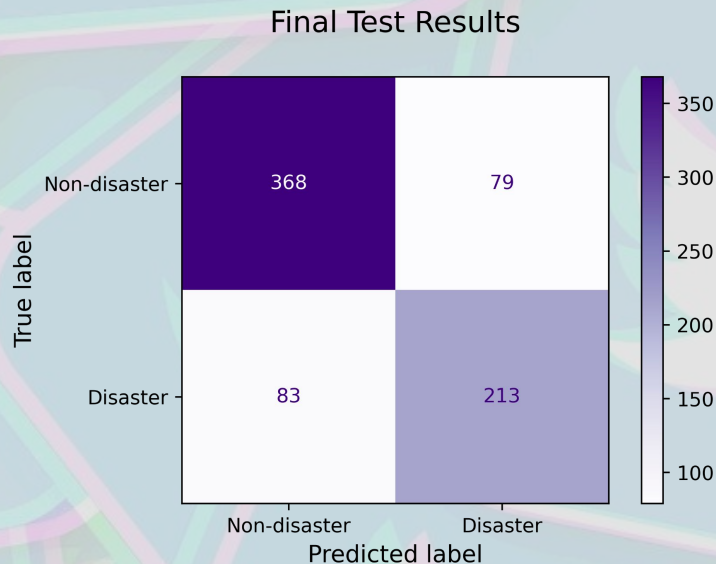
- Machine learning practice mimicking the neurons of a brain. They can be tuned:
  - Inputs, layers, nodes
  - Simple baseline model; five additional models
- Task: Binary classification
- Training, validation, and test datasets



# Evaluation

*The Flatiron Post* is concerned with false negatives, i.e. neglected disaster tweets.

<b>Accuracy</b>	How many tweets does it get right?	78%
<b>Recall</b>	How many <u>disaster</u> tweets does it get right?	72%





# Recommendations

- False negatives are still prominent, so don't completely filter out non-disaster predictions. Instead, run all tweets in a feed that also displays the model's predicted probability.
- Discard search terms that yield very few disaster tweets, like "harm," "bloody," "screaming," "ruin," etc.
- Narrow the criteria for what constitutes a "disaster." Focus on kinetic events and more immediate crises (bombings, earthquakes, crashes, etc.).
  - Requires relabeling or gathering new data

## Example Feed with Probabilities

Watch This Airport Get Swallowed Up By A Sandstorm In Under A Minute <a href="http://t.co/H84R1Tih8J">http://t.co/H84R1Tih8J</a>	97.85%
1.9 earthquake occurred 15km E of Anchorage Alaska at 00:11 UTC! #earthquake #Anchorage <a href="http://t.co/QFyy5aZIFx">http://t.co/QFyy5aZIFx</a>	96.99%
Two giant cranes holding a bridge collapse into nearby homes <a href="http://t.co/9asc1hhFNJ">http://t.co/9asc1hhFNJ</a>	94.70%
Slash-and-burn blamed for bush fires in western St Thomas - <a href="http://t.co/5dJ6cHjFZP">http://t.co/5dJ6cHjFZP</a>	76.26%
Truck crash on 40w at US70 in Lebanon is a fatality. Very sad. Expect long delays through the morning.	68.47%
British bake off was great pretty hilarious moments #mudslide	40.98%
Super loud thunder woke me up from my very nice nap	27.90%
I PUT MY CHICKEN NUGGETS IN THE MICROWAVE FOR 5 MINUTES INSTEAD OF 1 ON ACCIDENT AND THEY FUCKING BURNED	15.30%
On plus side LOOK AT THE SKY LAST NIGHT IT WAS ABLAZE <a href="http://t.co/qqsmsshaJ3N">http://t.co/qqsmsshaJ3N</a>	14.90%
*screams internally*	11.47%
I rate Hazard very highly but his fanboys are among the worst accounts on Twitter.	4.38%

# Future Work

- Training this model was limited by the search terms used to obtain these tweets. Training on a less biased sample might yield better results.
- Missing feature: Does the tweet contain a photo or video?
- This model is just one piece of a larger application. Other pieces:
  - Tool that automatically requests tweets through Twitter API
  - User-friendly feed for journalists



# Thank you



[zshoorbajee@gmail.com](mailto:zshoorbajee@gmail.com)



[@zshoorbajee](https://github.com/zshoorbajee)



[linkedin.com/in/zshoorbajee/](https://linkedin.com/in/zshoorbajee/)



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