



Creating a tool for content evaluation of social media

Protecting social media users by estimating body hate probability using psychologist assessments

(-■_■) [Sunglasses] achieved this using

- SAS® Viya® • Python

SAS Hackathon 2023 • Specialty Winner for Student & Young Talent • Healthcare Track

Challenge

Around 14% of deaths around the world are attributable to mental health disorders. There is also growing evidence that social media use may be associated with mental health problems.

- Social media use may affect occurrence of self-harm and suicidal behavior.
- This is particularly true for young people and adolescents.
- One of the greatest threats in this area is body shaming and weight stigma.

Innovation

This solution provides predictions of the probability of body hate occurring following viewing of particular user-generated content.

(-■_■) [Sunglasses]:

- Used data on cyberbullying drawn from posts in English from Facebook and Twitter, and uploaded on Kaggle.
- Used random forest analysis to create a model.
- Estimated the likelihood of content generating body hate with over 90% accuracy.

Impact

This model has potential for automation of content removal and censoring on social media.

- Social media sites already use algorithms to remove content featuring nudity and other categories likely to cause offence.
- This could be seen as a straightforward extension of those algorithms, and therefore gain widespread acceptance.
- It has the potential to remove a lot of potentially harmful content from these sites.

“This could help us to prevent mental illness in younger generations in the future.”

Elwira Gliwska • Team Leader • (-■_■) [Sunglasses]