



Opioid Reddit Post Analysis

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INTRODUCTION

- In 2018, 128 people in the US die of opioid overdose everyday
- Past studies have shown that analyzing opioid-related social media has the potential to reveal patterns of opioid abuse at a national scale, understand opinions of the public, and provide insights to support prevention and treatment
- More research is needed to understand how adolescents and other anonymous users are talking about opioid use on Reddit
- The purpose of this study is to examine how users are posting about pro and anti-opioid use on Reddit



METHODS

Design
Content Analysis of Reddit posts about opioid use

Post Identification

- Inclusion**
- Is under the Opioids reddit group
 - Sourced from Reddit Opiates/r group
 - Thread starters are only considered

Exclusion

- Not about Opioids
- Not analysis for comments

Pro- Drug Use and Anti Drug Use Posts

Posts included in the this study were categorized as pro- drug use or anti-drug use under following criteria

- Pro Drug use post
 - May talk about using drugs
 - Mentions addiction
 - Questions about usage or sourcing
- Anti Drug use post
 - Seeking help for recovery
 - Withdrawal
 - Sobriety

Pro- Drug Use post

"Best oxycodone brands Hey guys, was just wondering based on your experiences, what is the best oxycodone bran"

Anti- Drug Use post

"Hi im new on here and Im hapoy I have found a place to talk about my addiction, I really need help. Ive been on 200 mg of Diazepam and 900mg of Codeine Phosphate. I am very scared I might overdose and I just want to be sober! "

METHODS CONT.

LIWC (Linguistic Inquiry and Word Count)

- Using the validated text analysis software, posts were analyzed for the following LIWC variables

Variable	Example
Tone	-
Impersonal pronouns	it,to,no
Positive emotion	love,nice
Negative emotion	hurt, ugly
Anxiety	worried
Anger	hate, kill
Sadness	crying, grief
Family	dad, aunt

Variable cont.	Example
Friend	buddy, neighbor
Body	cheeks, hand
Health	clinic, flu, pill
FocusPast	ago, did, talked
Focus Present*	today, is, now
Focus Future*	may, will, soon
Work	job, majors, xerox
Money	audit, cash, owe

Analysis

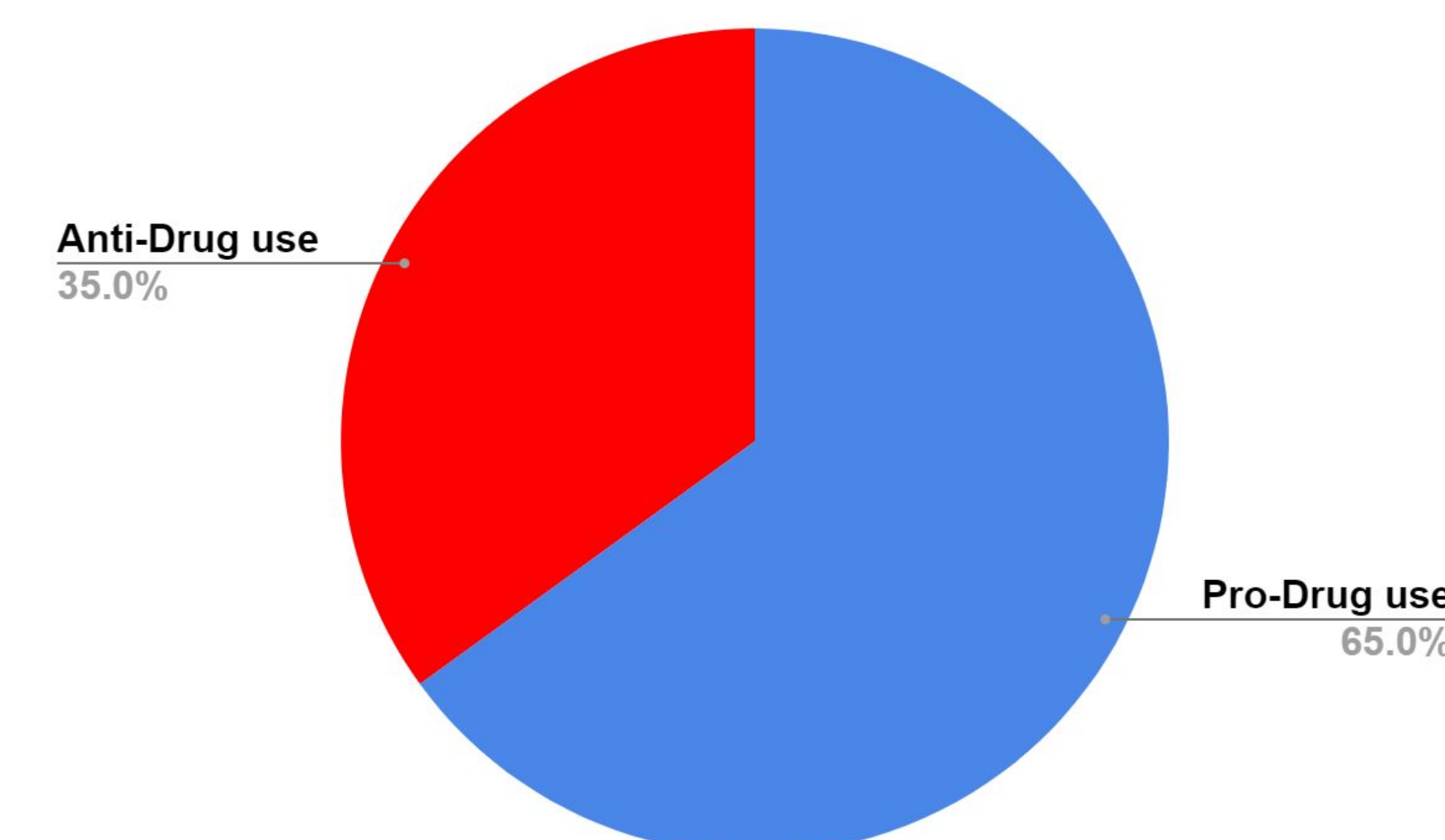
- A T-test of was used to determine if there was a significant difference between the LIWC scores for pro- drug use posts and anti- drug use posts



RESULTS

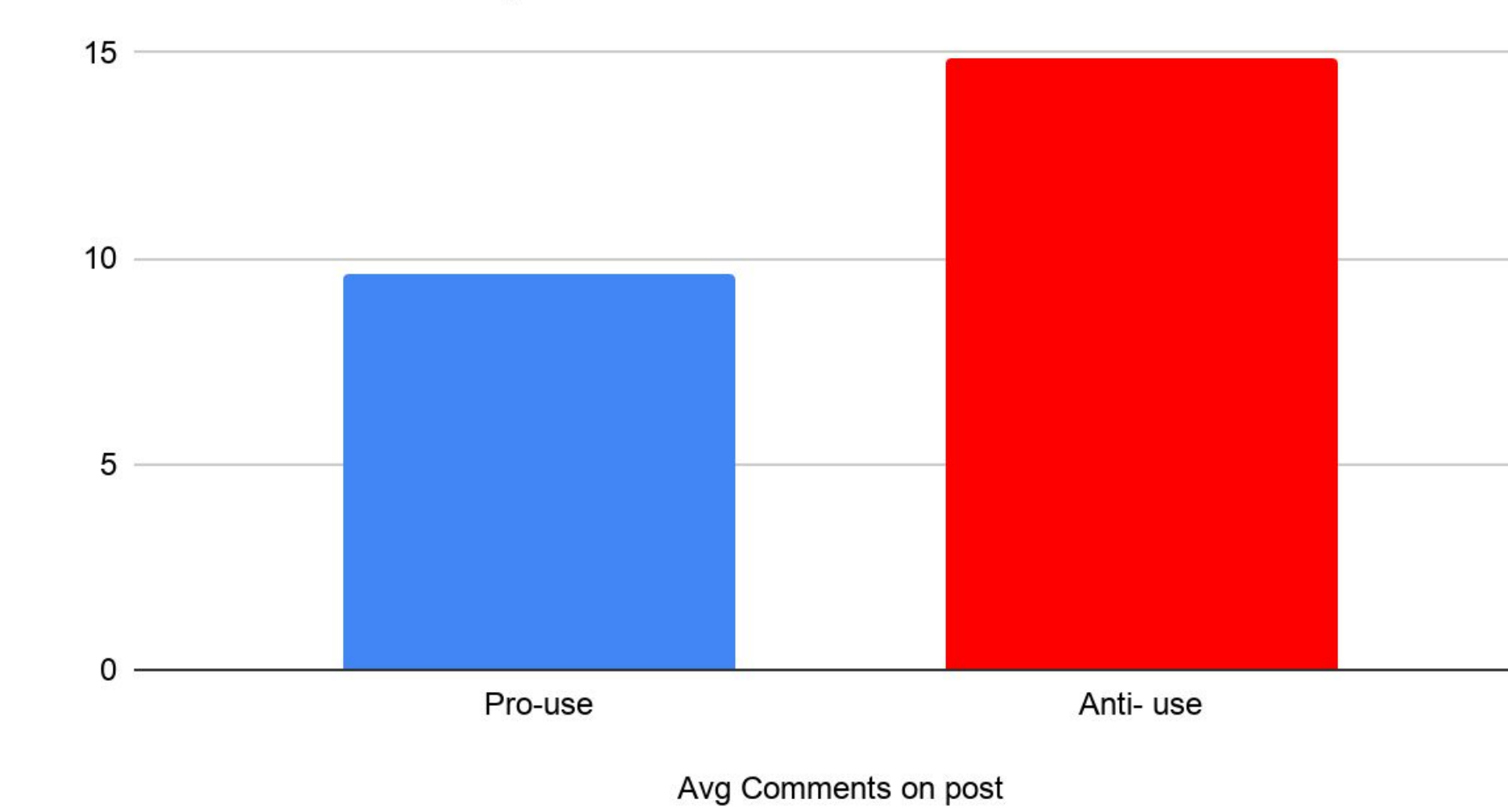
Demographics

- A total of a 100 posts were pulled from reddit and were included in the study

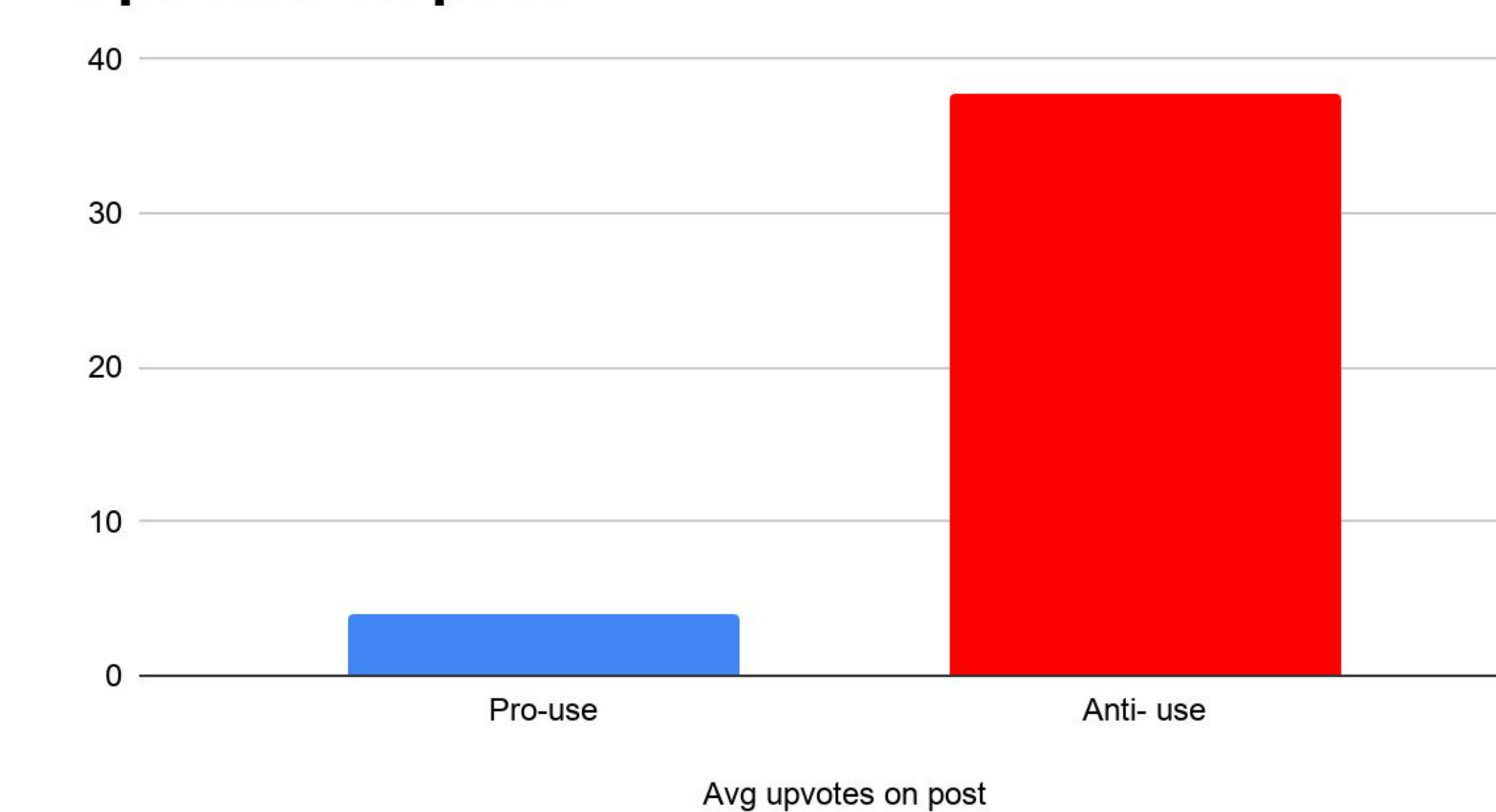


RESULTS

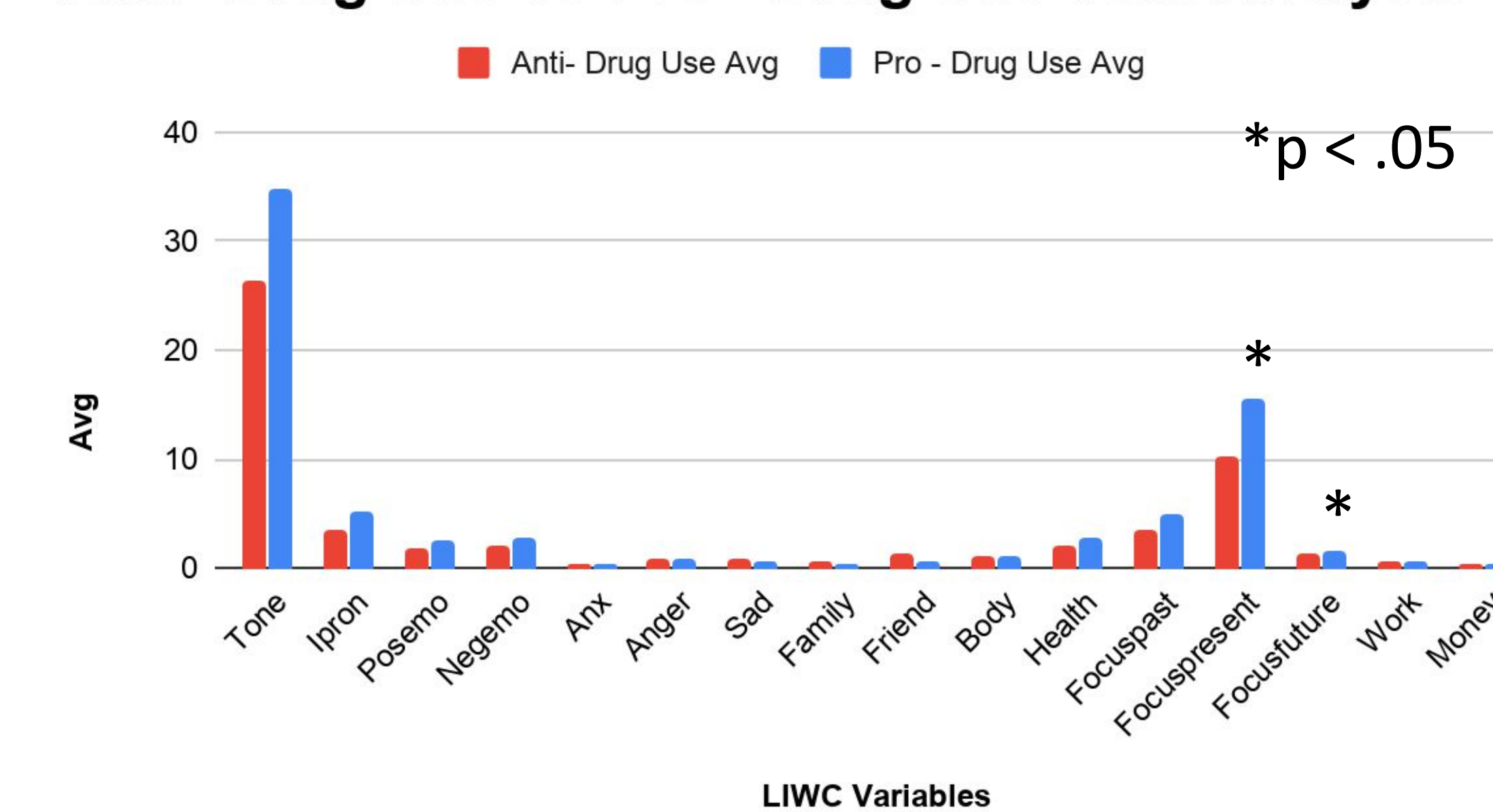
Comments on post



Upvotes on post



Anti- Drug Use vs Pro - Drug Use Text Analysis



CONCLUSIONS

- There are more upvotes for Anti- drug posts indicating support for these type of posts
- There are more comments under Anti- Use showing that there is more discussion under these type of posts
- When comparing the Pro vs Anti drug posts Focus Present and Focus Future were the significant variables
- Pro drug use has significant variables in Focus Present and Focus Future and this may be due to the positive outlook that pro- drug posts tend to show
- Future studies analyze how other members of the community interact with both types of posts and how other variables are shown in the posts in order to identify and take preventative measures for drug abuse members.

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