The toxicity in comment sections unveiled one of the most significant current discussions in today’s literature surrounding the online ecosystem. From misinformation to harassment to self-harm to hate speech, it is apparent that moderating comment is one of the most crucial functions on the internet. Currently, moderation combines artificial intelligence (AI) and human knowledge. For human moderators to fully understand the contours of existing norms and the risk of commenter patterns, they must consider research in this area, looking at the potential tools to support these moderation systems.

The primary aim of this dissertation was to investigate comment sections relative to their news grouping and compile a mountain of observations and recommendations for moderation systems. The appeal of examining coefficients relative to news groupings is due to the general lack of research in moderating comments on the premise of a profile made up of assumptions about a news grouping. Machine learning (ML) is used in conjunction with textual analysis to make the process much faster and more efficient than the manual processing of the comments. The aim is reached by conducting two experiments and analysing the coefficients of the logistic and linear regression models. One experiment will probe whether a comment receives a reply or not and then determine the features that provoke this output. At the same time, the other experiment will scrutinise the components that determine the number of recommendations a comment gains.

The significant findings advise directing resources to comments that contain proven influential themes or scandals, targeting comments flagged by argumentation features, distinguishing patterns that vary across news groupings by ignoring repetitive patterns found in all groupings, investigating engagement metrics with an ambiguousness nature, and moderating subjective comments. Although a chunk of these observations can be ineffectual to moderator systems, there is still significant knowledge gain an awareness that could help moderation systems tackle the cesspools of racism, misogyny, and all other forms of bigotry found in comment sections.