







# Twitter toxic comment identification in digital media and advertising using NLP and optimized classifiers

Jelena Gajic<sup>1</sup> , Lazar Drazeta<sup>1</sup>, Lepa Babic<sup>1</sup> , Jelena Kaljevic<sup>1</sup> , Dejan Jovanovic<sup>2</sup>, and Luka Jovanovic<sup>1\*</sup> 

Singidunum University, Belgrade, Serbia  
jgajic@singidunum.ac.rs, ldrazeta@singidunum.ac.rs,  
lbabic@singidunum.ac.rs, jkaljevic@singidunum.ac.rs,  
ljovanovic@singidunum.ac.rs\*  
College of Academic Studies “Dositej”, Belgrade, Serbia  
dejanjovanovic@akademijadositej.edu.rs

**Abstract.** Cyberbullying is a form of harassing, intimidating and harming other people through electronic media like social networks or messaging platforms. Typical forms of cyberbullying include messages containing harmful text, photos or videos that will embarrass the target, and excluding the individual from groups and chats. Unfortunately, it may lead to sincere psychological problems of the target, including disorders like depression, anxious behavior, lack of self-esteem, or even worse, suicidal thoughts and self-hurting. The research presented herein proposes a hybrid approach that includes natural language processing and machine learning XGBoost model optimized by an altered variant of Botox optimization metaheuristics for classification of toxic tweets on a real-world dataset. The experimental results have shown considerable prospect of application of machine learning models in solving this serious and important problem.

**Keywords:** Cyberbullying · Twitter · Toxic comments · Machine learning · XGBoost · Swarm intelligence · BOA metaheuristics.

## 1 Introduction

Cyberbullying is not a form of violence solely related to the Fourth Industrial Revolution that began with a full-scale digitalization in mid-201. It already posed a significant social problem among teenage generation [56], which originated from traditional face-to-face bullying that forced its way onto the Web in the 1990s and gain its momentum with the advent of smartphones [24]. Nowadays, it represents any form of bullying that uses digital technologies on social media, messaging or gaming platforms and smartphones in the form of: spreading lies, posting discomfoting photos, sending inappropriate messages, images or videos and impersonating a victim by sending toxic messages via fake accounts [62].

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Although cyberbullying leaves a distinct digital footprint, the self-perceived anonymity of the Web exacerbates this problem, enabling perpetrators to operate for a certain period of time without immediate repercussions. This does not apply to their victims where the consequences of harassment may range from psychological trauma to death [65]. The imperative to identify and battle any form of cyberbullying is grounded in its profound personal and social impact it has today. Hence, effective mechanism to detect malicious comments on platforms like Twitter are crucial not only to help stop the abuse of individuals but also for maintaining the integrity of digital communication spaces.

In spite of all technological advances of the modern digital world, the identification of malicious comments comes with a range of challenges. The sheer volume of data (i.e. 12 terabytes) that is generated daily on Twitter makes manual handling less suitable. Human operators can be overloaded and unable to properly inspect every comment (tweet), which may lead to erratic and unreliable handling. Along with that, the dynamic evolution of language and in particular slang and idioms that are used en masse and daily as the window of our collective psyche [63], complicates identification of nuanced forms of toxic expression in a cyber space. Traditional models that are not compliant with ever-changing linguistic landscape may fail to recognize subtle expressions of harassment via emerging derogatory terms, thus demanding more adaptive and sophisticated analytical tools.

The advent of artificial intelligence (AI), provides a new window of opportunity where the traditional models can be replaced by intelligent (i.e. cognitive) approach. By leveraging Natural Language Processing (NLP), a machine learning technology that gives computers the ability to interpret, manipulate and comprehend human language, AI can process ample quantities of data in much effective and consistent manner.

Unlike traditional methods based on simple heuristics of using predefined vocabulary with corresponding sentiment scores, AI systems can be trained on diverse datasets to understand context (nuances) of language, sarcasm, and evolving language trends. This adaptability makes AI the most promising tool in moderating vast content of comments and ensuring safer digital environments for its users. Furthermore, AI can do so without the need for explicit programming for each and every scenario, relying on learning from the very data it processes that consistently enhance its effectiveness over time. This is enabled by training machine learning models on large collections of text such as comments or reviews with labeled sentiments of the text including word choice, syntax, punctuation or tone. It can range from common type of methods using bag-of-words models that represent a text as a vector of word frequencies up to deep learning models which use multiple layers of artificial neural networks to learn complex and inconsistent features from the text.

The major advantage of NLP-based methods that can process any form of informal language, abbreviations, symbols, etc. is continuous adaptability that is based upon their own machine learning using domain-specific and new data to update the current models, thus closely resembling human intelligence. How-

ever, we must also be aware of certain challenges that come with NLP method of sentiment analysis. These are: a) the high cost and efforts in setting a vast and high-quality datasets of text with labeled sentiments, which in turn determines the accuracy of the models; b) bias (systematic errors) of the machine learning models that can lead to unreliable results, and c) difficulties in proper interpretation and explanation of deep learning models.

This paper investigates capabilities of XGBoost classifier for toxic tweets identification. NLP was used to preprocess the data which is fed to the XGBoost. As it is the case with all ML models, it is necessary to adjust the hyperparameters of the model for each particular problem in hand [64]. This is an NP-hard optimization task, that necessitate application of stochastic algorithms, as traditional methods are not applicable. Metaheuristics algorithms have been very successful in the optimization of different ML structures in the past, therefore this research utilizes an altered variant of the recent Botox optimization algorithm (BOA) [27] to adjust the XGBoost structure. The obtained hybrid model has been validated on a real benchmark dataset that contains both normal and toxic tweets.

## 2 Related Works

Several recent studies have applied AI to the problem of cyberbullying detection. The authors in [42] utilized convolutional neural networks (CNNs) to identify bullying patterns on social media with remarkable success, demonstrating the potential of machine learning models in understanding contextual nuances. In addition, [20] employed random forests to classify toxic behavior in online gaming communities, highlighting the versatility of AI across number of different digital platforms.

The role of NLP in identifying toxic comments has been pivotal. Research described in [3] employed NLP techniques to analyze sentiment and detect negative tones in comments, which were indicative of bullying. Their findings showed an improved accuracy in identifying harmful posts (comments) compared to previous models. Furthermore, another study incorporated NLP with deep learning to adapt to the rapidly changing internet slang, thereby enhancing the detection of covert bullying [49]. All these studies underscore the critical role of NLP in interpreting the subtleties of human language and improving the identification of cyberbullying.

### 2.1 TF-IDF

Analyzing the value each word carries in a text is a useful way of classifying texts identifying keywords in a document. Term Frequency and Inverse Document Frequency (TF-IDF) [55] can be used for this purpose alongside NLP. TF-IDF is a statistical method applied to retrieval of data and text mining as explained, and is a combination of the concepts of TF and IDF [23]. The following equations

Eq 1 and Eq 2 present how TF and IDF are determined:

$$\text{TF}(t, d) = \frac{\text{Count of term } t \text{ located in document } d}{\text{total number of words in document } d} \quad (1)$$

$$\text{IDF}(t, D) = \log \left( \frac{\text{Number of documents in } D}{\text{Count of documents containing term } t + 1} \right) \quad (2)$$

The general way TF-IDF is calculated is showcased in Eq 3:

$$\text{TF-IDF}(t, d, D) = \text{TF}(t, d) \times \text{IDF}(t, D) \quad (3)$$

The end values depict the significance of each word in the document in the context of the text when compared to the rest of the texts being processed. Higher scored terms are more important to the specific text at hand. This process avoids the inflation of the significance of words such as "the, and, with" and other words used in all texts on the same topic.

## 2.2 XGBoost

A form of ensemble learning approaches, XGBoost [21] is based on decision trees that compile predictions from weaker classifiers. The approach's success comes from methods that regulate and process parallelly, while also imploring each tree to resolve the mistakes made in previous iterations. Thus, the XGBoost model has great power to exploit complicated relationships of inputs and target patterns. One side of the models complexity is the fact that it has many hyperparameters that need to be precisely tuned for all tasks, which in itself represents an NP-hard problem.

For the most precise predictions the model should be trained in iterations. The objective function can be seen in the following Eq. 4

$$\text{obj}(\Theta) = L(\theta) + \Omega(\Theta), \quad (4)$$

$\Theta$  is denoting a group of XGBoost hyperparameters, while  $L(\Theta)$  stands for the loss function. Next,  $\Omega(\Theta)$  is the regularization term. Lastly is shown the variable in charge of the models complexity. The specific loss function is dependant on the uniqueness of each classification task.

$$L(\Theta) = \sum_i (y_i - \hat{y}_i)^2, \quad (5)$$

here,  $y_i$  is a symbol for the value being predicted, while  $\hat{y}_i$  is congruous to the forecasted target in each  $i$  iteration.

$$L(\Theta) = \sum_i [y_i \ln(1 + e^{-\hat{y}_i}) + (1 - y_i) \ln(1 + e^{\hat{y}_i})]. \quad (6)$$

The goal of the model is separating the real and expected values. There is a need to minimization of the overall loss function in order to support classification.

## 2.3 Metaheuristics optimizers

Influenced by nature, swarm intelligence algorithms can be used to aid hyperparameter optimization due to their potential to solve NP-hard problems. By using decentralised independently organised systems mimicking behaviour of swarm animals the algorithms can interact with their environment and each other to search for the best solutions efficiently.

These kinds of algorithms have proved themselves invaluable in solving many realistic problems, in fields such as credit card scam detection [29, 46], medicine [41, 38, 67, 11, 33, 41, 32, 71], plant classification [15], electricity consumption [60, 6], economy [34, 57, 59, 13, 52, 47], environmental challenges [37, 31, 8, 43]. Additionally, they are also useful in cloud computing tasks [48, 9], audit opinion enhancement [61], finding software bugs [73], network and PC related challenges [69, 1, 53, 36, 51, 16, 35, 12], feature selection [7, 18, 30, 70] and optimization of IoT and WSNs [68, 5] as well as overall optimization of ML algorithms [10, 58, 14, 25, 50, 72, 4, 26, 19].

## 3 Methods

### 3.1 Basic Botox optimization algorithm

BOA is very recent population-based algorithm, introduced in 2024 [27]. Inspiration for it was found in the process of enhancing the facial beauty, where Botox injection is induced in particular facial areas to relax muscles, resulting in the smooth skin. This Botox injection procedure guides the position update of the solutions in the populace. Every individual patient that requires Botox dose denotes one solution in the populace, and the entire BOA mimics the activities doctor performs by giving injections to particular facial areas of each individual.

During the execution of BOA, the assumption is made that the count of muscles requiring Botox injection reduces over the iterations. Thus, the count of chosen muscles is decreasing over rounds as follows:

$$N_b = \left\lfloor 1 + \frac{m}{t} \right\rfloor \leq m \quad (7)$$

here,  $N_b$  corresponds to the count of muscles that require the treatment,  $t$  represents the ongoing round, while  $m$  is a count of decision variables.

The variables needing to be treated are chosen for each individual, keeping in mind that the muscles should not be treated repeatedly, as described by the following equation:

$$CBS_t = \{d_1, d_2, \dots, d_f, \dots, d_{N_b}\}, d_t \in \{1, 2, \dots, m\} \text{ and } \forall h, k \in \{1, 2, \dots, N_b\} : d_h \neq d_k \quad (8)$$

where  $CBS_t$  represents the collection of decision variables belonging to the  $i$ -th individual, being chosen for the Botox treatment, while  $d_j$  reflects the location of the  $j$ -th decision variable chosen for injection. The quantity of Botox to be injected to every individual is obtained as follows:

$$\vec{B}_i = \begin{cases} \vec{X}_{\text{mean}} - \vec{X}_i, t < \frac{T}{2}; \\ \vec{X}_{\text{best}} - \vec{X}_i, \text{ otherwise} \end{cases} \quad (9)$$

here, the amount of Botox for  $i$ -th individual is calculated as:

$$\vec{B}_i = (b_{i,1}, \dots, b_{i,j}, \dots, b_{i,m}) \quad (10)$$

the mean population location  $\vec{X}_{\text{mean}}$  is obtained as:

$$\vec{X}_{\text{mean}} = \frac{1}{N} \sum_{i=1}^N \vec{X}_i \quad (11)$$

$T$  represents the total count of rounds, and  $\vec{X}_{\text{best}}$  denotes the best individual obtained so far.

After getting the treatment, the face will visually change, and the wrinkles will be removed. This is reflected by calculating the novel locations of each individual in the populace by utilizing the following equation:

$$\vec{X}_i^{\text{new}} : x_{i,d_j}^{\text{new}} = x_{i,d_j} + r_{i,d_j} \cdot b_{i,d_j} \quad (12)$$

If the fitness score of the individual is better, the novel location will replace the previous one for the given individual, as described by:

$$\vec{X}_i = \begin{cases} \vec{X}_i^{\text{new}}, F_i^{\text{new}} < F_i \\ \vec{X}_i, \text{ otherwise} \end{cases} \quad (13)$$

here,  $\vec{X}_i^{\text{new}}$  corresponds to the novel location of the  $i$ -th individual after Botox treatment,  $x_{i,d_j}$  denotes the  $d_j$  dimension,  $F_i^{\text{new}}$  represents the fitness score,  $r_{i,d_j}$  represents an arbitrary value taken from the range  $[0, 1]$ , and  $b_{i,d_j}$  corresponds to  $d_j$ -th dimension of the Botox treatment of  $i$ -th individual. For more details about elementary BOA, interested reader is directed to the original paper [27].

### 3.2 Modified BOA metaheuristics

Although baseline BOA is a very recent metaheuristics, further enhancements in the converging speed may be achieved through hybridization with other methods. In this research, convergence convergence enhancements are tackled through adaptive hybridization with the firefly algorithm (FA) [66]. Search procedure of FA is depicted in Eq.14.

$$X_i(t+1) = X_i(t) + \beta e^{-\gamma r_{ij}^2} (X_j(t) - X_i(t)) + \alpha \epsilon_i(t), \quad (14)$$

here, attractiveness of individual at distance  $r = 0$  is given by  $\beta_0$ . For practical implementations and reduced computing requirements, Eq. (15) is commonly used instead of Eq.(14).

$$\beta(r) = \frac{\beta_0}{(1 + \gamma \times r^2)} \quad (15)$$

above,  $X_i(t)$  describes the  $i$ -th solution up-to-date location during  $t$ -th round, while  $r_{ij}$  describes the up-to-date location of solution  $j$  within the same round. Control variables  $\beta$ ,  $\gamma$ ,  $\alpha$ , and  $\epsilon_i(t)$  affect attraction of the solution, light absorbing coefficient, randomization, and stochastic vector.

During the second half of run (latter  $t/2$  iterations), in every round of execution, an arbitrary number within limits  $[0, 1]$  is generated for parameter  $\psi$ , alongside empirically established value  $\theta = 0.5$ . In case  $\psi < \theta$ , FA search mechanism should be used, otherwise, baseline BOA is employed. In every subsequent round,  $\theta$  increases by 0.4 to improve the probability of utilizing FA in the following iterations. The adaptive procedure incorporating hybridization with FA, resulting in the Hybrid Adaptive BOA (HABOA) metaheuristics, with the pseudocode depicted in Alg 1.

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### Algorithm 1 HABOA metaheuristics

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```

Synthesize initial collection of solutions  $P$ 
Set  $\theta = 0.5$ 
while  $t < T$  do
  Evaluate fitness of all solutions
  if  $t > T/2$  then
    Produce arbitrary value of  $\psi$ 
    if  $\psi < \theta$  then
      Utilize FA procedure
    else
      Utilize baseline BOA procedure
    end if
     $\theta = \theta + 0.4$ 
  else
    Utilize baseline BOA procedure
  end if
end while

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## 4 Experimental Setup

A publicly available dataset, that can be obtained on <https://www.kaggle.com/datasets/saurabhshahane/cyberbullying-dataset>, was employed through simulations. It comprises of datasets collected from several social media, and this paper used Twitter data, where all entries contain textual content accompanied by a label (bully or not). A variety of forms were differentiated, like hate speech, aggressive and toxic content. Dataset has been split into 70%/30% to perform training and testing of the XGBoost, that was selected to execute classifications. The hyperparameters adjusted in this research, along with respective search domains included learning rate  $[0.1, 0.9]$ , minimum child weight  $[1, 10]$ , subsample  $[0.1, 1.0]$ , colsample bytree  $[0.01, 1.00]$ , max depth  $[3, 10]$  and  $\gamma$   $[0, 0.8]$ .

The simulations included eight different metaheuristics methods to adjust the XGBoost hyperparams, including the introduced HABOA, baseline BOA, genetic algorithm (GA) [45], particle swarm optimizer (PSO) [40], artificial bee colony (ABC) [39], baseline FA [66], whale optimization algorithm (WOA) [44]

and crayfish optimization algorithm (COA) [28]. Each optimizer was allocated with  $N = 10$  solutions,  $T = 10$  rounds in each execution, and a total of 30 individual runs. Simulation environment has been implemented in Python, making use of a common collection of libraries like scikit-learn, pandas, scipy and seaborn.

To address the imbalance in dataset, the objective function chosen to be maximized in the simulations was the Cohen's kappa indicator  $\kappa$  [22], calculated in the following way:

$$\kappa = \frac{k_o - k_e}{1 - k_e} = 1 - \frac{1 - k_o}{1 - k_e} \quad (16)$$

above, arrays of observed and actual outcomes are given by  $k_o$  and  $k_e$ . Cohen's  $\kappa$  indicator considers class imbalance, making it a better choice than accuracy in these cases.

## 5 Simulation results

The outcomes of the conducted experiments are outlined in Tables ?? and 2, with respect to the objective function (Cohen's  $\kappa$  coefficient) and indicator function (classifying error), and the best outcome in every category is highlighted in bold text.

**Table 1.** Aggressive comment Cohen's kappa outcomes for each optimizer.

Approach	Best	Worst	Mean	Median	Std	Var
XG-HABOA	<b>.607409</b>	.596170	.599974	.599186	.003093	9.57E-06
XG-BOA	.604321	.599571	.601863	.601766	.001821	3.32E-06
XG-GA	.604574	.596170	.600621	.600970	.002567	6.59E-06
XG-PSO	.603802	.598386	.601268	.600941	.002066	4.27E-06
XG-ABC	.604376	.588992	.597239	.597653	.003868	1.50E-05
XG-FA	.606161	.598406	.601970	.601299	.002808	7.88E-06
XG-WOA	.606669	<b>.602876</b>	<b>.604808</b>	<b>.604949</b>	<b>.001042</b>	<b>1.09E-06</b>
XG-COA	.605038	.597531	.601088	.601326	.001934	3.74E-06

The outcomes showcase the supreme performance exhibited by the suggested HABOA, which obtained the best overall result out of all contending algorithms. Nevertheless, as it is the case with stochastic algorithms, other methods also achieved excellent outcomes, where WOA obtained the best values of worst, median and mean, as well as standard deviation and variance over thirty independent runs for the Cohen's kappa coefficient.

The visualizations of the metaheuristics algorithms' performance are given in Fig. 1, showcasing the violin diagrams of the objective function and box plots of the classification error across thirty separate runs.

Furthermore, converging graphs of Cohen's kappa and classification error within the best execution of each metaheuristics are presented in Fig. 2. HABOA



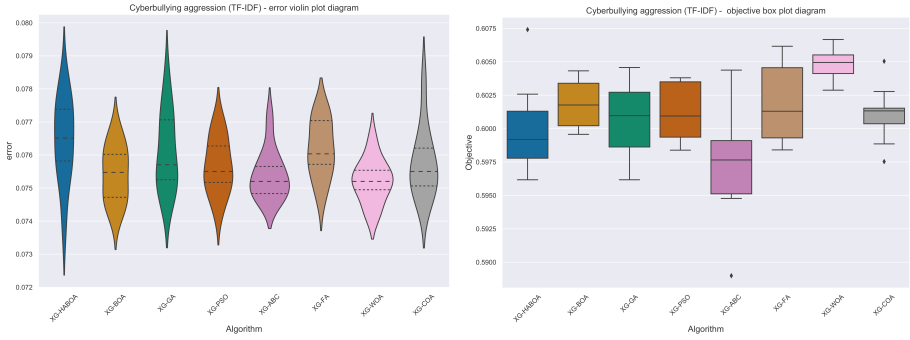


Fig. 1. Objective and indicator function outcome distributions.

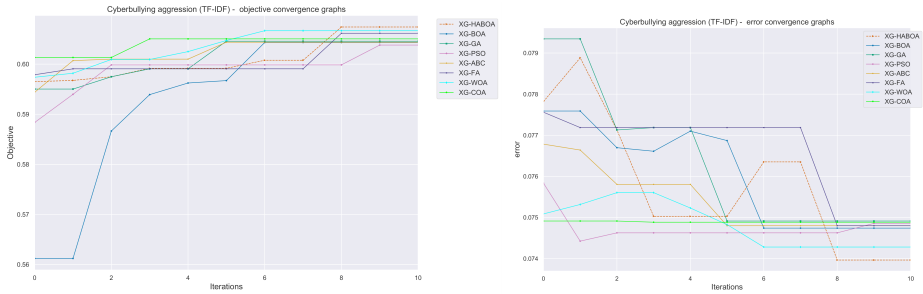


Fig. 2. Objective and indicator function convergence graphs.

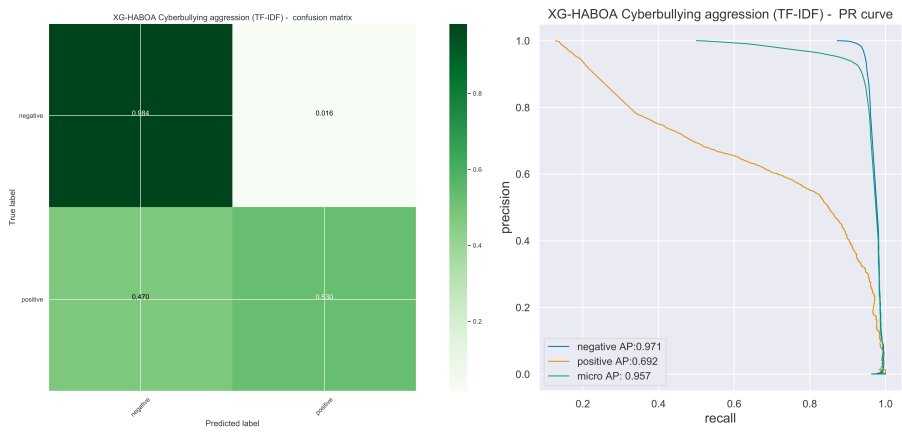


Fig. 3. Best performing model confusion matrix and PR curve.

**Table 2.** Aggressive comment detection indicator function outcomes for each optimizer.

Method	Best	Worst	Mean	Median	Std	Var
XG-HABOA	<b>.073964</b>	.078280	.076447	.076510	.001202	1.45E-06
XG-BOA	.074741	<b>.074626</b>	.075423	.075475	.000793	6.29E-07
XG-GA	.074914	.078280	.076096	.075705	.001121	1.26E-06
XG-PSO	.074856	.075604	.075667	.075503	.000796	6.34E-07
XG-ABC	.074799	.074827	.075403	.075201	.000704	4.96E-07
XG-FA	.074799	.077244	.076177	.076036	.000818	6.69E-07
XG-WOA	.074281	.075201	<b>.075216</b>	.075201	<b>.000621</b>	<b>3.85E-07</b>
XG-COA	.074885	.075489	.075762	.075503	.001017	1.03E-06

**Table 3.** Aggressive comment detailed metrics for each optimizer best constructed model.

Method	Metric	harassment	non-harassment	Accuracy	Macro avg.	Weighted avg.
XG-HABOA	recision	.934716	.828400	.926036	.881558	.921151
	ecall	.983941	.530101	.926036	.757021	.926036
	l-score	.958697	.646501	.926036	.802599	.918864
XG-BOA	recision	.934606	.821042	.925259	.877824	.920116
	recall	.983116	.529651	.925259	.756383	.925259
	fl-score	.958248	.643914	.925259	.801081	.918142
XG-GA	recision	.934867	.817111	.925086	.875989	.919842
	recall	.982589	.531905	.925086	.757247	.925086
	fl-score	.958134	.644359	.925086	.801247	.918100
XG-PSO	recision	.934571	.820119	.925144	.877345	.919968
	recall	.983017	.529425	.925144	.756221	.925144
	fl-score	.958182	.643464	.925144	.800823	.918027
XG-ABC	recision	.934684	.819798	.925201	.877241	.920026
	recall	.982951	.530327	.925201	.756639	.925201
	fl-score	.958210	.644031	.925201	.801120	.918124
XG-FA	recision	.935230	.815400	.925201	.875315	.919941
	recall	.982292	.534837	.925201	.758564	.925201
	fl-score	.958183	.645969	.925201	.802076	.918348
XG-WOA	recision	.934830	.824064	.925719	.879447	.920697
	recall	.983413	.531229	.925719	.757321	.925719
	fl-score	.958506	.646010	.925719	.802258	.918635
XG-COA	recision	.934978	.816517	.925115	.875747	.919863
	recall	.982490	.532807	.925115	.757648	.925115
	fl-score	.958145	.644836	.925115	.801490	.918170
	support	30325	4435			

method attained supreme converging speed and successfully avoided local optiums, that could negatively affect the results if a premature convergence happens, visible on the converging graphs of ABC and PSO.

The best-produced XGBoost structures synthesized by each contending meta-heuristics are analyzed in detail within Table 3. The suggested HABOA obtained highest classification accuracy of around 92.6%, while other optimizers also exhibited respectable levels of accuracy. The top-produced XGBoost structures synthesized by every optimizer are listed in Table 4. Lastly, Fig. 3 provides insights into the PR curve and confusion matrix of the XG-HABOA.

## 6 Conclusion

The importance of digital harassment cannot be underestimated, both at work and in private life. It is shown that cyberbullying and social overload induce considerable distress and personal exhaustion, which result in leaving a social network, while social exclusion and particularly verbal harassment induce a negative emotional state that affect victims' wellbeing [2]. More severe cases may

**Table 4.** Parameter selections made by each optimizer for the respective best performing models.

Method	Learning Rate	Min Child W.	Subsample	Col by Tree	Max depth	Gamma
XG-HABOA	.900000	9.978990	.472872	1.000000	10	.235927
XG-BOA	.900000	1.000000	.416978	1.000000	10	.000000
XG-GA	.900000	9.736952	.731480	1.000000	10	.345499
XG-PSO	.896924	9.452084	.459394	1.000000	10	.783611
XG-ABC	.826650	1.200439	.428363	.900105	10	.800000
XG-FA	.900000	1.000000	.559239	1.000000	10	.800000
XG-WOA	.900000	6.349483	.439112	.994262	10	.504256
XG-COA	.900000	4.505191	.506069	1.000000	10	.000000

involve mental health issues, post-traumatic stress symptoms, insomnia, low self-esteem, anti-social behaviour [17], and finally suicidal attempts of a victim of abuse [54].

Our paper provides a conceptual understanding of the current landscape in cyberbullying detection using AI and NLP technologies, outlining both the significant challenges and the innovative approaches that are being developed to tackle this growing worldwide issue. XGBoost adjusted by the introduced HABOA metaheuristics was utilized to classify toxic tweets, preprocessed by the TF-IDF method. The proposed approach achieved respectable accuracy of approximately 92.6%. Future endeavours in this area will include experimentation with other metaheuristics algorithms, aiming to obtain even higher classification accuracy.

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