

3. Decoding Digital Humor: Navigating the Landscape of Social Media and Meme Virality Using Data Science Tools

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Embark on a transformative research journey with us as we delve into the intricate world of social media virality, specifically focusing on the captivating realm of memes. This research project seamlessly integrates cutting-edge techniques, including web scraping, machine learning tools like neural networks, and various data science methodologies to unravel the secrets behind the popularity and virality of social media posts.



Our multidimensional approach aims to achieve one or more of three overarching objectives:

1. Identifying the Essence of Humor in Social Media Posts

Employing computational methods, we will dissect the elements that contribute to the humor in social media posts, with a particular emphasis on memes. By leveraging advanced computational and machine learning tools, our goal is to discern the intricate patterns and features that make these posts resonate with online audiences.

2. Analyzing Influencing Factors on Social Media Attention

Uncover the dynamic interplay of local and global content, thematic elements, and various other factors that shape the attention garnered by social media posts. We will explore how the context, content, and humorousness contribute to the overall popularity of a post, especially within the context of memes.

3. Temporal Dynamics of Social Media Engagement

Investigate the temporal dynamics of social media engagement to understand how the attention received by posts, particularly memes, evolves over time. By applying sophisticated data science tools, we aim to reveal patterns and trends that illuminate the life cycle of viral content in the dynamic landscape of online platforms.

Joining this research program provides a unique opportunity to be at the forefront of technological innovation and scientific exploration. Students participating in this project will gain hands-on experience in web scraping, machine learning, and data science, contributing to advancements in our understanding of online content dynamics.

If you are a student passionate about the intersection of technology, humor, and social media dynamics, seize this opportunity to unravel the mysteries of online virality. Join us in reshaping the future of social media research and making meaningful contributions to our comprehension of digital culture.