

Artificial Intelligence Based Meme Generation Technology for Engaging Audience in Social Media

Authors : Andrew Kurochkin, Kostiantyn Bokhan

Abstract : In this study, a new meme dataset of ~650K meme instances was created, a technology of meme generation based on the state of the art deep learning technique - GPT-2 model was researched, a comparative analysis of machine-generated memes and human-created was conducted. We justified that Amazon Mechanical Turk workers can be used for the approximate estimating of users' behavior in a social network, more precisely to measure engagement. It was shown that generated memes cause the same engagement as human memes that produced low engagement in the social network (historically). Thus, generated memes are less engaging than random memes created by humans.

Keywords : content generation, computational social science, memes generation, Reddit, social networks, social media interaction

Conference Title : ICCSS 2020 : International Conference on Computational Social Science

Conference Location : Amsterdam, Netherlands

Conference Dates : December 03-04, 2020