#TIKTOKVIRAL: THE EVOLUTIONARY FITNESS OF HASHTAG STRATEGIES DURING THE 2024 US ELECTION OVER TIME

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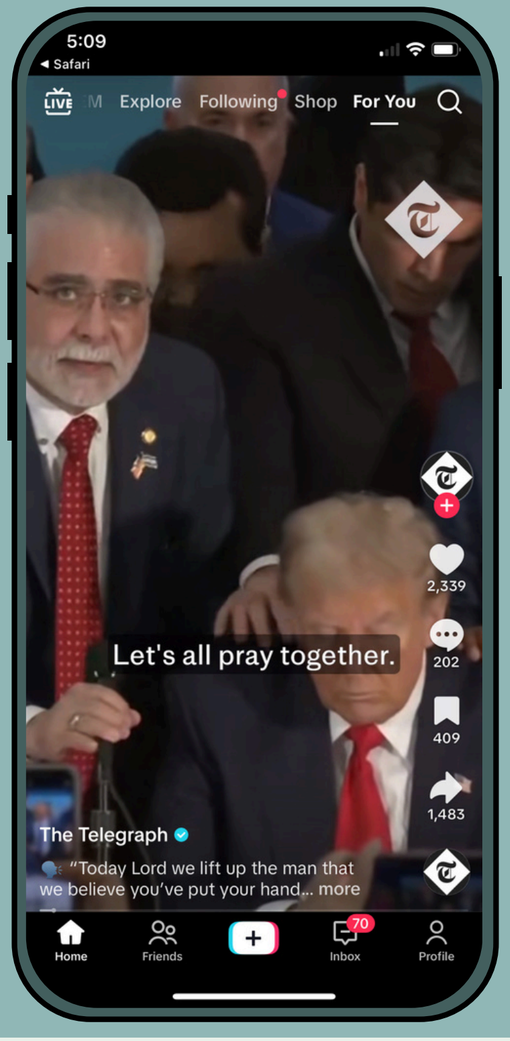
LIVE

#LOVEORHATE?



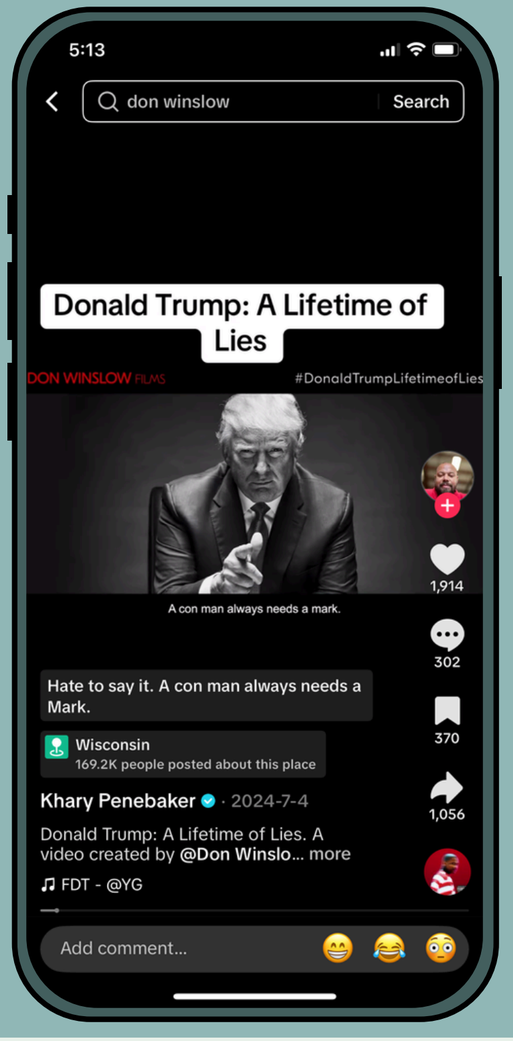
Support Your Side

(in-group *support*)

OR

Attack the Other

(out-group *animosity*).



DATA COLLECTION

Data Scraping

- 1+ million TikTok posts
- Scraped based on keywords related to the election

Topics

- Political captions & video content around the campaign for the 2024 US Presidential Election

Analytics

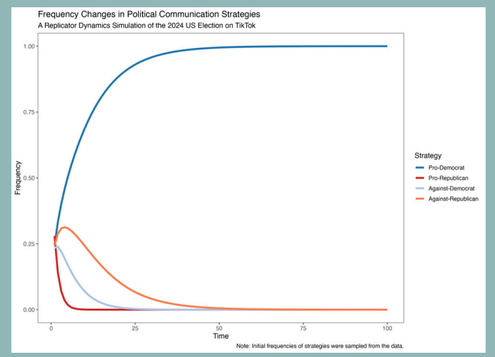
- GPT 4o mini used to identify partisan strategy with 92% accuracy
- Engagement stats gathered (views, likes, comments, & shares)

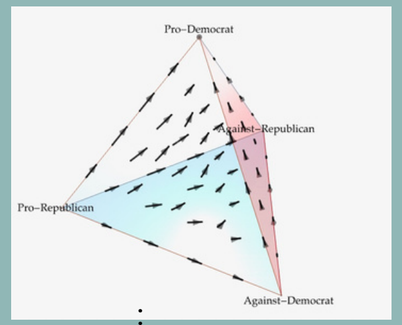
MODELING BEHAVIOR

Strategies

- Democratic In-group Support (e.g., praising Democrats)
- Democratic Out-group Attack (e.g., criticizing Republicans)
- Republican In-group Support (e.g., praising Republicans)
- Republican Out-group Attack (e.g., criticizing Democrats)

Replicator Dynamics





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Fitness

- Engagement metrics
  - views
  - likes
  - shares
  - comments

TOP HASHTAGS

Democratic In-group Support

- #biden2024
- #voteblue
- #bluewave
- #democratsDeliver

Democratic Out-group Attack

- #tuckfrump
- #trump is a joke
- #manorbear
- #democracyunder attack

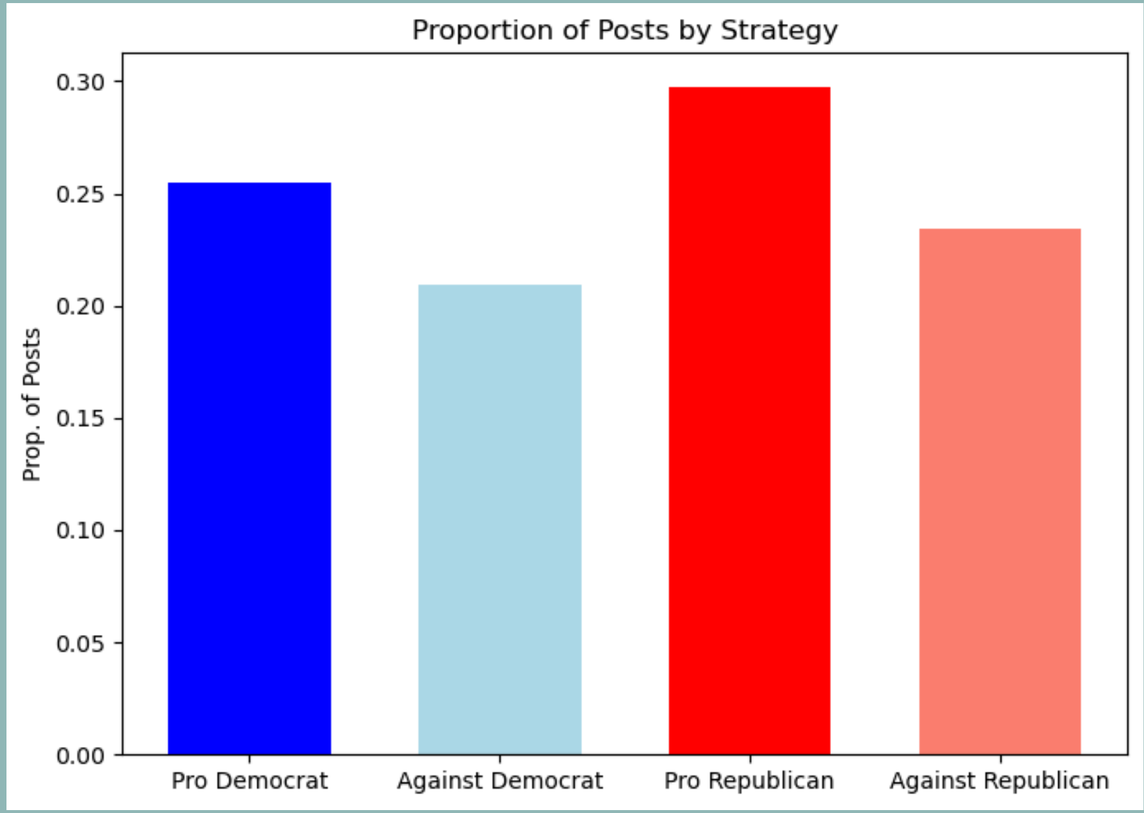
Republican In-group Support

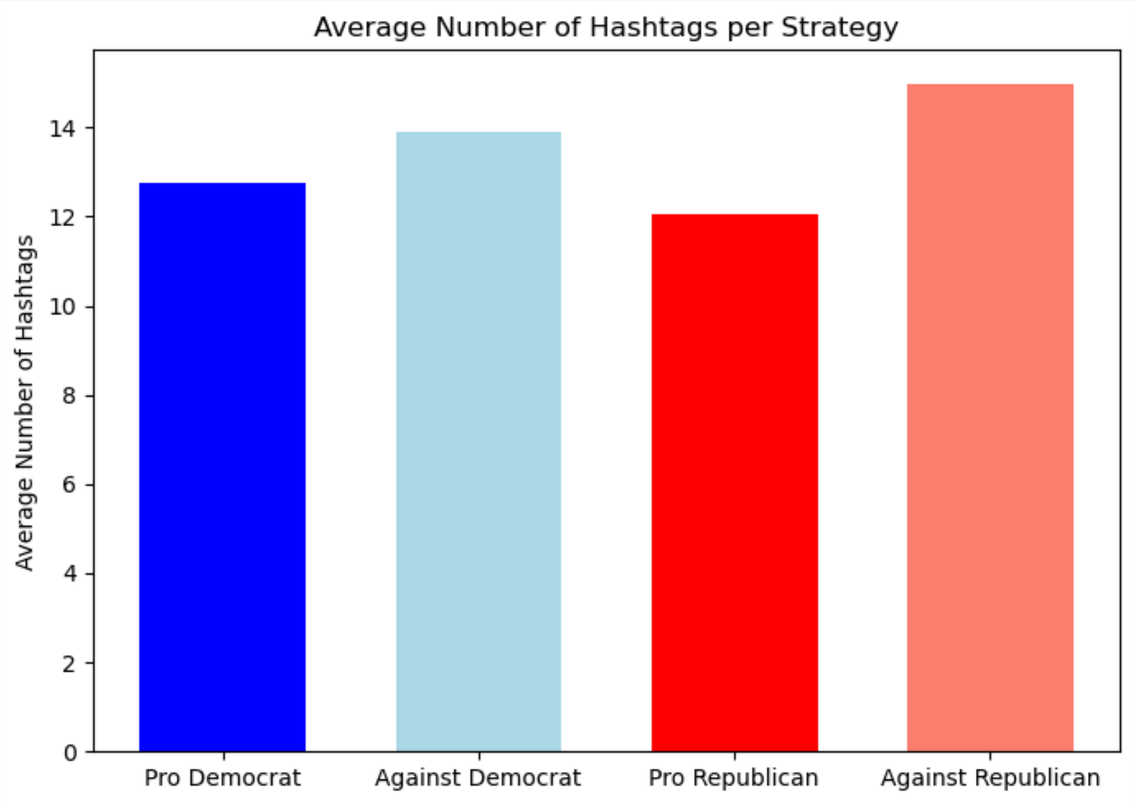
- #maga
- #trump2024
- #americafirst
- #conservativeTiktok

Republican Out-group Attack

- #fakenews
- #obamaforprison
- #liberalsnowflakes
- #dementiajoe

HASHTAG PROPORTIONS

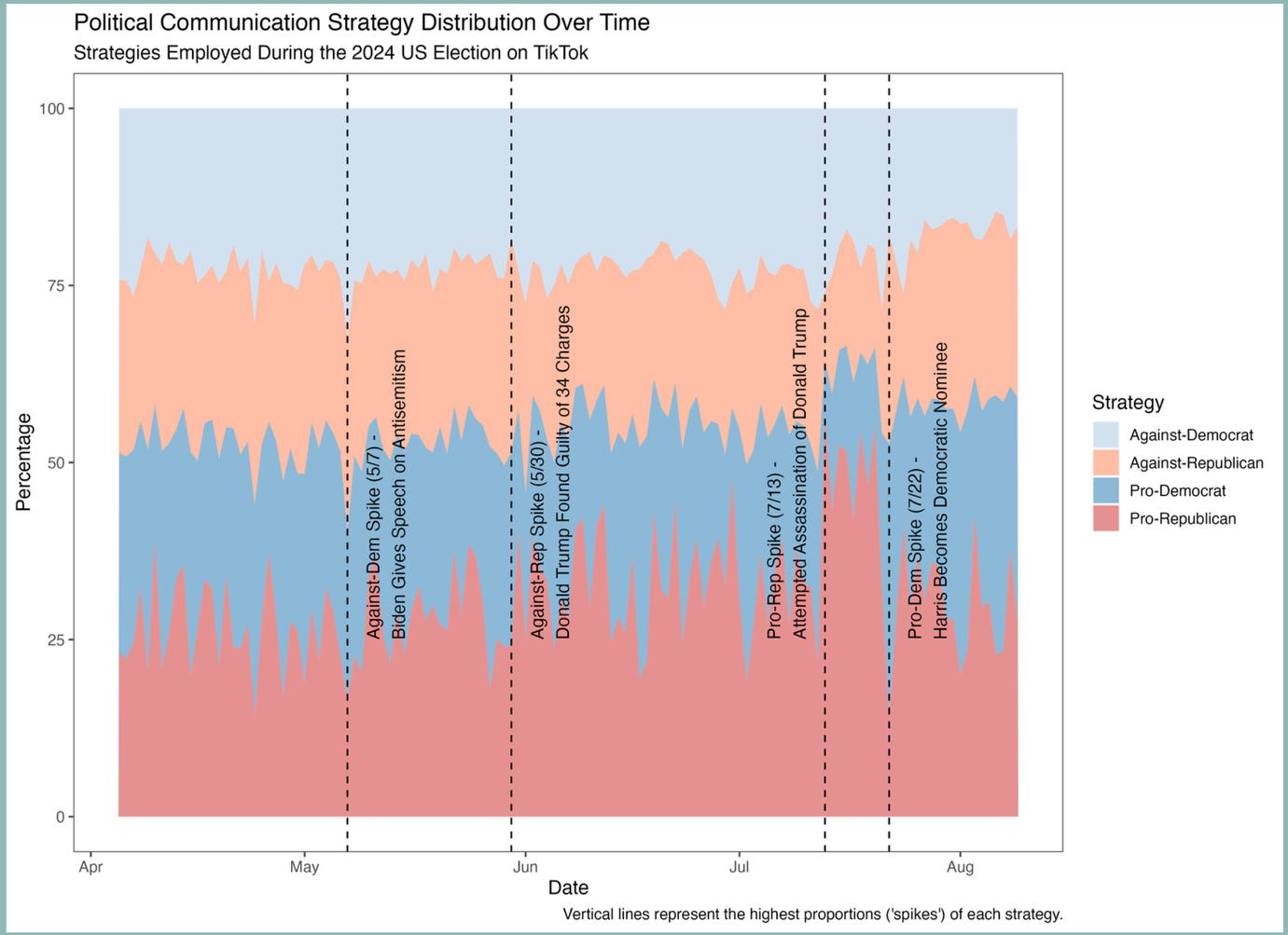




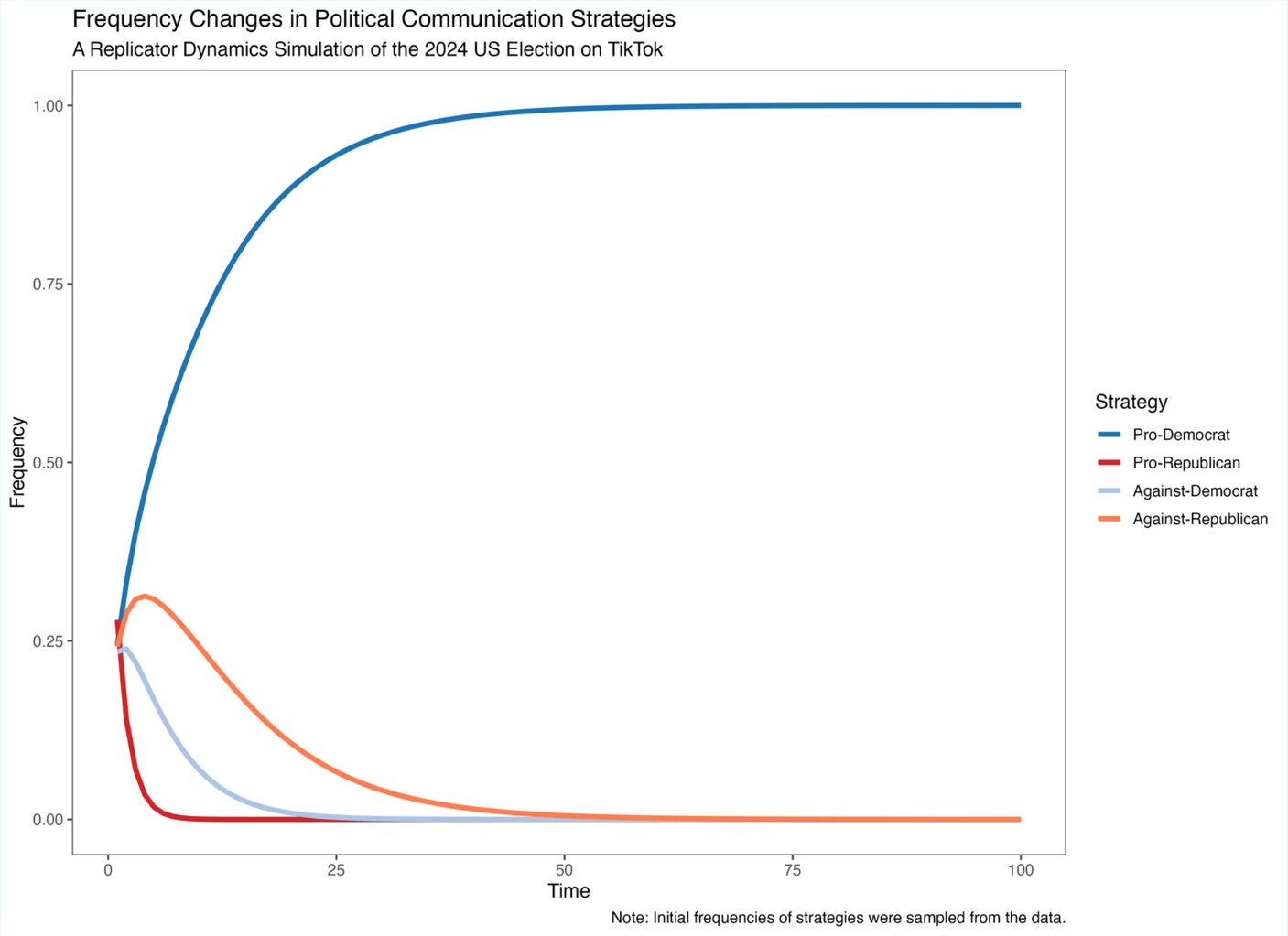
RESEARCH HYPOTHESES

Strategy	Expected Spikes During
Dem. In-group Support	Party wins, endorsements, convention speeches
Dem. Out-group Attack	GOP scandals, Trump soundbites, abortion bans
Rep. In-group Support	Campaign rallies, conservative influencer boosts
Rep. Out-group Attack	Biden gaffes, immigration controversy

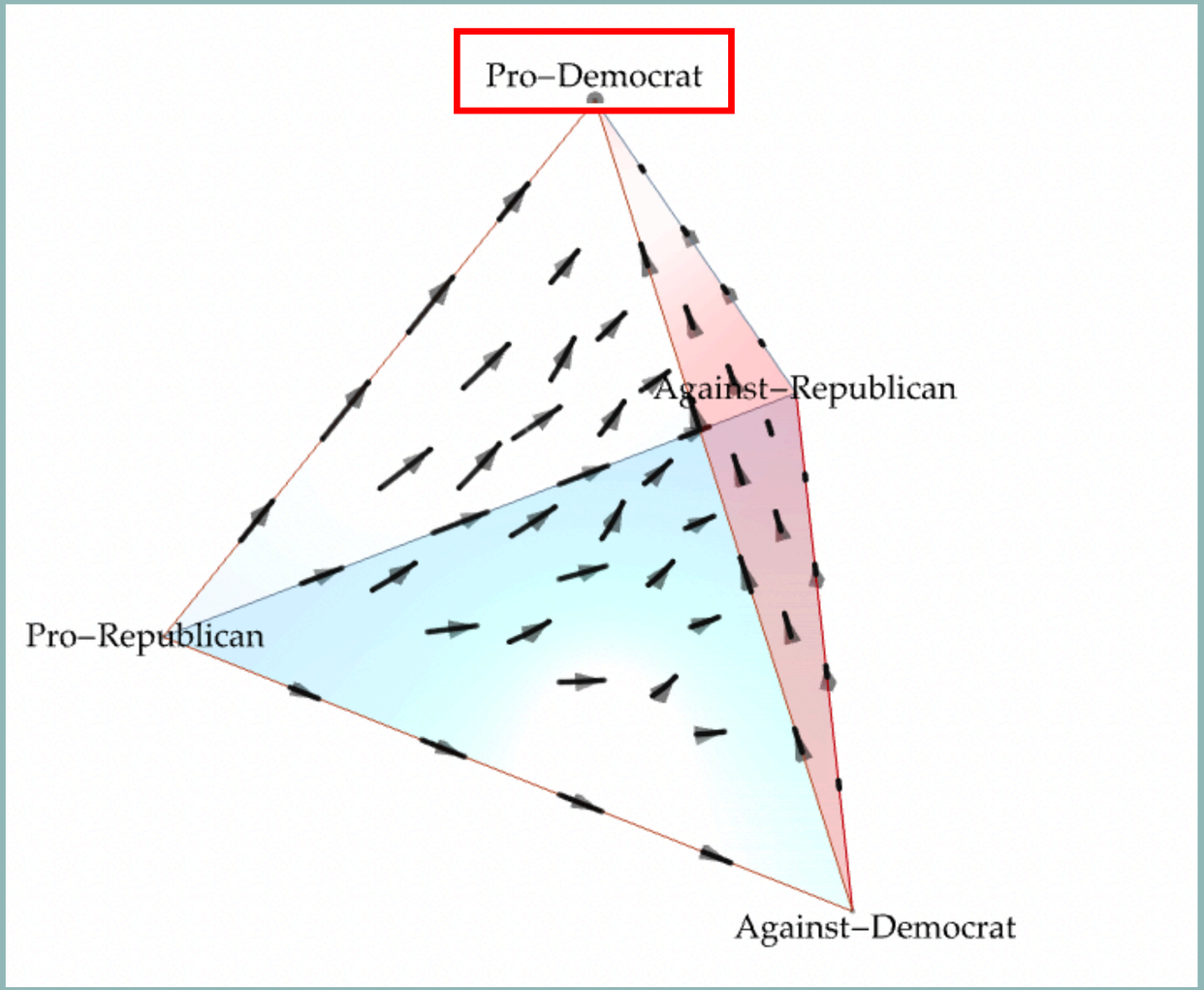
TIME SERIES ANALYSIS



REPLICATOR DYNAMICS SIMULATION & ESS



PHASE DIAGRAM & NASH EQUILIBRIUM



THANK YOU FOR COMING TO OUR TED TALK!

#EGT