

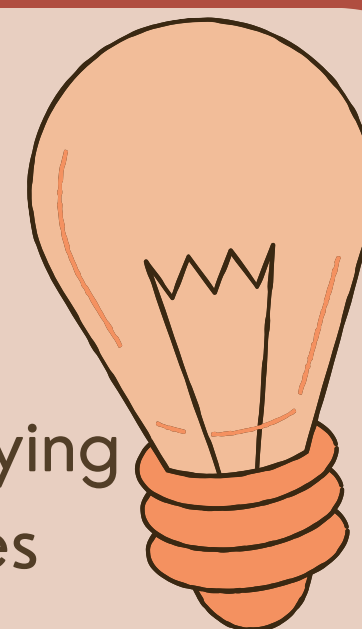
# Meme Sentiment Analyzer: Extracting and Categorizing Sentiments and Sentiment Scaling of Internet Memes



## INTRODUCTION

In today's digital world, memes have become influential tools for shaping public discussions, reflecting cultural norms, and expressing identities. Their combination of visual and textual elements makes them powerful for conveying ideas and emotions. Analyzing memes using AI and ML can provide valuable insights into human behavior, social trends, and public opinion. This is particularly important for fields like marketing and politics, where understanding public sentiment is crucial. The need for meme analysis continues to grow as digital communication evolves.

## OBJECTIVE

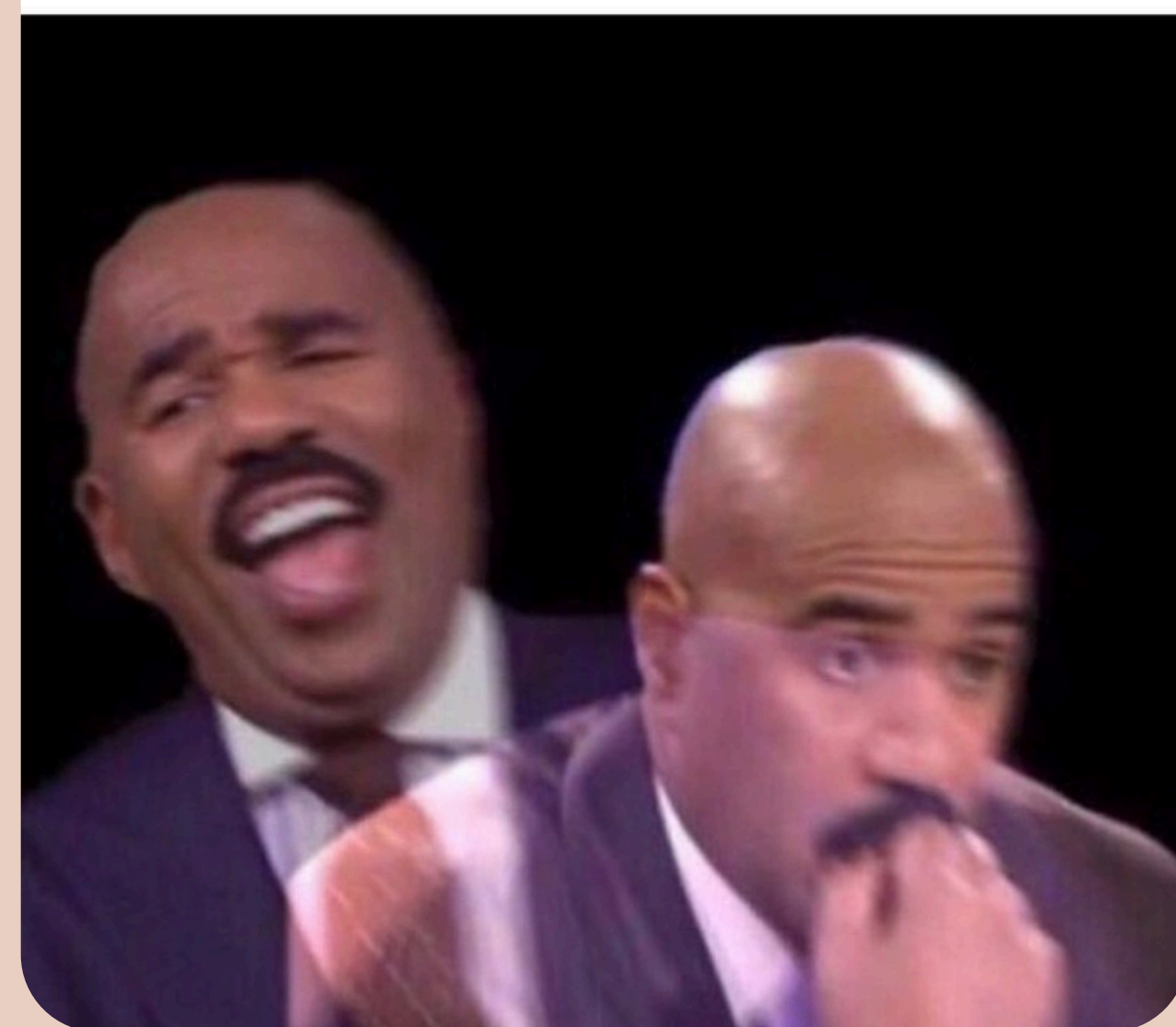


1. How can deep neural network help in classifying multimodal meme data to accurately categories them into positive, negative, and neutral memes and nuanced categories like sarcastic, humorous, and offensive?
2. How can deep neural network models be optimized to handle the unique challenges posed by the multimodal nature of memes, including varying image quality, text fonts, emojis and hashtags?
3. How can this proposed AI framework help in identifying scales of above-mentioned classes of memes in terms of understanding intensity of these emotions?

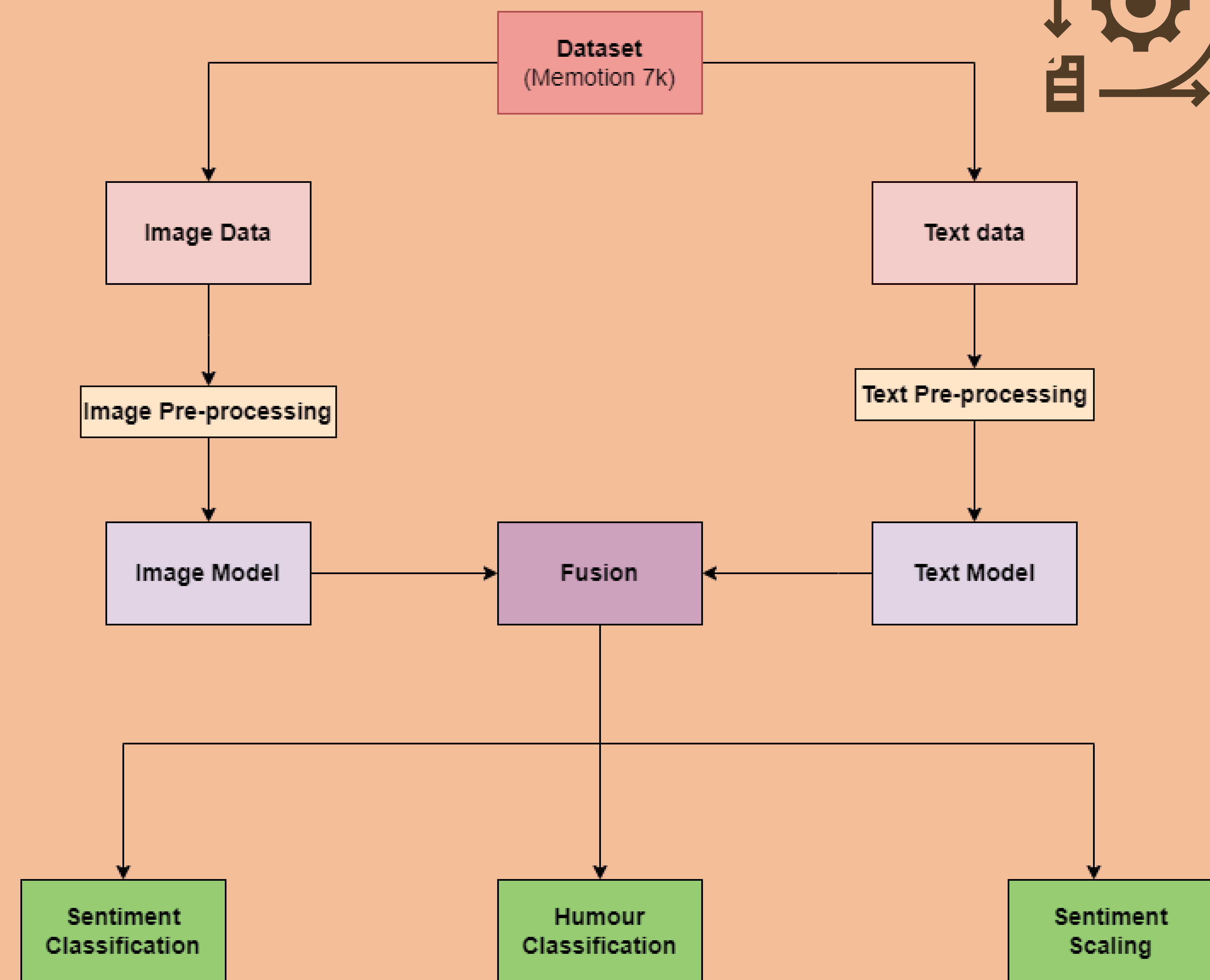
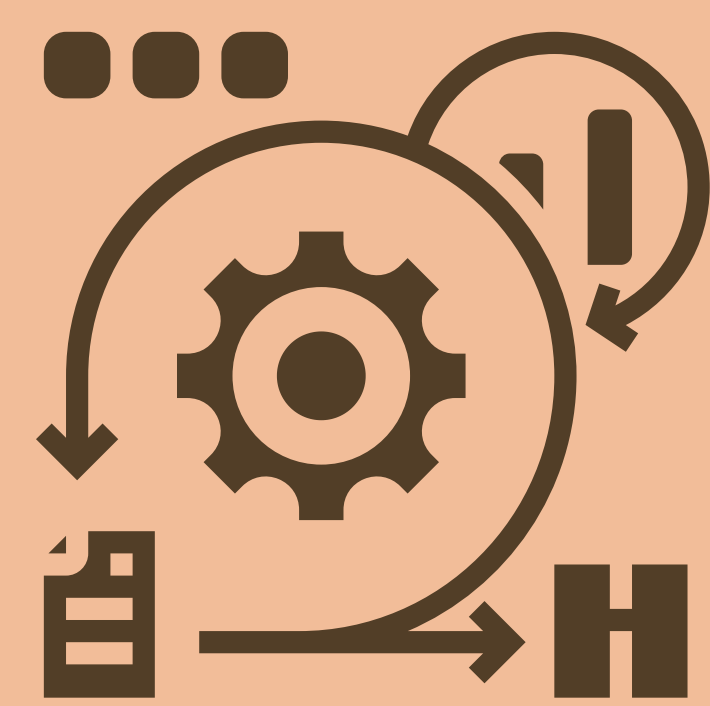
## DATASET

Category	Positive	Negative	Neutral
Humour	5338	1649	-
Sarcasm	1940	5047	-
Offensive	4277	2710	-
Motivational	2465	4522	-
Overall Sentiment	4156	631	2200

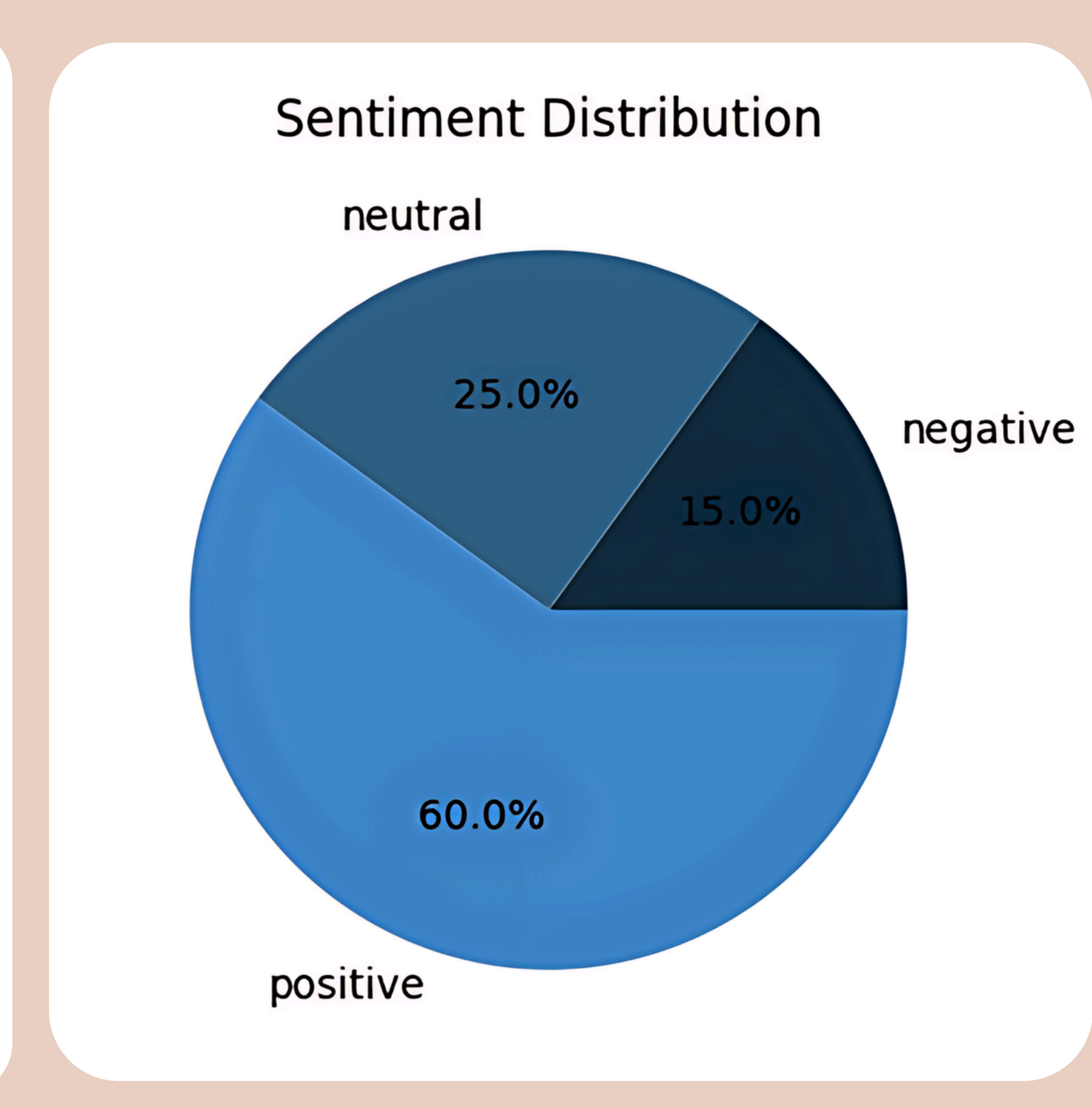
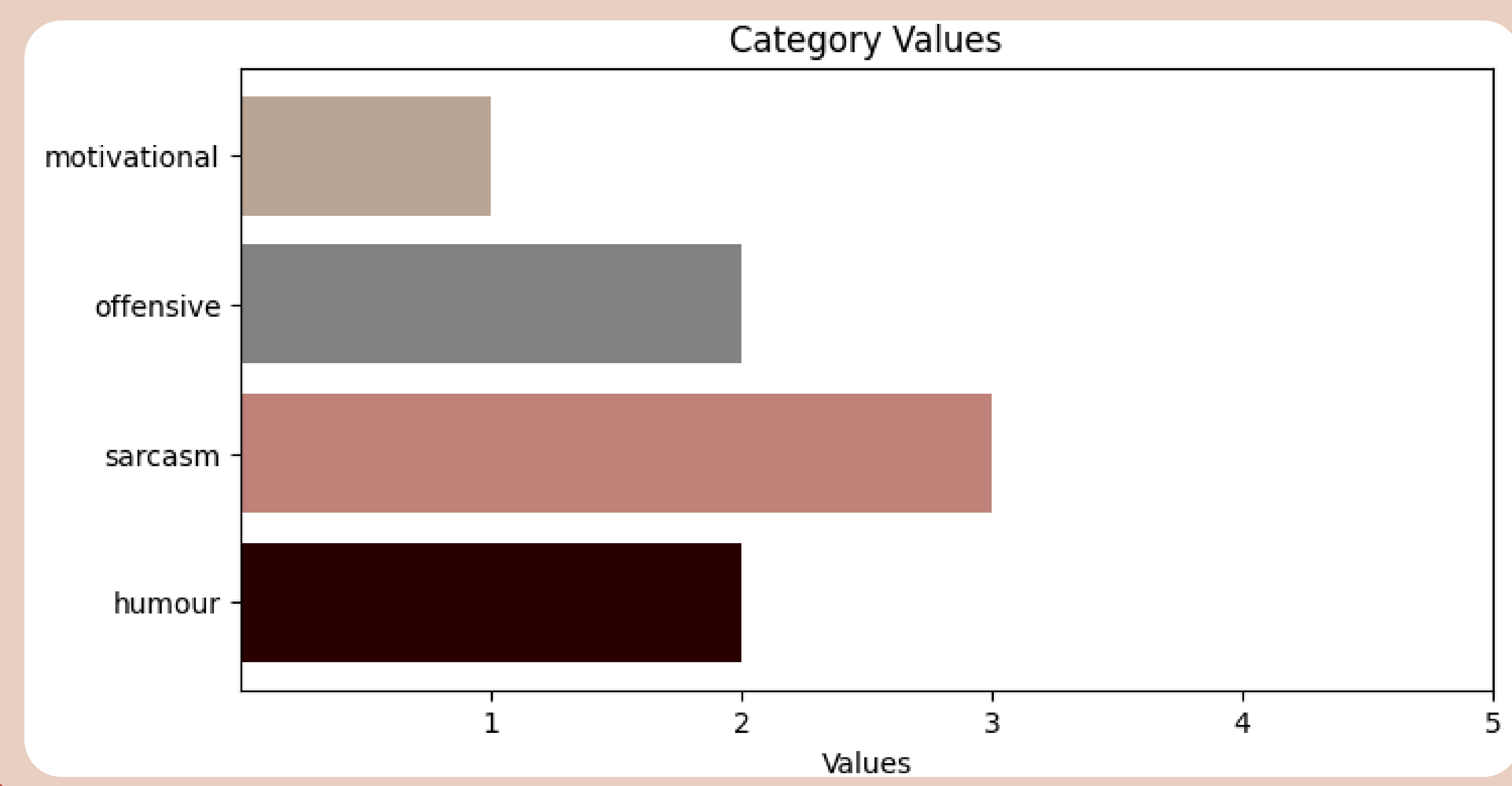
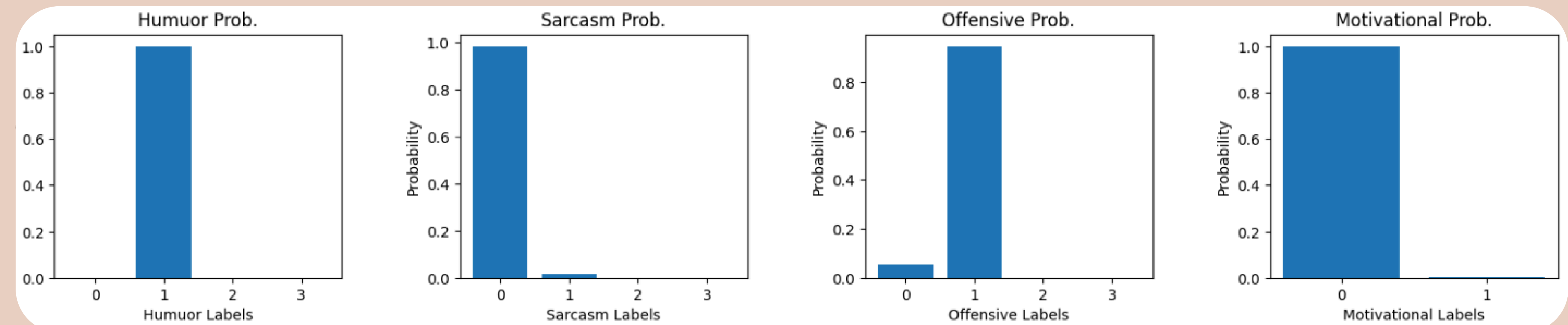
When you're watching cat videos and remember you have to study



## METHODOLOGY



## RESULTS



## CONCLUSION

The proposed multimodal framework for meme sentiment analysis combines visual and textual models, such as ResNet, VGG, and BERT, to improve understanding of meme sentiment, humor, and categories. Despite its strengths, it faces challenges with complex humor, sarcasm, and cultural references that current models struggle to decode. The model could benefit from incorporating specialized transformers and optimizing pre-training on meme-specific datasets. Addressing issues like noisy data and meme complexity could enhance accuracy and reliability. Future improvements could include attention mechanisms and targeted pre-training to better capture the nuanced language and humor in memes.