

# BEYOND THE BALLOT: TIKTOK VIRALITY AND NEPAL'S 2022 ELECTION

## Introduction

- ✓ TikTok's political role surged during Nepal's 2022 elections, yet its virality dynamics remain understudied, even on the context of Global South democracies.

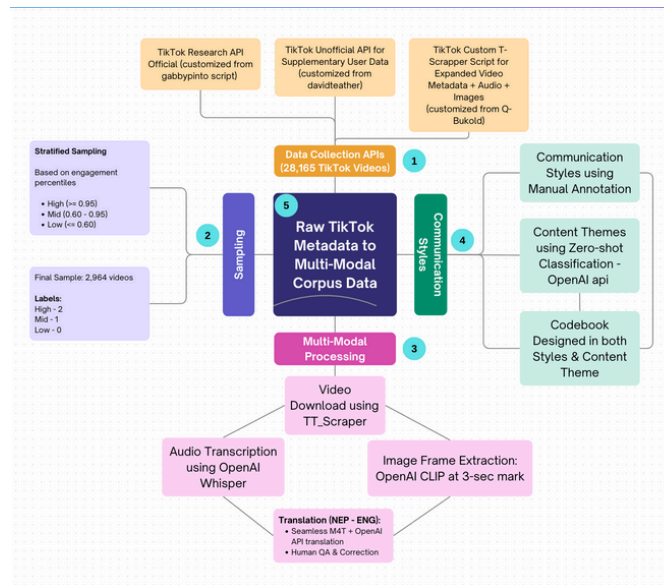
This study predicts virality (RQ1) and decodes TikTok Communication Style–Political Theme Effects (RQ2) using multi-modal

- ✓ ML (XGBoost: 60–75% Accuracy) and regression analysis.  
XGBoost Prediction: 60% Overall accuracy, 75% on high-virality labels.

## Research Objectives

- ✓ Can the virality of political TikTok videos be predicted using pre-upload content, platform and sender characteristics?
- ✓ How do different communication styles and political content themes interact to influence the virality of TikTok videos during Nepal's local elections?

# Research Methodology



## Feature Categories

### Content-Based Features

- Audio Transcripts in Nepali
- Image frame description at 3-second
- Caption Description

### Sender-Based Features

- Creator Follower Count
- Verified Status
- Users Like Count and more

### Platform-Based Features

- Post Timing
- Day of Week
- Video Duration/Effects and more

## Methods

### RQ1: Predicting Virality

XGBoost was chosen due to its flexibility in fine-tuning and higher accuracy for smaller datasets.

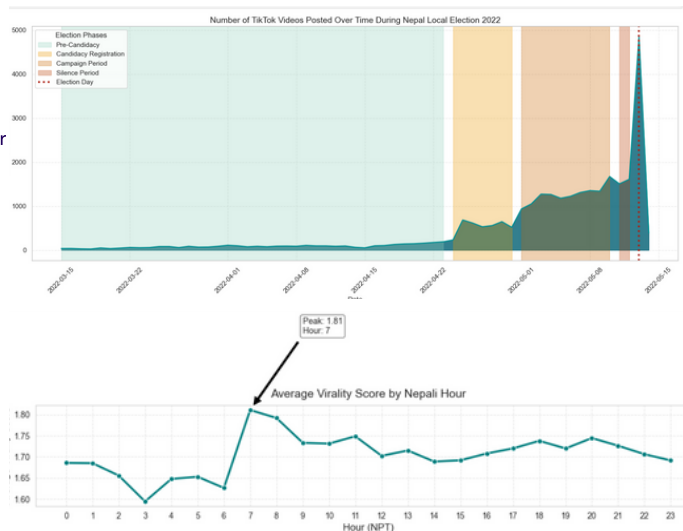
### RQ2: Communication Style

How communication styles (e.g., Critique) and content theme (e.g., Independent movements) affect virality

# EXPLORATORY ANALYSIS I

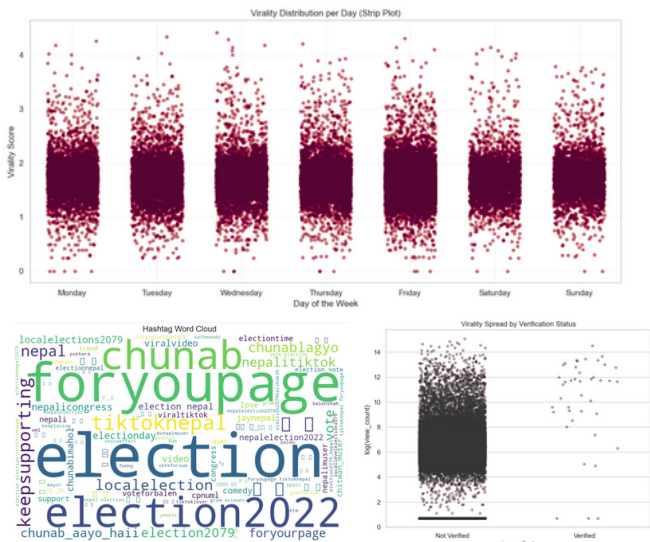
## TIKTOK ELECTION VIDEOS POSTED OVER TIME

As the election date approached, the number of TikTok videos peaked until it reached the election period

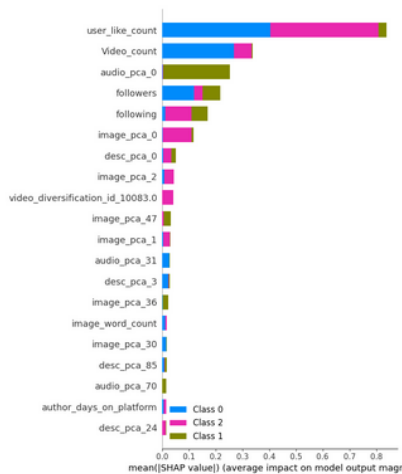


# EXPLORATORY ANALYSIS II

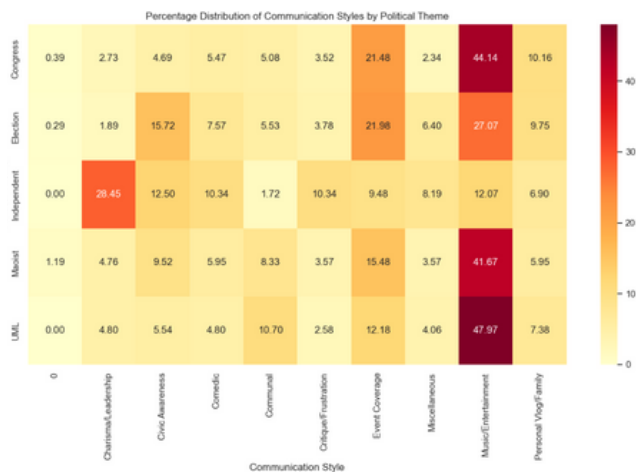
## PER DAY DISTRIBUTION



### SHAP Plot Prediction



### Model Comparison Summary



RQ1: XGBOOST PREDICTION ON VIRALITY OF TIKTOK VIDEOS

RQ2: COMMUNICATION STYLES RELATIONSHIP WITH VIRALITY