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	authors	• Gupta, K. • Gautam, D. • Mamidi, R.	authors	• Kshitij Gupta • Devansh Gautam • Radhika Mamidi	DUPLICATES	212
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	abstract		abstract	Memes are one of the most popular types of content used to spread information online. They can influence a large number of people through rhetorical and psychological techniques. The task, Detection of Persuasion Techniques in Texts and Images, is to detect these persuasive techniques in memes. It consists of three subtasks: (A) Multi-label classification using textual content, (B) Multi-label classification and span identification using textual content, and (C) Multi-label classification using visual and textual content. In this paper, we propose a transfer learning approach to fine-tune BERT-based models in different modalities. We also explore the effectiveness of ensembles of models trained in different modalities. We achieve an F1-score of 57.0, 48.2, and 52.1 in the corresponding subtasks.		
	versions		versions			