Viral Food Trends

Emily Fuller

Impact of Viral Foods

Problem Statement

Based on the text included in a Reddit post title, can we predict if a post will go viral?

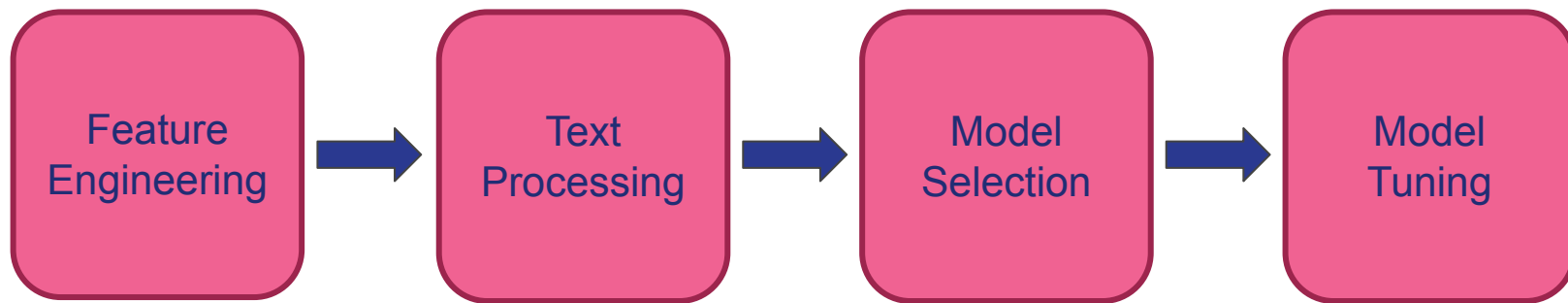- Top 2% of posts are considered 'viral'

Data Collection

- r/food
- Pushshift API
- Reddit API
- Other sources
  - Twitter API
  - Instagram dataset

Modeling

Performance

	Baseline	Model
Accuracy	0.9799	0.9822
Balanced Accuracy	0.5	0.5918
F1 Score	0	0.294

Further Steps

- Incorporate image data
- Expand to other social media platforms
- Food blogs, restaurant menus and restaurant reviews