Socially Generated Positive Reinforcement on Social Media

# TEAM MEMBERS

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**COMMENTS**

The topic is interesting. Please, consider the following comments:

1. Ensure that you can gather or construct a suitable dataset for your analysis.
2. Consider the strategy for user selection. Will you be choosing users from a specific social circle, friends of friends, or focusing on well-known individuals? Having a clear selection criterion will help improve the validity of your results.
3. Consider taking into account the number of likes, comments, and shares that a post receives, as these may influence the positive reinforcement experienced by the user and impact the frequency of their posts.
4. For a more robust analysis, you may want to explore different types of posts, such as text, images, or videos, and determine whether the type of content has any effect on positive reinforcement and posting frequency.
5. When developing your predictive model, make sure to explore different algorithms and techniques, such as regression models or time series analysis, to identify the most suitable approach for your data.
6. In your analysis, consider potential confounding factors, such as the user's age, location, or other demographic information that may influence their posting behavior.
7. Utilize visualization and summarization techniques to gain insights into your data and models, which can help you better understand the relationships and patterns within the data.
8. Remember to apply the data preprocessing and analysis techniques you learned in the course to ensure the quality and validity of your results.
9. You might want to consider the potential implications of your findings for social media platforms, users, and policymakers, as well as suggest possible interventions to mitigate any negative effects of positive reinforcement on users.
10. Specify the types of models you plan to use for your analysis. If you're treating the data as time-series, attention-based models such as [transformers](https://towardsdatascience.com/transformer-neural-network-step-by-step-breakdown-of-the-beast-b3e096dc857f) or [LSTM model](https://www.analyticsvidhya.com/blog/2019/11/comprehensive-guide-attention-mechanism-deep-learning/) might be suitable. Alternatively, you could explore [rule discovery](https://dl.acm.org/doi/10.1145/2783258.2783306) on the time-series data. Grouping the posts by day or week and using the counts as input data could also be beneficial.
11. Aim to make your prediction models interpretable, which can be more easily achieved through rule discovery. Interpretable models will enable a clearer understanding of the features or patterns that are relevant for the predictions.

In general, strive to apply the techniques and skills you have acquired throughout the course to this project. This will not only help demonstrate your understanding of the material but also enhance your analysis and insights.

Good luck.