MONISHA PATRO SPRING 2024

MET GALA: Fashion Analytics Project Proposal

Title:

Fashion Trends Set by the MET Gala and Their Impact on social media. (480)

Research Questions:

1. How do fashion trends showcase at the MET Gala impact the use of relevant fashion-related hashtags on platforms like Instagram and Pinterest before and after the event?

2. To what extent do social media users engage with fashion content related to MET Gala trends?

Background:

The MET Gala is known for setting and popularizing iconic fashion trends each year. This proposal aims to investigate how specific fashion trends introduced or popularized at the MET Gala influence and are reflected in social media fashion content. The question of how fashion trends from prestigious events like the MET Gala influence social media is gaining prominence in our evolving digital culture. While no direct studies on the MET Gala exist, Smith (2020) and Johnson & Davis (2019) examined the influence of high-profile fashion events on social media engagement, providing a foundation for understanding the broader impact of fashion on digital platforms. Additionally, research by Bender et al. (2011) and Mendes et al. (2018) on user engagement in online advocacy groups offers methodological insights that can be applied. These studies collectively underscore the significance of exploring the intersection between iconic fashion events, social media, and user engagement in our contemporary digital landscape.

Data:

As the MET Gala sets the tone for fashion trends each year, this study will shed light on how these trends are adopted, adapted, and embraced by users on social media platforms. This study will manually collect data from Instagram and Pinterest, focusing on posts related to the MET Gala events of 2021 and 2022. The selection criteria for hashtags and styles will be based on their popularity and relevance to MET Gala fashion trends, ensuring a representative sample of the broader social media discourse. The timeframe for data collection will span from one month prior to each MET Gala event to one-month post-event, capturing the immediate impact and subsequent trend adoption.

Method:

The methodology for analyzing the adoption of MET Gala fashion trends on social media will involve a detailed content analysis approach. Specifically, data will be collected from Instagram and Pinterest, focusing on posts and user interactions related to the MET Gala events of 2021 and 2022. A tailored codebook will be developed for this study, derived from a subset of the

collected data and existing literature on fashion trend analysis. This codebook will categorize posts based on specific fashion elements, user engagement (likes, shares, comments), and sentiment. The analysis will quantify the frequency and nature of trend adoption, while also qualitatively assessing user sentiment and engagement. Categories in the codebook will include trend specifics, engagement metrics, and sentiment. Both data collection and analysis will be performed manually, adhering to course guidelines for an in-depth, hands-on approach to social media mining.

References:

1. Smith, A. P., & Smith, B. P. (n.d.). *Fashion archive fervour: The critical role of Fashion Archives in ...* tandfonline.com. https://www.tandfonline.com/doi/full/10.1080/23257962.2020.1813556
2. Clarke, M. B., & Jablon-Roberts, S. (2022). In America: A content analysis of the 2021 met gala. *Innovate to Elevate*. https://doi.org/10.31274/itaa.15841
3. Zou, Y., Pintong, S., Shen, T., & Luh, D.-B. (2022). Evaluation and trend of Fashion Design Research: Visualization analysis based on CiteSpace. *Fashion and Textiles*, *9*(1). https://doi.org/10.1186/s40691-022-00316-6