

Problem Statement

Does formality affect how viral a social media(Reddit) post will be?

Experiments

1. Topic Consideration: Worldnews, Science, Movies, Shower Thoughts (2 experiments)
 - a. CF-score, Metric for virality= Sum(upvotes + downvotes)
 - b. F-score, Metric for virality= Sum(upvotes + downvotes)

2. Discourse Analysis (4 experiments)

- a. CF-score

- i. Metric for Virality:

$$v(C) = \frac{C.upvotes + C.downvotes + C.replies}{S.upvotes + S.downvotes}$$

- ii. Metric for virality:

$$v(C) = \frac{C.upvotes + C.downvotes + C.replies}{R.subscribers}$$

- b. F-score

- i. Metric for virality:

$$v(C) = \frac{C.upvotes + C.downvotes + C.replies}{R.subscribers}$$

- ii. Metric for virality:

$$v(C) = \frac{C.upvotes + C.downvotes + C.replies}{S.upvotes + S.downvotes}$$