**Proposed Novel Methodology**

Work carried out to date has identified several features which may serve to improve outcomes for sarcasm detection models. Chapter 6 has concluded that collection methodologies for annotated data for training has significant implications for the data obtained in terms of the structural and sentimental features. Based upon this assessment, expansions upon the current training dataset must be carried out mindfully to ensure that the characteristics of organic sarcastic data are retained. Additional observations regarding features which have a statistically significant difference in sarcastic and non-sarcastic text were identified; this will form the basis for feature extraction prior to model training. Additional observations which will be subject to evaluation for consideration in the proposed model include:

1. Subjectivity of sarcasm identification is increased where the topic relates to personal beliefs rather than more generalised humour. An observation relating to this effect is that the belief held by the majority seems to be classified as non-sarcastic at higher rates and the converse is true where the belief is regarded as more controversial. There were notable differences in the use of emojis in these cases- sentiment congruence was high between emojis and text in the non-sarcastic content and the opposite was true for the sarcastic content.
2. The presentation of sarcasm is different in varying contexts. Negative sarcastic tweets were observed to use emojis disproportionately to reduce perceived negativity. The converse was true to some extent for positive sarcastic content; however, the effect was far less universal.

**Evaluation of Present State-of-the-art Sarcasm Detection Models**