

UNIVERSITI TEKNOLOGI MARA

**IDENTIFYING THE FACTORS AFFECTING INTERNET
MEMES TO BECOME VIRAL ON SOCIAL MEDIA**

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Final Year Project Submitted in Partial Fulfillment of the Requirements
for the Degree of

BACHELOR OF SCIENCE (HONS.) STATISTICS

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

JANUARY 2020

ABSTRACT

Memes is a post that social network user usually post in social network to convey messages, feeling or opinion in sarcastic ways. Unfortunately, most of the social network users failed to use *memes* in a beneficial way such as for marketing and advertising. The tendency of people using *memes* nowadays should be exploited by the people in good and more useful ways. The aim of the study is to analyze the factors contributing to the largest number of internet *memes* shares or its virality. Besides that, the study also wants to find the best method that is suitable to predict number of shares of a *meme*. The data of the study is obtained from a famous Malaysian Facebook named 'Gags Malaysia'. Negative Binomial Regression (NBR) and Non-Linear Regression (NLR) method was used to find the factors that affects the Number of S.hares. NLR is used because the data was found not linear during the model adequacy checking process. While NBR was applied because there was over-dispersion issue exist when using Poisson Regression. R-square value was used to decide the best method to predict number of shares. Next, to find whether there is a relationship between the categorical variables, Chi-Square Test of Independence is applied. The result shown that NBR is chosen as the best method because the R-square value of NBR (1.000) is the perfect fit compared to NLR (0.1683). In the NBR analysis indicates that all variables are significant except for the main effect of Types of *Memes* and Self-enhancing, the main effect of Day of Posting and Weekdays and the Number of Comments. Lastly, The Chi-Square Test of Independence indicates that there was an association between Types of *Memes* and Day of Posting.

ACKNOWLEDGEMENT

Alhamdulillah. Thanks to Allah SWT, who with His willing gives us the opportunity to complete this study of the Final Year Project which entitled 'The Effect of Humour on Virality'. This study was prepared for student in final year to complete the undergraduate program that leads to the degree of Bachelor of Science (Hons.) Statistics. Firstly, a special gratitude towards Madam Siti Sarah Binti Januri, a lecturer from Faculty of Computer and Mathematical Sciences at UiTM and also assigned as our supervisor who had given us a lot of guidance during finishing this task in this semester session. A special thanks to our Research Methodology's lecturer, Madam Nora Binti Mohd Basir, Madam Che Norhalila Binti Che Mohamed and other lecturers from Department of Statistics for their cooperation during the process of completing the study of final year project that had given valuable information, suggestions and guidance in the compilation and preparation for this final year project report. Deepest thanks and appreciation toward our parents, family, and others for their cooperation, encouragement, constructive suggestion and full of support for the report completion, from the beginning till the end. Lastly, a special gratitude to of friends and everyone who have been by supporting the work and helps during the progress till it is fully completed.

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