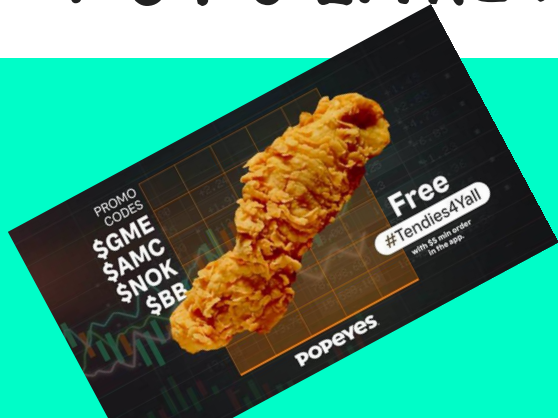


# R/WALLSTREETSBET'S 4P'S: POSTING, POSTERS, AND POST POPULARITY

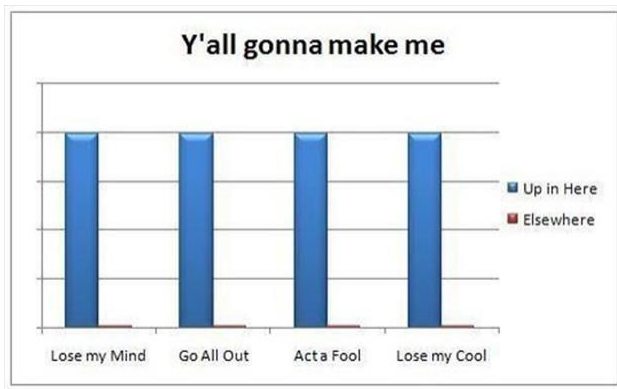


**Andrew Samaha**  
**4/10/2021**



# ABOUT ME

- Recovering academic
- I love cooking food for my friends
- I teach yoga
- The first thing I'm doing after coronavirus is going hiphop dancing (r.i.p. DMX)



# R/WALLSTREETBETS

- A forum on Reddit
- Individual investors
- Provocative and Meme-driven communication
- Anti-establishment and pro-underdog
- Behave like a 'flock' to push prices



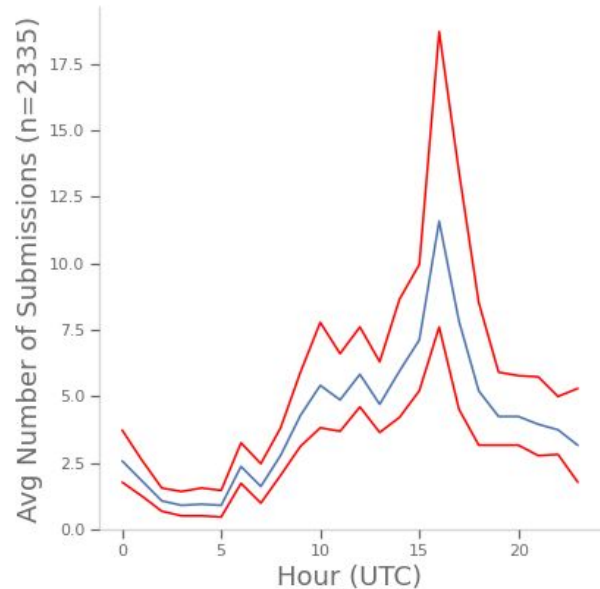
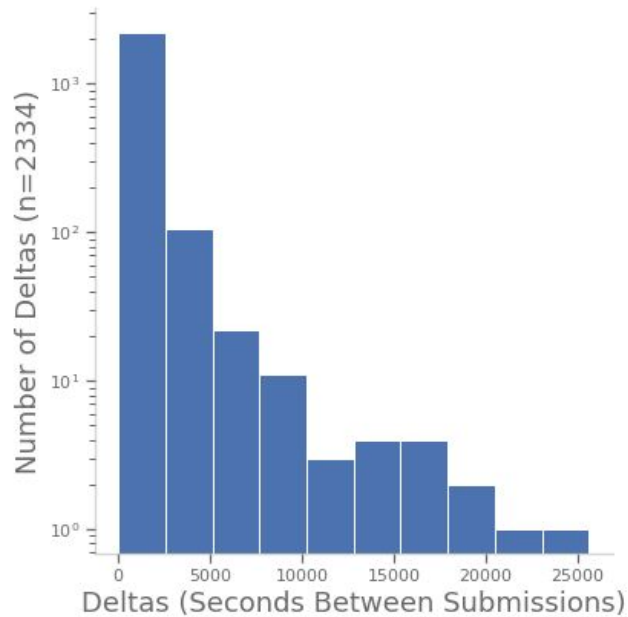
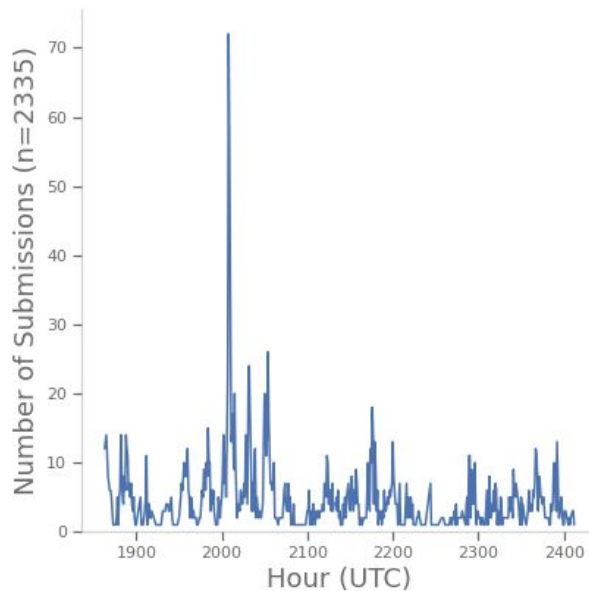
# THE DATASET

- Data Scraped from r/WallStreetbets
- 3/18/2021 - 4/10/21, 22.9 days
- 2,335 Submissions (posts)
- 1,700 Unique Posters

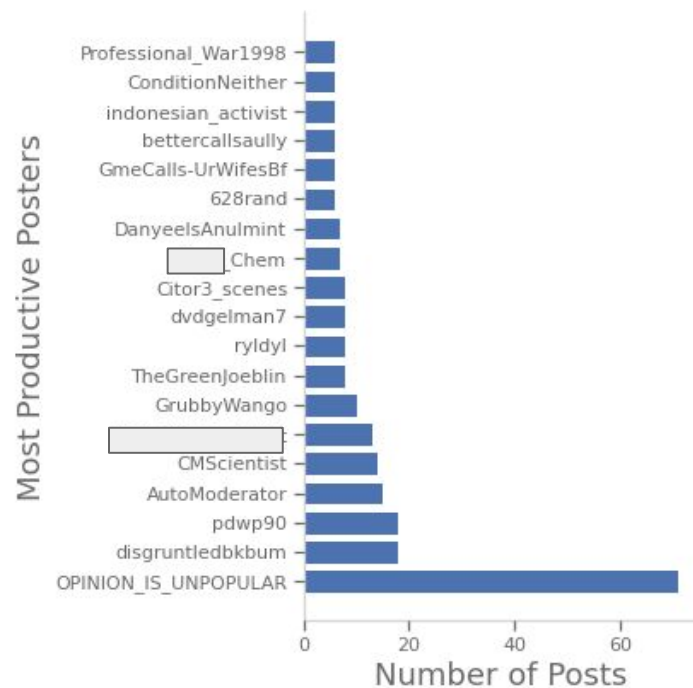
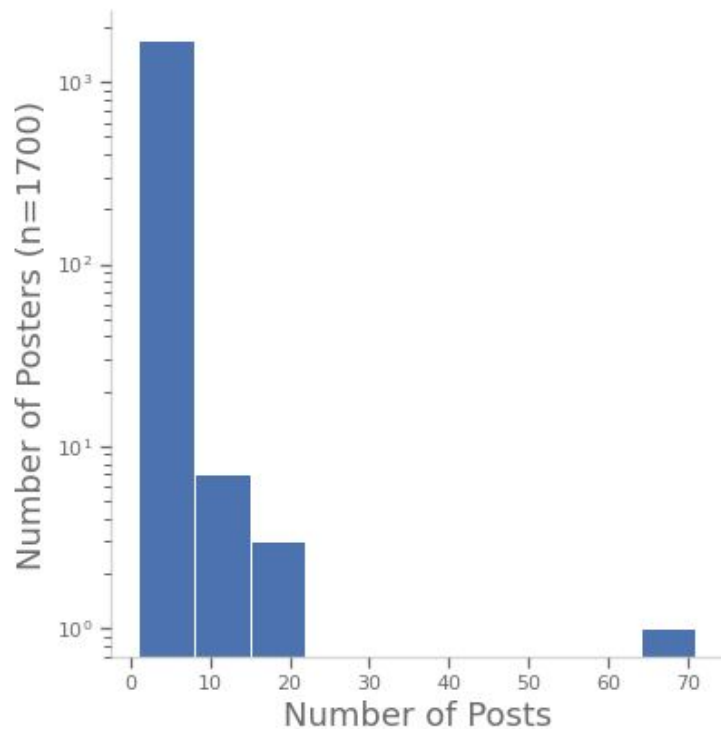
# 4 W QUESTIONS:

- When do people post?
- Who posts?
- What's the relationship between post-popularity metrics?
- What makes a good post?

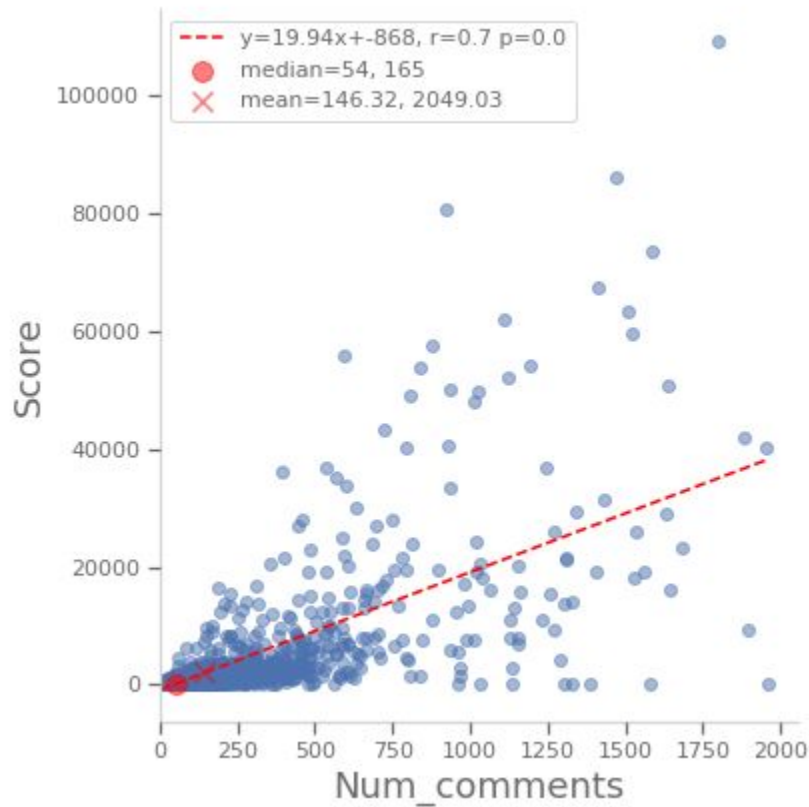
# WHEN DO PEOPLE POST?



# WHO POSTS?



# POST POPULARITY METRICS

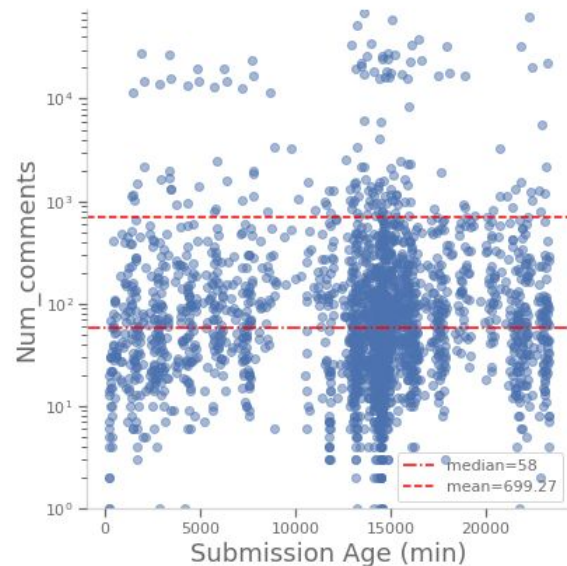
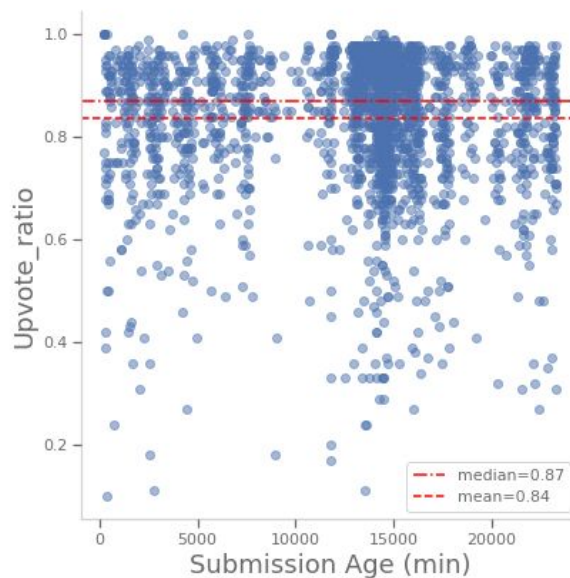
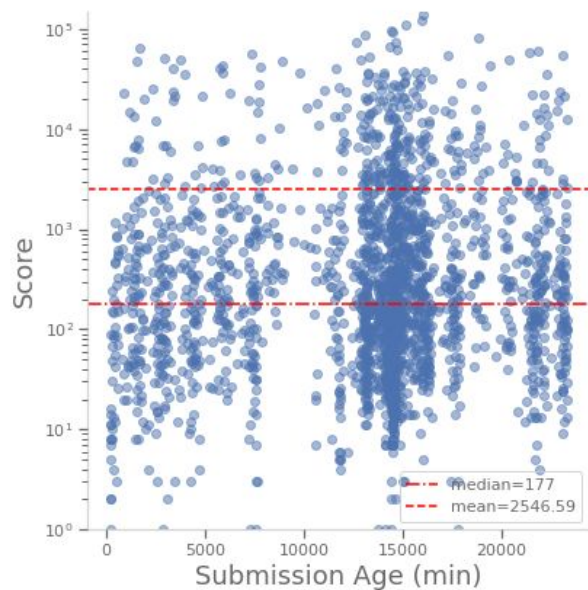




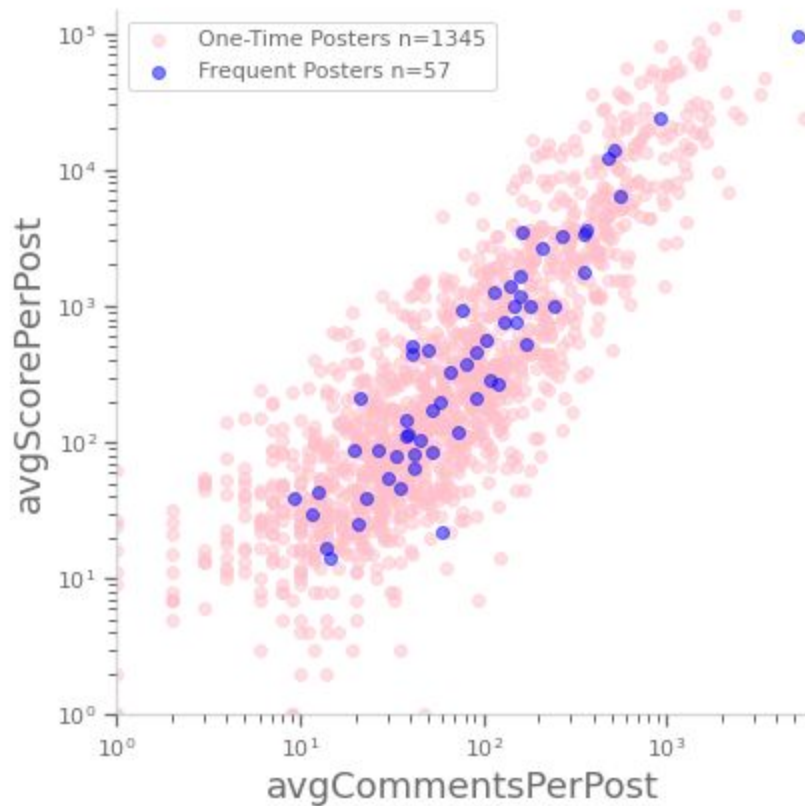
# WHAT MAKES A GOOD POST?

- Age? -- Do posts become more popular over time?
- Experience? -- Do frequent posters make better posts?

# DO POSTS BECOME MORE POPULAR OVER TIME?



# DO FREQUENT POSTERS HAVE MORE IMPACT?



# 4 W QUESTIONS:

- When do people post?
  - Every 20s, 4pm EST, Not after Midnight
- Who posts?
  - Mostly first-time posters
- What's the relationship between post-popularity metrics?
  - The metrics seem to be highly correlated
- What makes a good post?
  - Post-Age? No
  - Poster-Experience? No

# FUTURE STEPS

- Content Analyses
  - Language Tracking
  - Mentions of Stocks
  - Meme Tracking
- What's the relationship between posts and the market?

THANK YOU

[HTTPS://GITHUB.COM/ANDREWSAMAHA/WSBANALYSIS](https://github.com/ANDREWSAMAHA/WSBANALYSIS)

