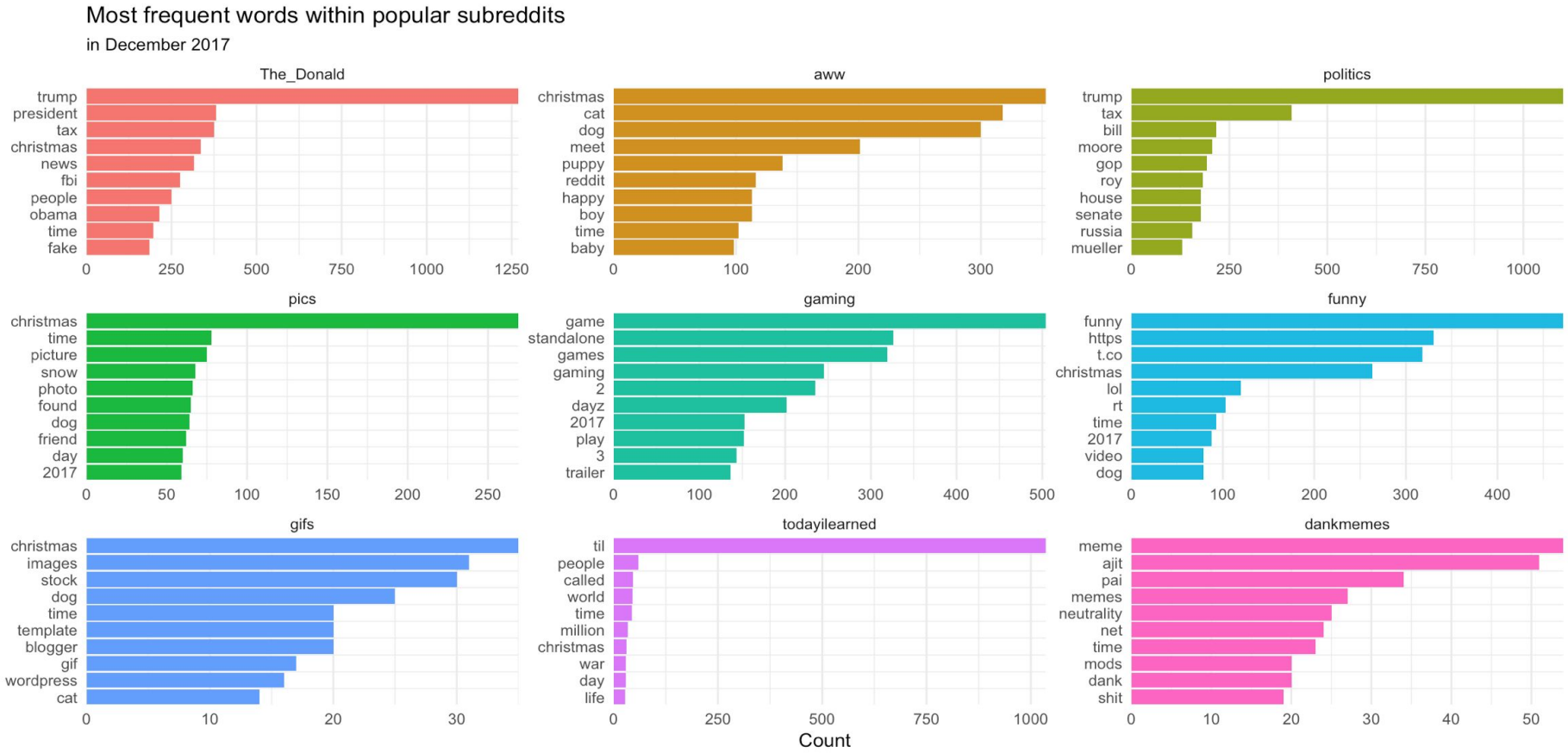
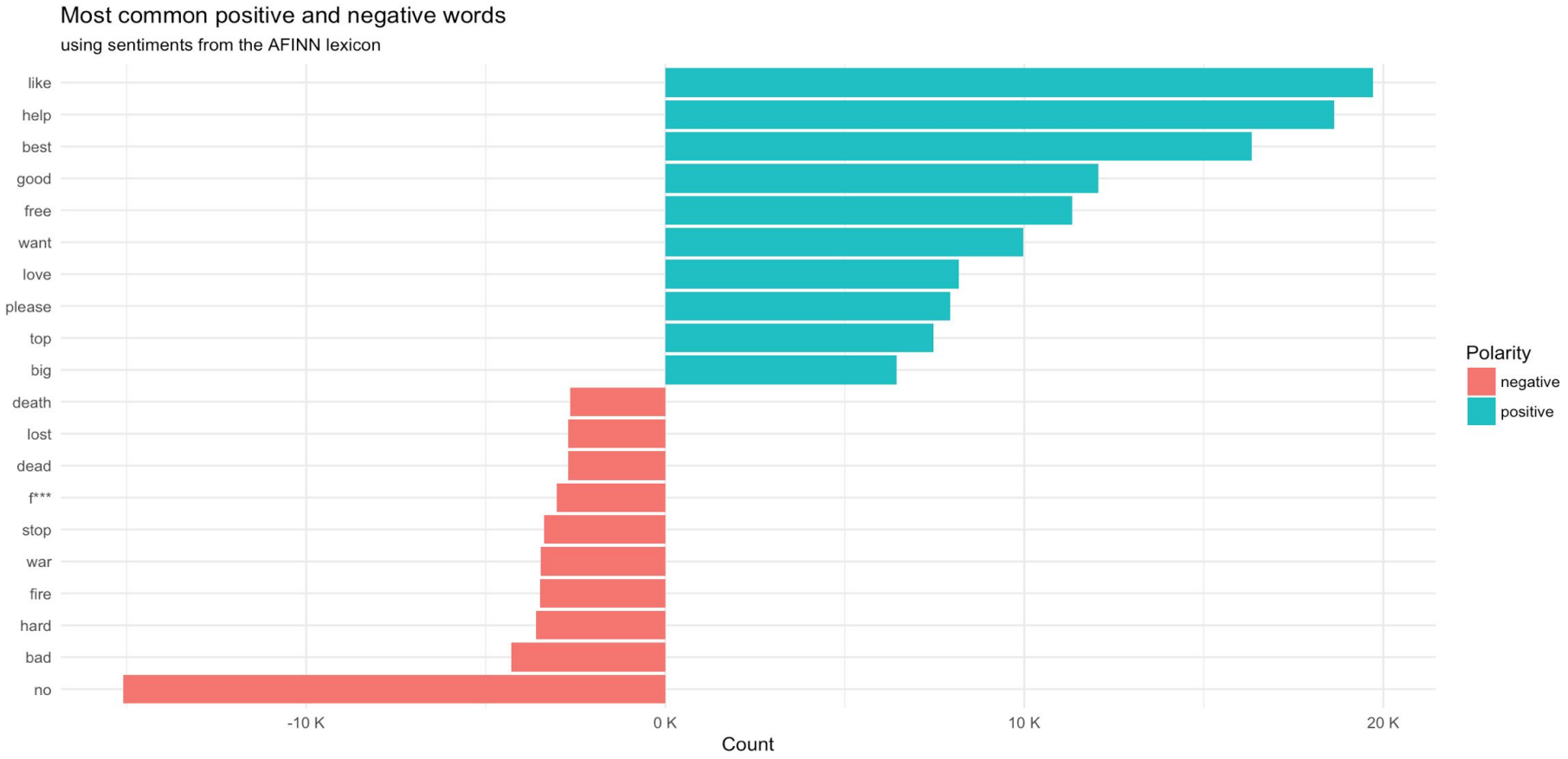
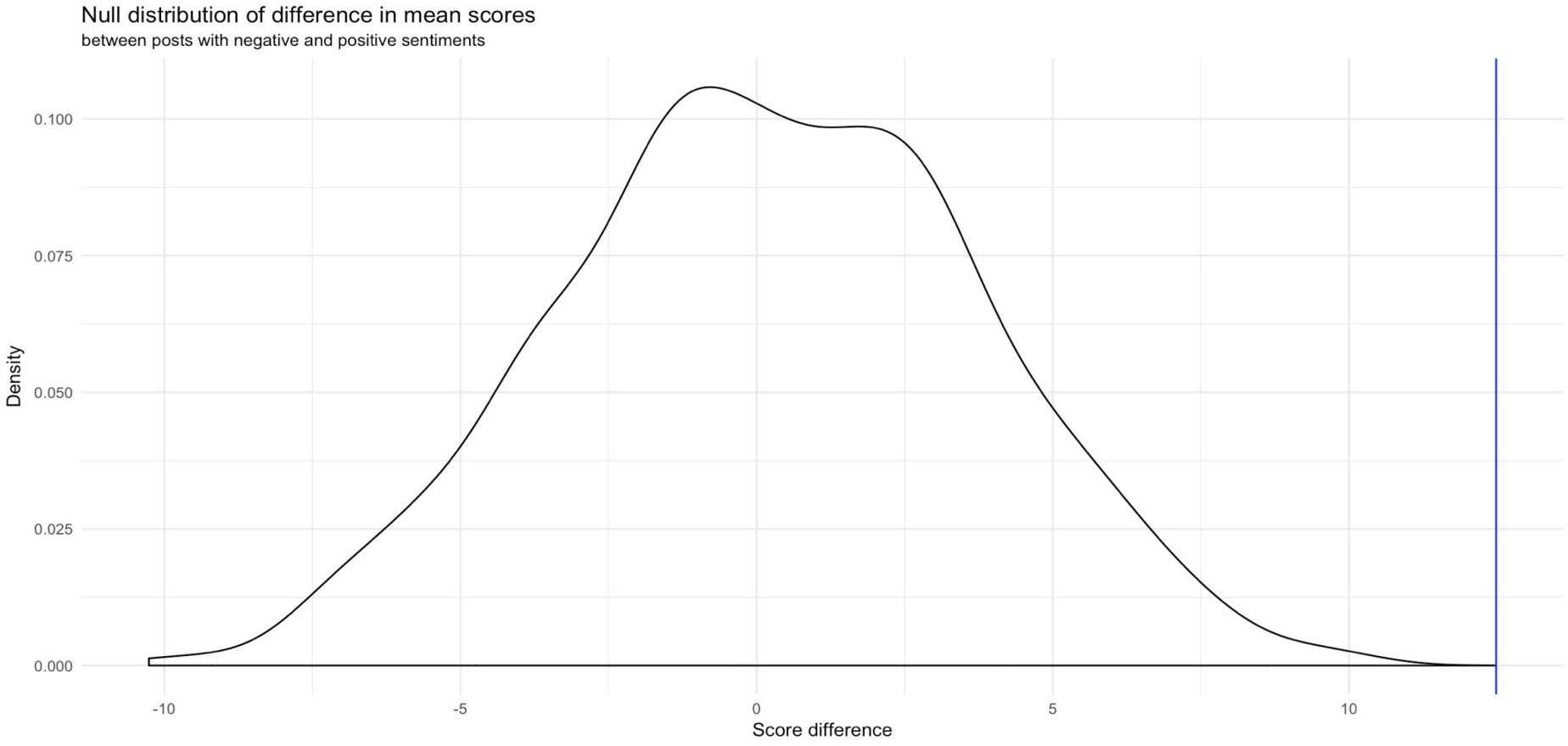
How to Succeed on Reddit

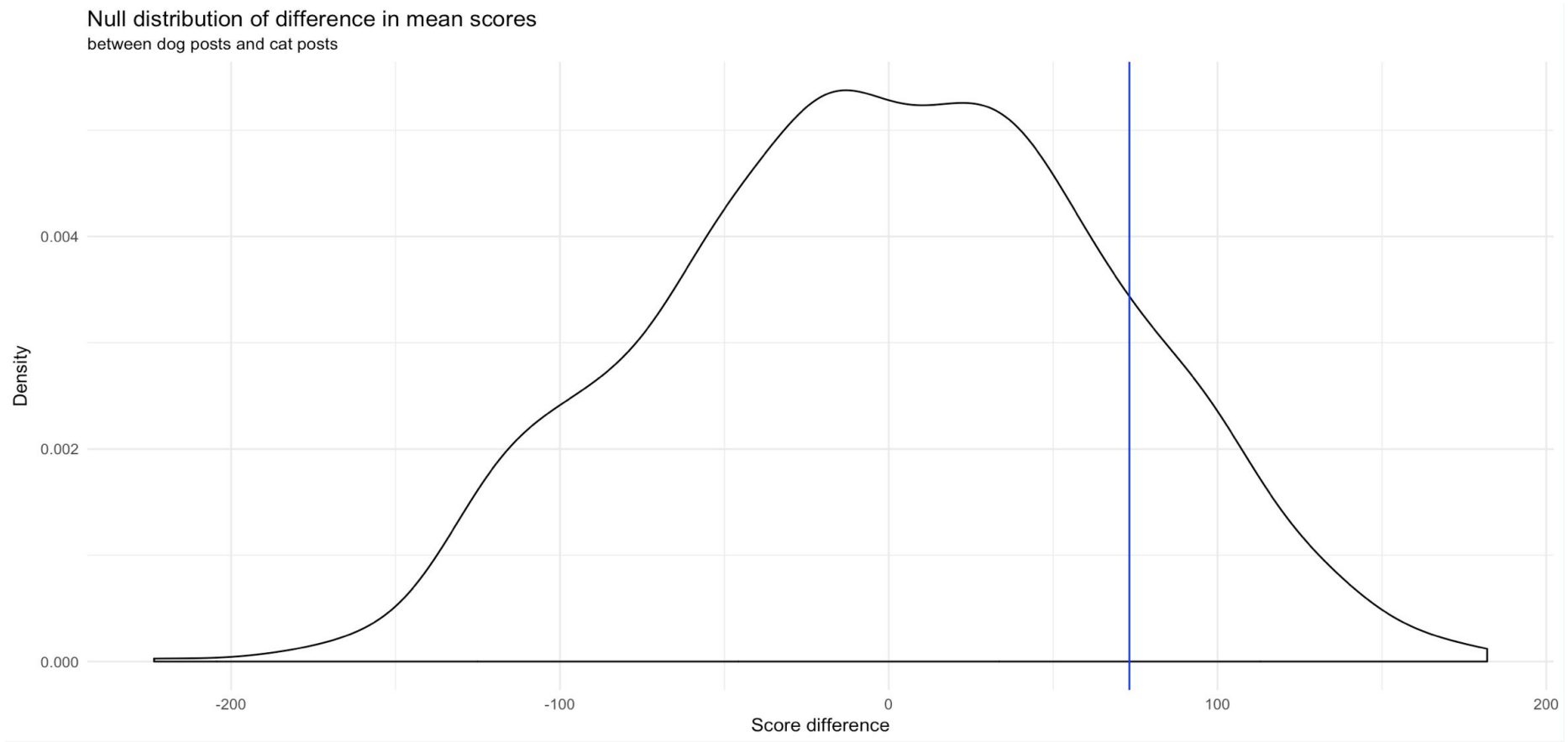
Team InterstellR


Most frequent words within popular subreddits
in December 2017
The_Donald
trump
president
tax
christmas
news
fbi
people
obama
time
fake
0
250
500
750
1000
1250
aww
christmas
cat
dog
meet
puppy
reddit
happy
boy
time
baby
0
100
200
300
politics
trump
tax
bill
moore
gop
roy
house
senate
russia
mueller
0
250
500
750
1000
pics
christmas
time
picture
snow
photo
found
dog
friend
day
2017
0
50
100
150
200
250
gaming
game
standalone
games
gaming
2
dayz
2017
play
3
trailer
0
100
200
300
400
500
funny
funny
https
t.co
christmas
lol
rt
time
2017
video
dog
0
100
200
300
400
gifs
christmas
images
stock
dog
time
template
blogger
gif
wordpress
cat
0
10
20
30
todayilearned
til
people
called
world
time
million
christmas
war
day
life
0
250
500
750
1000
dankmemes
meme
ajit
pai
memes
neutrality
net
time
mods
dank
shit
0
10
20
30
40
50
Count


Most common positive and negative words
using sentiments from the AFINN lexicon
like
help
best
good
free
want
love
please
top
big
death
lost
dead
f***
stop
war
fire
hard
bad
no
-10 K
0 K
10 K
20 K
Count
Polarity
negative
positive


Null distribution of difference in mean scores
between posts with negative and positive sentiments
0.100
0.075
0.050
0.025
0.000
Density
-10
-5
0
5
10
Score difference

Dogs or Cats?


Null distribution of difference in mean scores
between dog posts and cat posts
Density
0.004
0.002
0.000
-200
-100
0
100
200
Score difference

Modeling Popularity

- Multivariate linear model
- Target: score
- Predictors: subreddit, sentiment, dog_cat, [text features], ...
- Stepwise selection by AIC
- R^2 = 0.177

	Terms									
Docs	1	12	2	2017	amp	christmas	game	https	time	world
7hbf0d	1	0	1	0	1	0	0	0	0	0
7hnto4	0	1	1	1	0	0	1	0	0	0
7iiku8	1	1	0	1	0	0	1	0	0	0
7ioafs	1	0	0	0	1	0	0	0	1	0
7ixrdt	0	0	1	1	0	0	1	0	0	0
7jvb0s	1	1	1	0	0	1	0	0	0	0
7kplv0	0	0	0	1	0	0	1	0	0	0
7l5l52	0	0	0	1	0	0	1	0	0	0
7m1umi	0	0	0	1	0	0	0	0	0	0
7mguty	1	1	1	0	0	0	0	0	0	0

Conclusions

1. Be negative
2. Dogs > cats
3. Post on /r/gifs
4. Don’t talk about December, games, and don’t ask questions
5. Do talk about home and news
6. Don’t use a linear model to predict Reddit post scores!