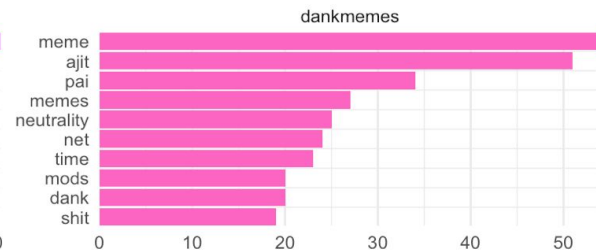
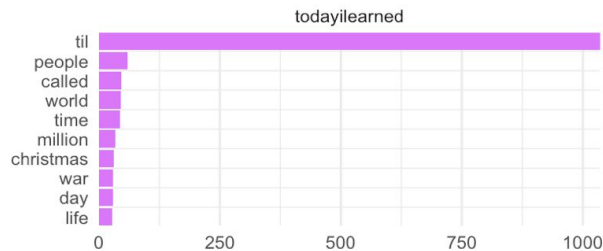
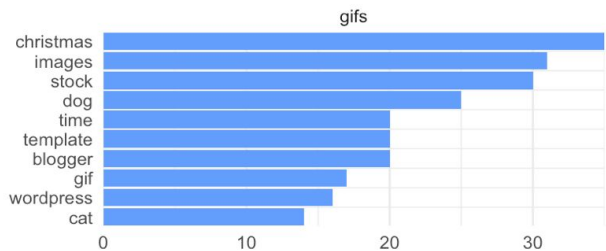
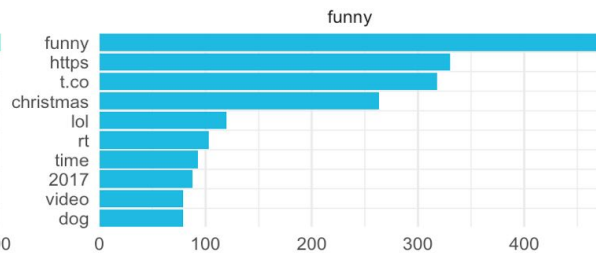
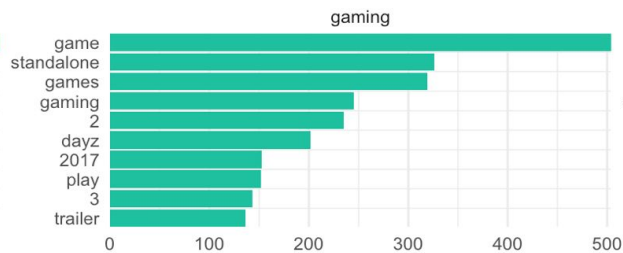
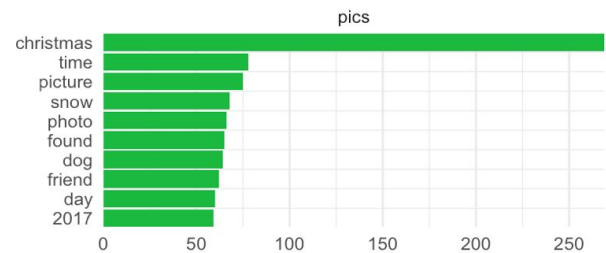
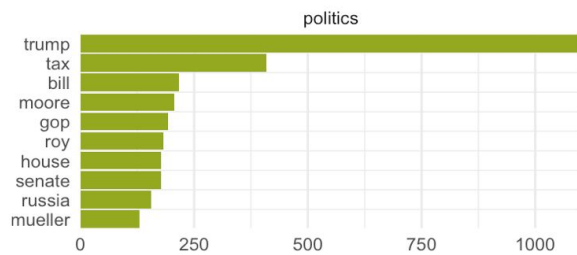
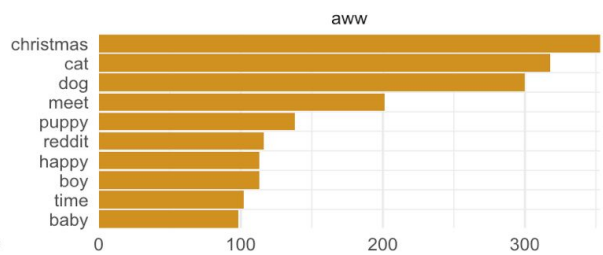
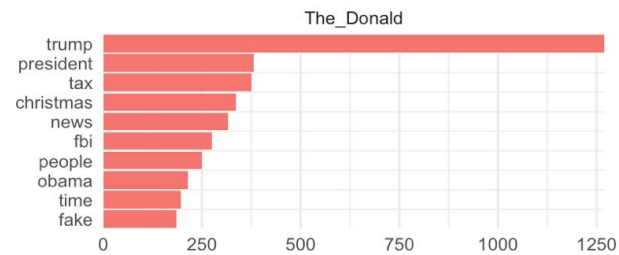

How to Succeed on Reddit

— Team InterstellR —

Most frequent words within popular subreddits

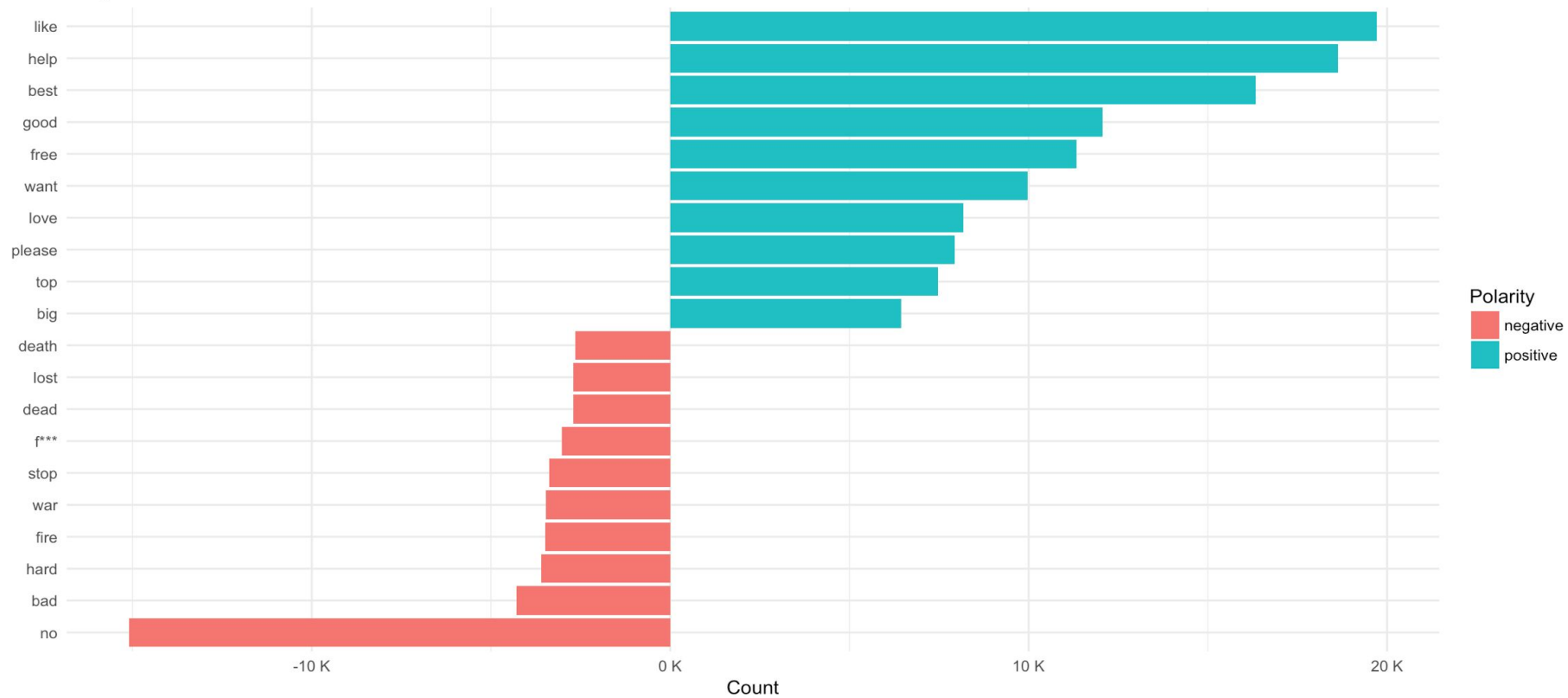
in December 2017



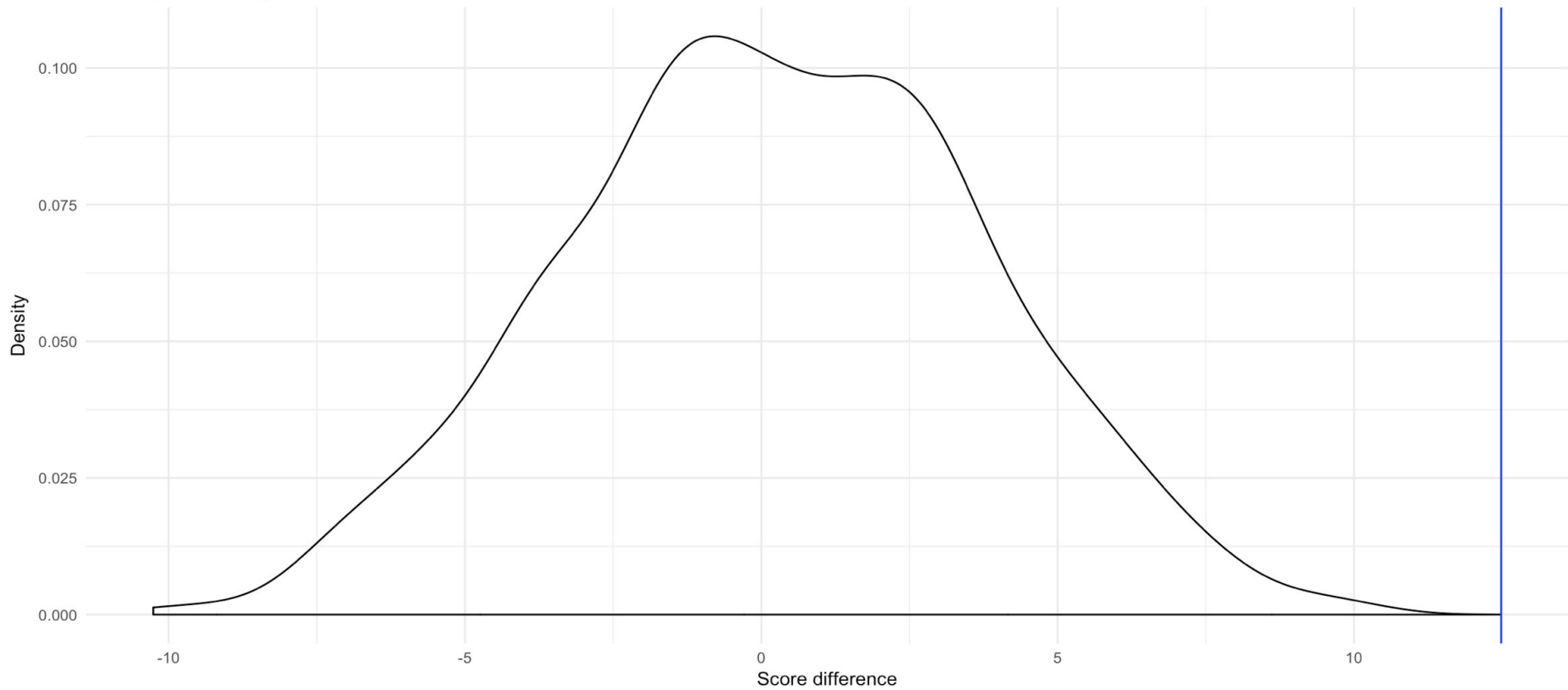
Count

Most common positive and negative words

using sentiments from the AFINN lexicon



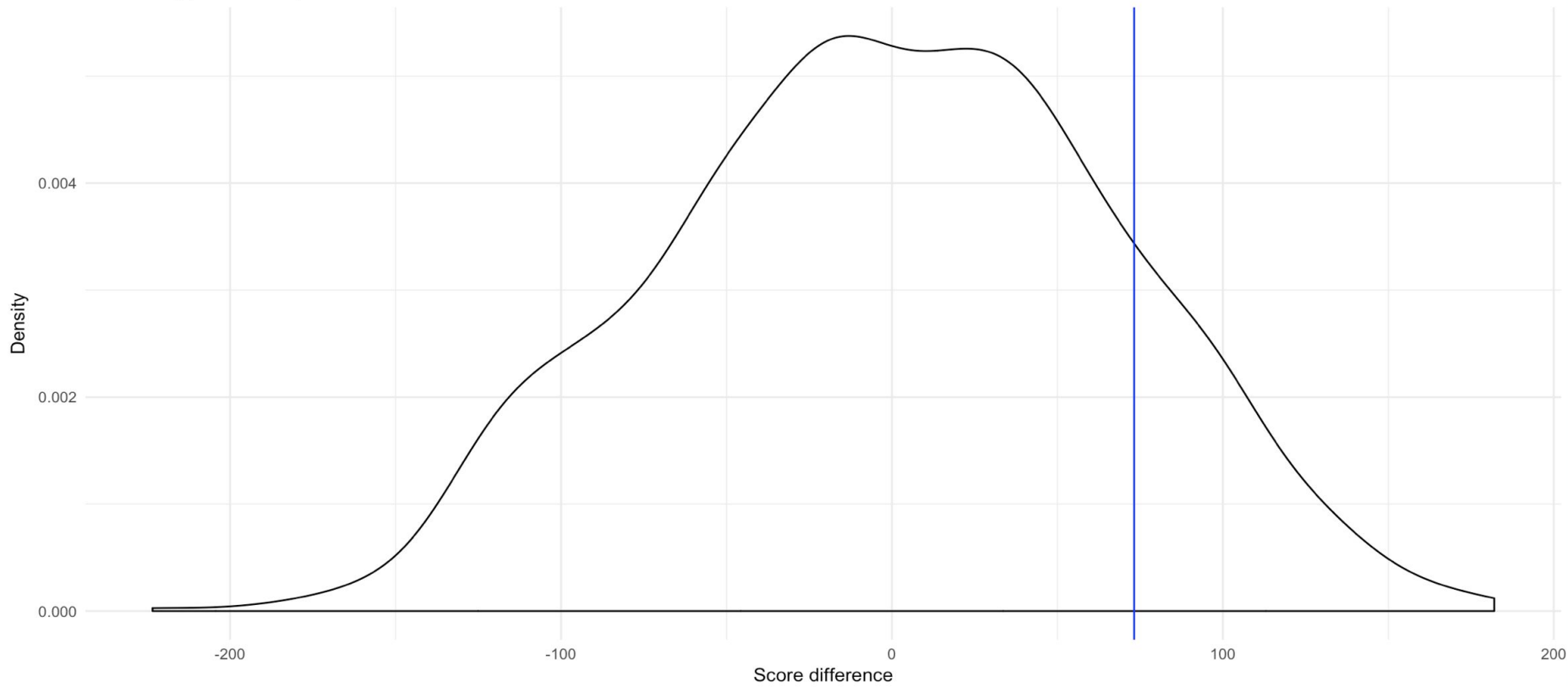
Null distribution of difference in mean scores
between posts with negative and positive sentiments



Dogs or Cats?



Null distribution of difference in mean scores
between dog posts and cat posts



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 and cats are both good choices
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!