How to Succeed on Reddit

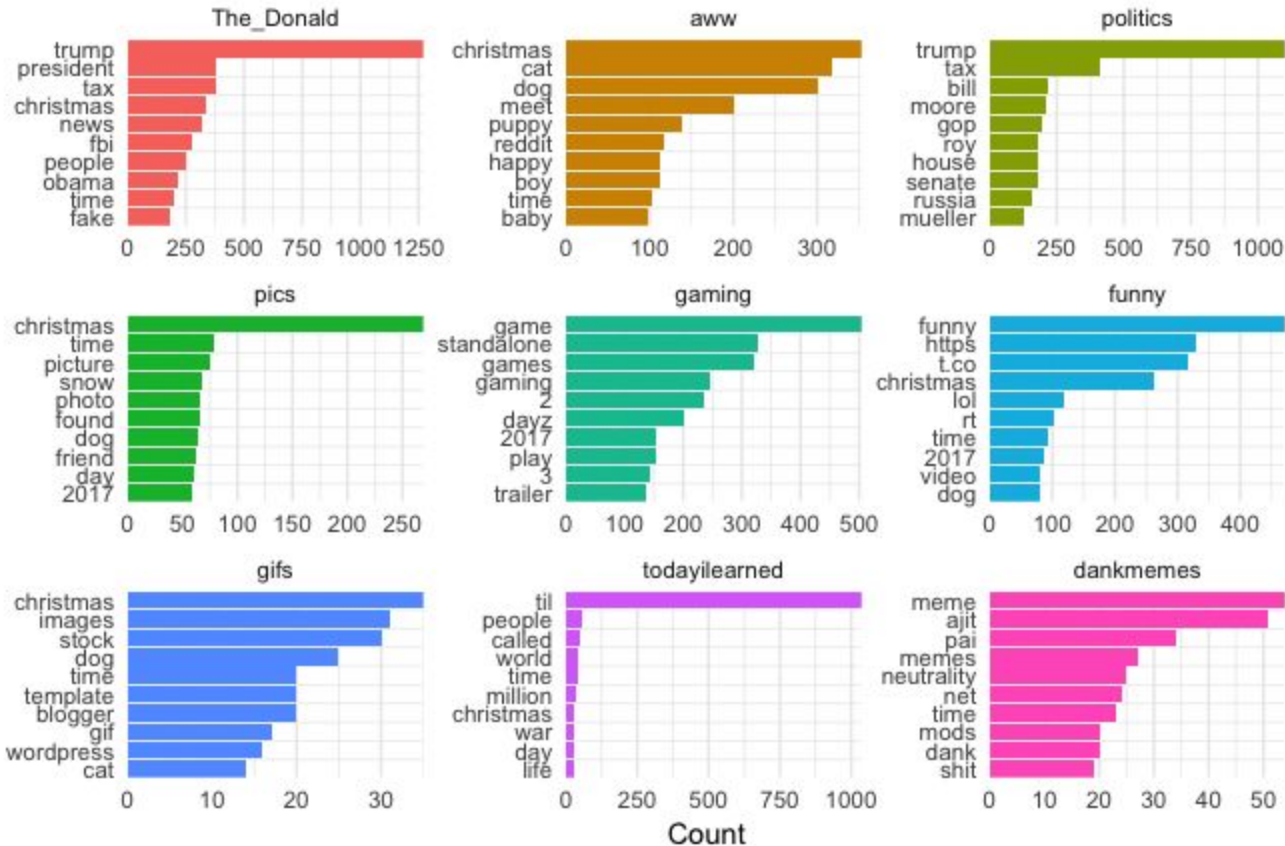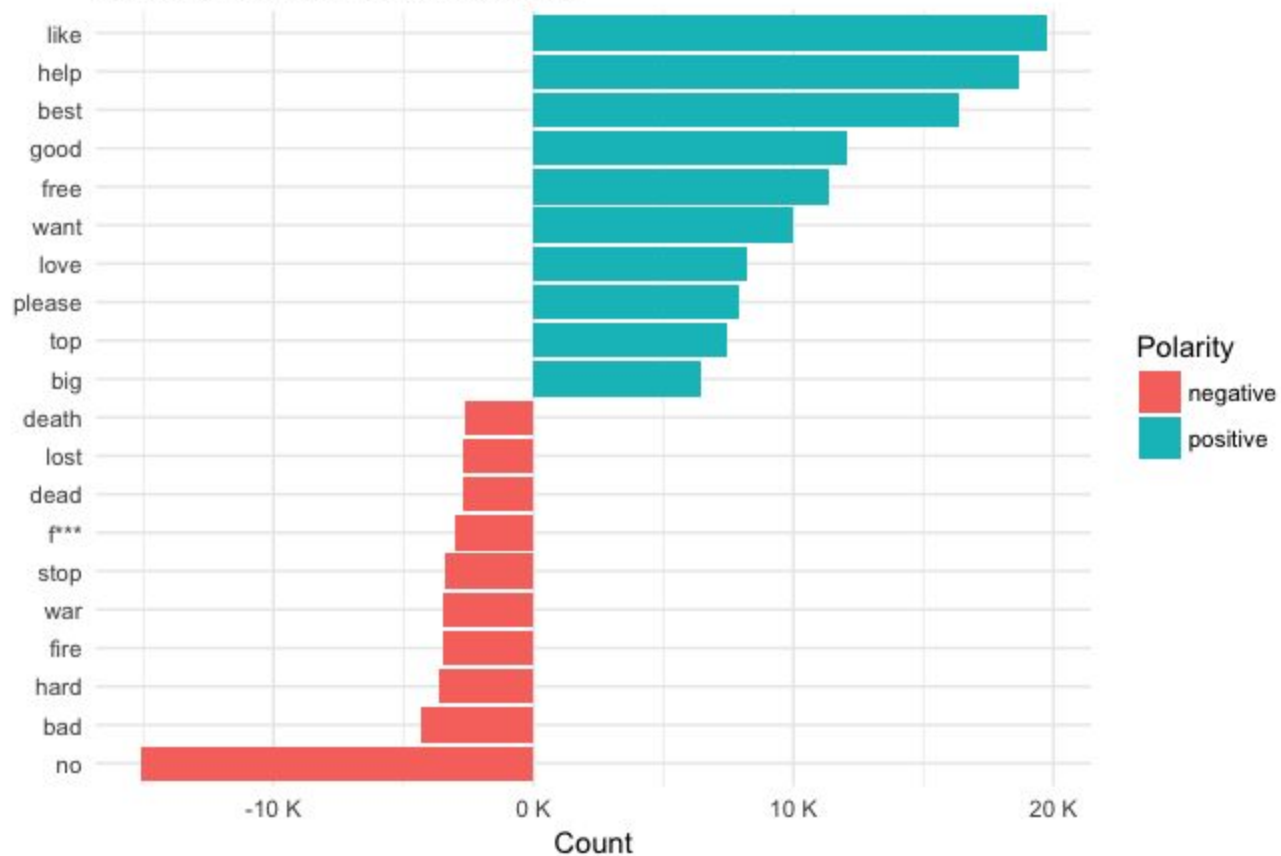## Team InterstellR

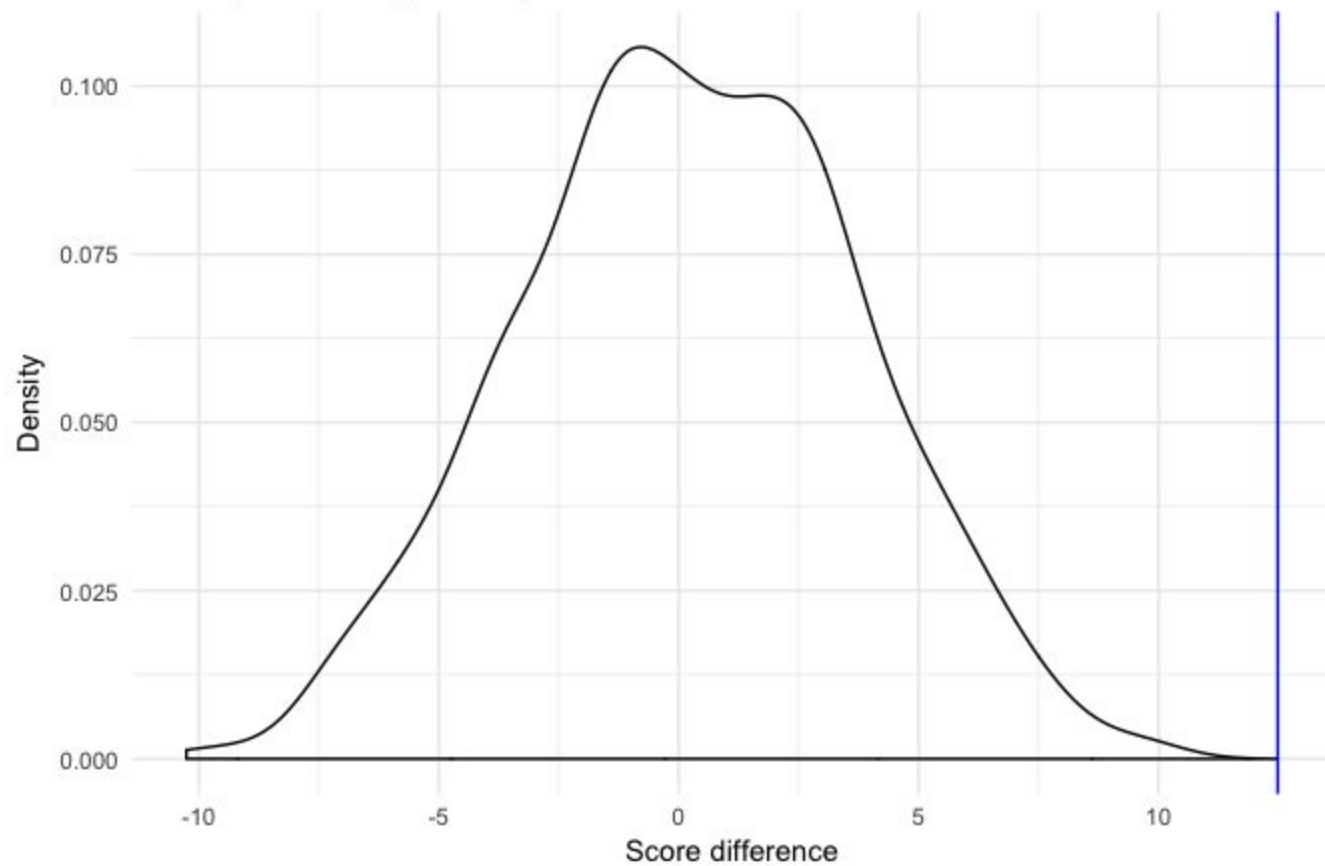# Most frequent words within various subreddits

in December 2017

Most common positive and negative words
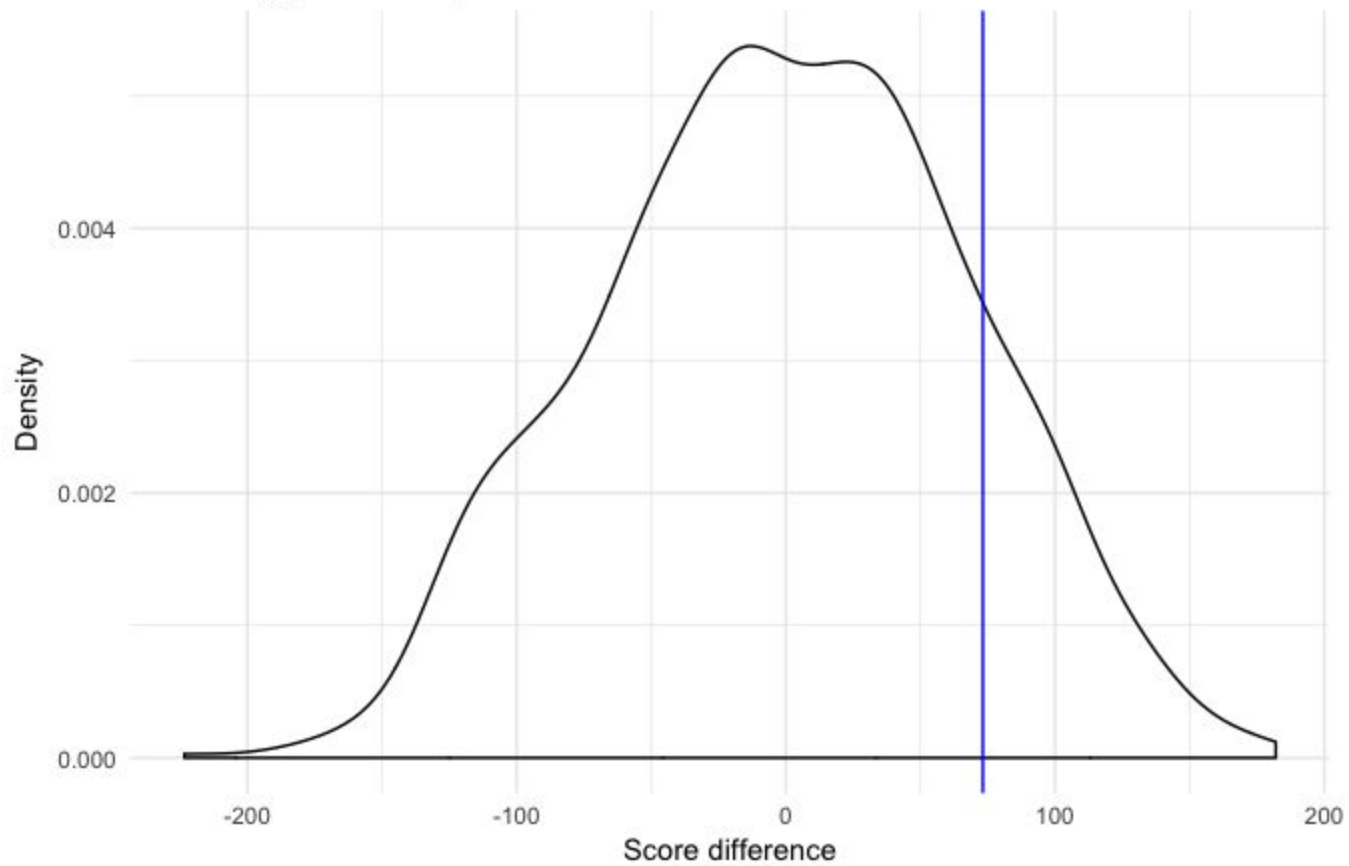
using sentiments from the AFINN lexicon

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
- $R^2 = 0.177$

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!