Week 5: Qualitative Analysis of Wallstreet Bets

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# Qualitative Analysis of Wallstreet Bets

Wallstreet Bets (WSB) is a self-described community of “2.1 million degenerates” that is “like 4chan found a Bloomberg Terminal (WSBMod, 2021).” Members of this subreddit share their investment strategies via memes that integrate their unique vocabulary (see Table 1). There is value in understanding this group as they represent the retail investor voice. Their large group also deploys highly leveraged strategies by purchasing hundreds of inexpensive call options. For instance, they have recently banded together to push GameStop from $25 to $78 (Vena, 2020).

Table 1: Example Phrases

|  |  |  |
| --- | --- | --- |
| Phase | Translation | Use-Case |
| OP just YOLO’d GME | The original poster put their life savings into Gamestop | Describe an ultra-high risk bet |
| This is the way | I approve | Positive response to a comment |
| Stonks only go up | You are mistaken | Negative response to a comment |
| The autism is strong with this one | Promote this user to a moderator | Positive or negative response |
| Loss Porn | Sharing evidence of a failed YOLO | Member has lost all of their money |

## Problem Statement