How to Become 'Hot' on Reddit

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Executive Summary

Fivethirtyeight is great at what it does - STATS. The numbers and charts are fantastic, but the audience is stagnant. How do you drive the world to find out about your brilliant stats and conclusions?

Reddit is an online message board that allows users to post their thoughts about the topics of the day, as heard in the world, at a specific moment in time.

Consistently getting your fivethirtyeight posts in the top of the 'Hot' pages on Reddit will drive consumer awareness and grow your brand.

Our proposal will show you how to make your posts 'Hot' on Reddit!

Do titles matter in Reddit posts?

Do 'cat's have sway?

We'll see if using the word 'cat' in your thread title has a positive effect on comments.

Does 'funny' have sway?

- We'll see if using the word 'funny' in your thread title has a positive effect on comments.
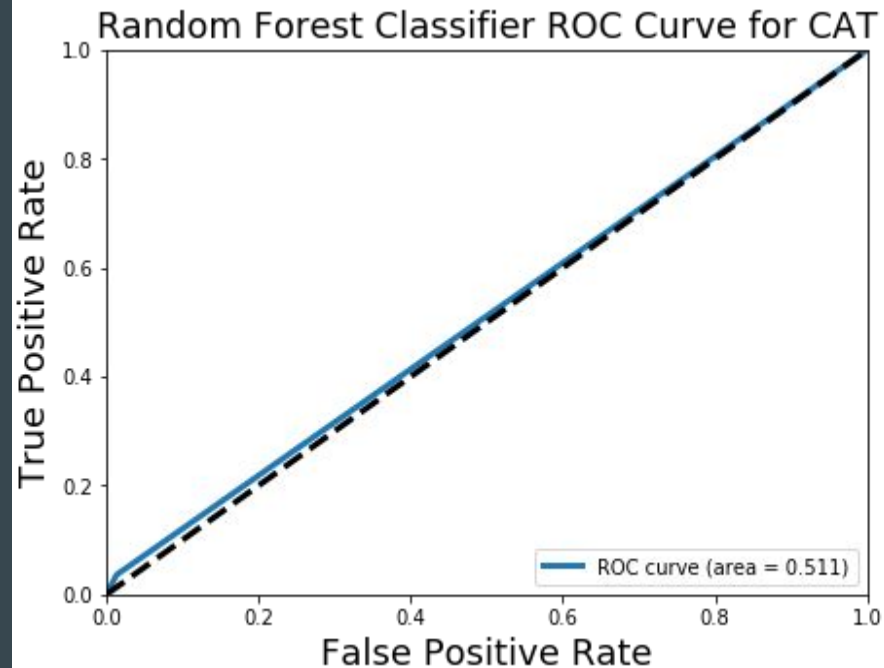
How about 'subreddit'?

We'll see if posting to a certain subreddit has a positive effect on comments.

Does 'cat' mean more hits?
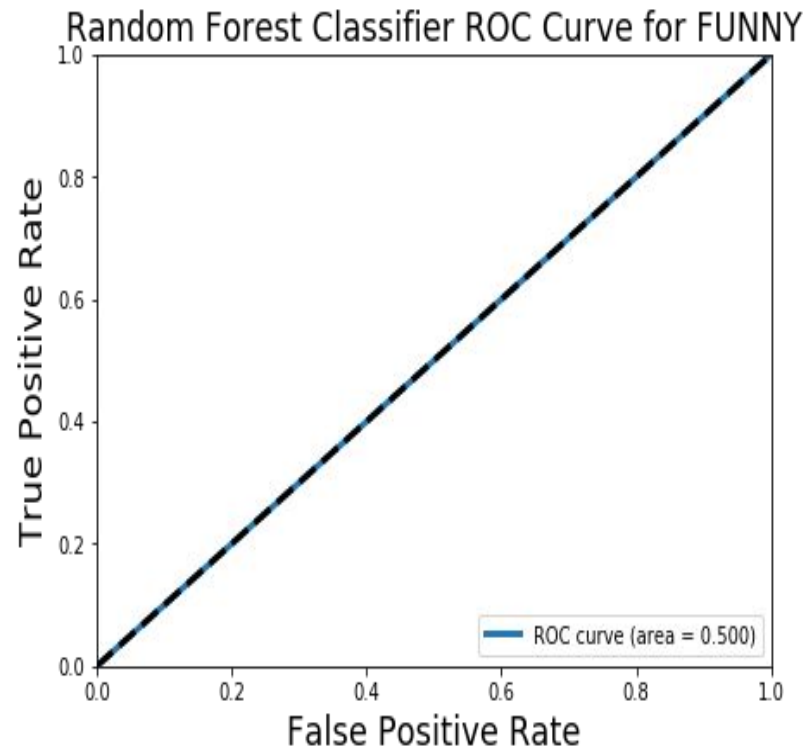We looked at 5,000 Reddit posts and scanned for 'cat' in the title.

'Cat' in Title...
Not so much

Random Forest Classifier ROC Curve for CAT

ROC curve (area = 0.511)

False Positive Rate

True Positive Rate

Does 'funny' mean more hits?
We looked at 5,000 Reddit posts and scanned for 'funny' in the title.

'Funny' in Title...
Even less

Random Forest Classifier ROC Curve for FUNNY

ROC curve (area = 0.500)

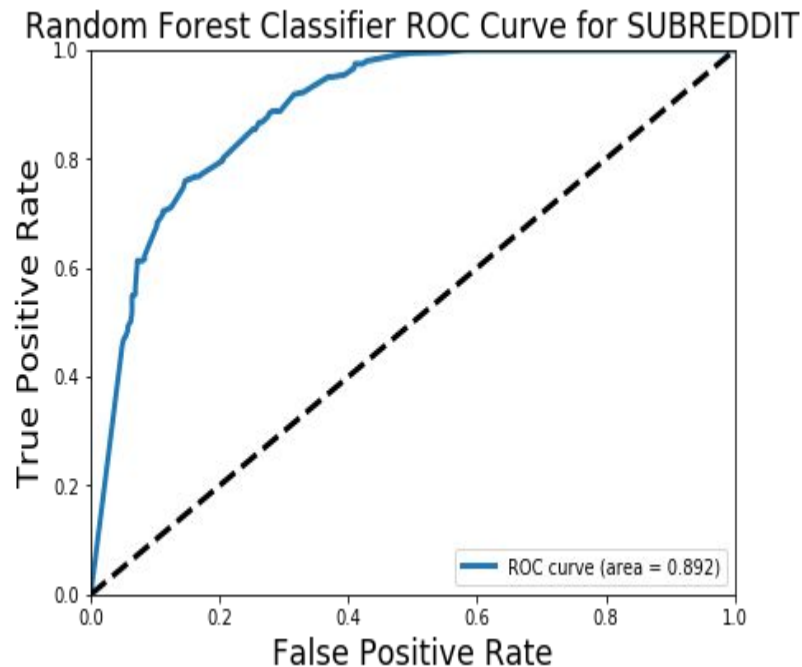# Does 'subreddit' mean more hits?
We looked at 5,000 Reddit posts and scanned for the 'subreddit' of the title.

'Subreddit' is a big gainer

Random Forest Classifier ROC Curve for SUBREDDIT

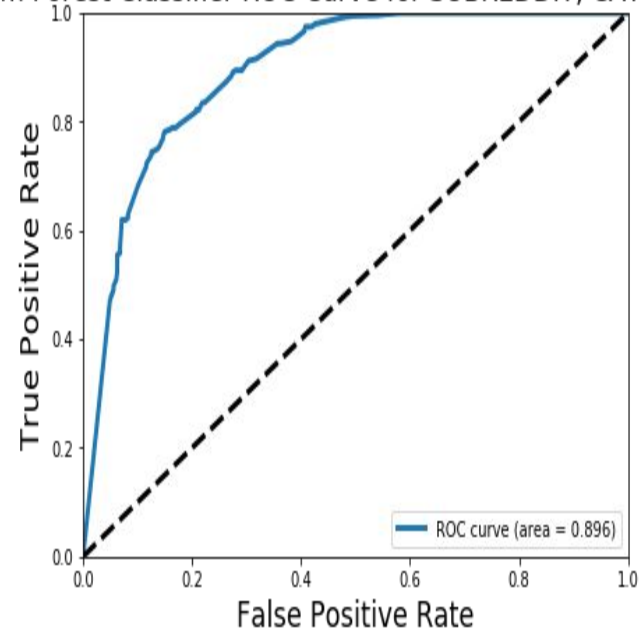True Positive Rate

False Positive Rate

ROC curve (area = 0.892)

Does combining these predictors mean more hits? We looked at 5,000 Reddit posts using title keywords 'cat' and 'funny' and subreddit urls.

Subreddit far outweighs Title in gaining Comments

Random Forest Classifier ROC Curve for SUBREDDIT, CAT and FUNNY

ROC curve (area = 0.896)

So which subreddit gets the most comments?

Top Subreddits

Subreddit	Importance
aww	0.023996
news	0.018547
showerthoughts	0.013864
prequelmemes	0.013737
gaming	0.012902
askreddit	0.009493
pics	0.009334
gifs	0.008333
movies	0.008022
jokes	0.007075

In Summary

What you say in the title of your thread is statistically negligible in determining 'hotness' on Reddit.

Where you post your thread (i.e. Subreddit) is the driving factor of whether a post is considered 'hot' or not.

In order to propel the fivethirtyeight brand to the top of the 'hot' threads on Reddit, we suggest creating a fivethirtyeight subreddit and posting all fivethirtyeight content there.