

Crossfit Subreddit





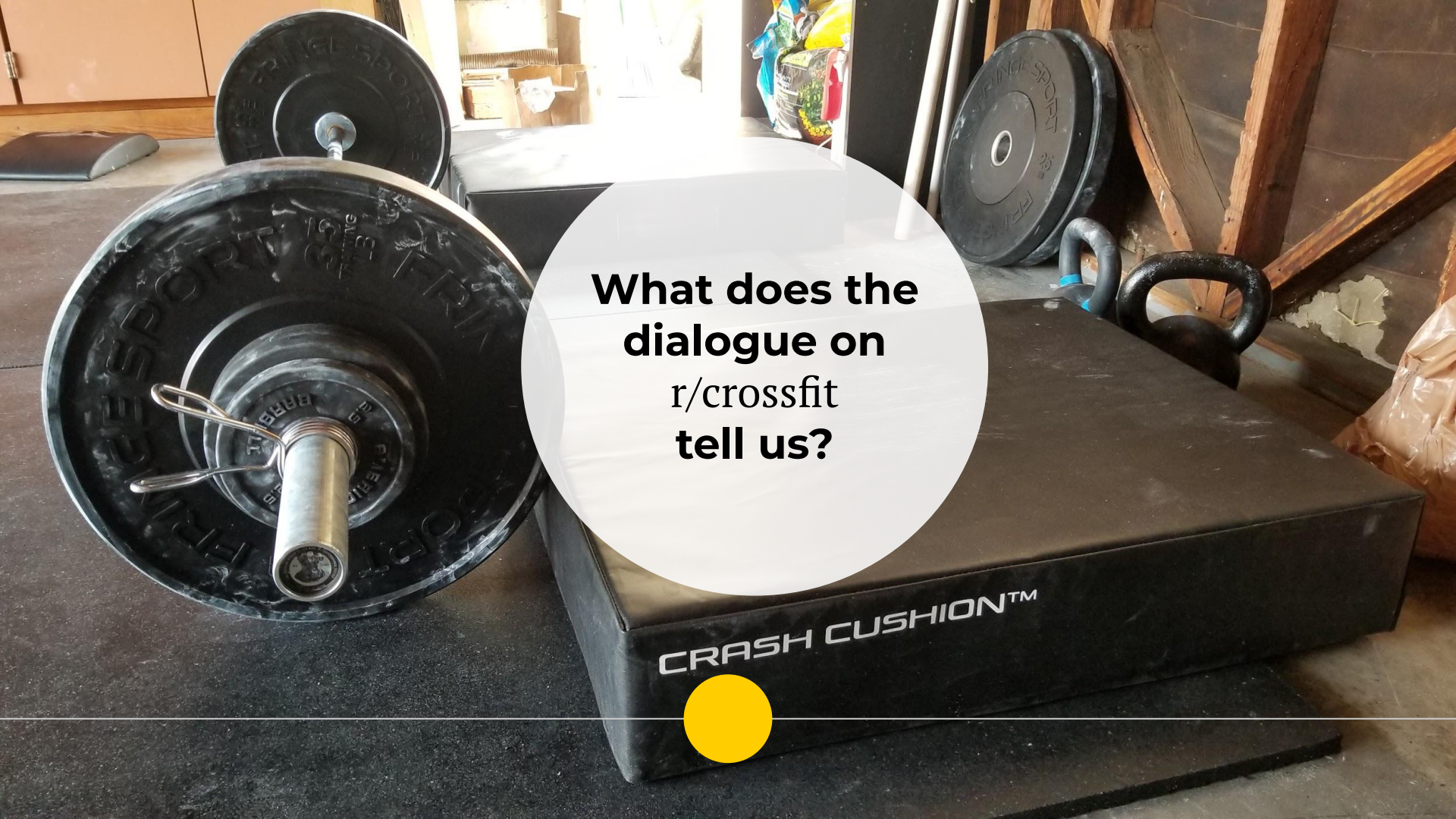
Crossfit

What is it?

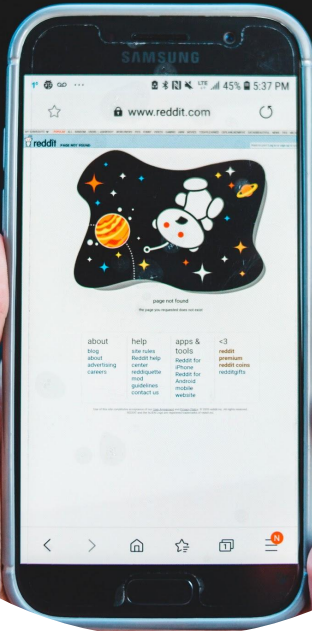
- High-intensity interval training
- Olympic Weightlifting
- Powerlifting
- Gymnastics
- Cardio
- Strongman

Functional Fitness



A photograph of a gym environment. In the foreground, a barbell with large black weights is positioned on the left. To its right is a large black rectangular mat labeled "CRASH CUSHION™". In the background, more weights and a kettlebell are visible, along with some wooden framing and a window. A semi-transparent white circle is overlaid in the center, containing text. A small yellow circle is at the bottom of the crash cushion.

**What does the
dialogue on
r/crossfit
tell us?**

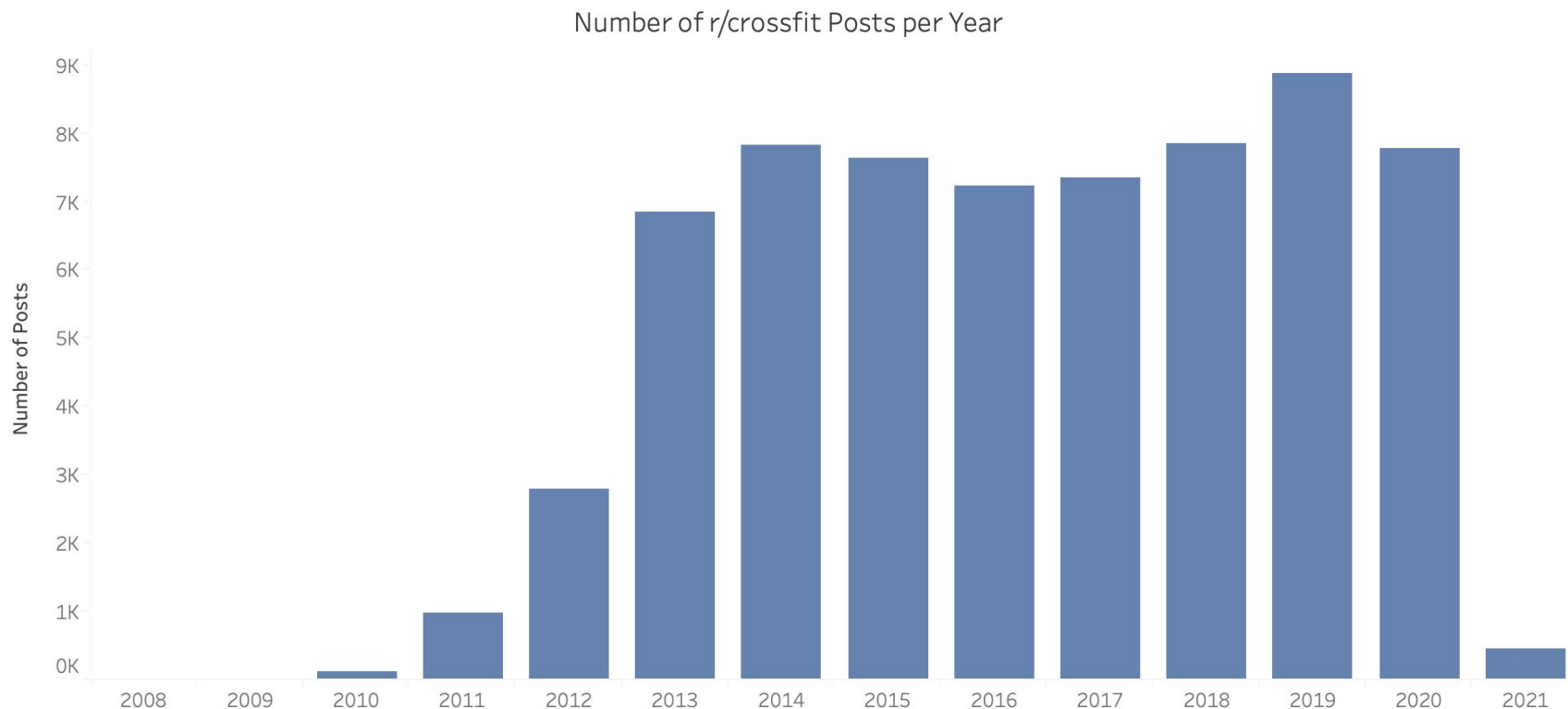


r/crossfit

- Created December 2008
- 232K members
- 65,792 submissions

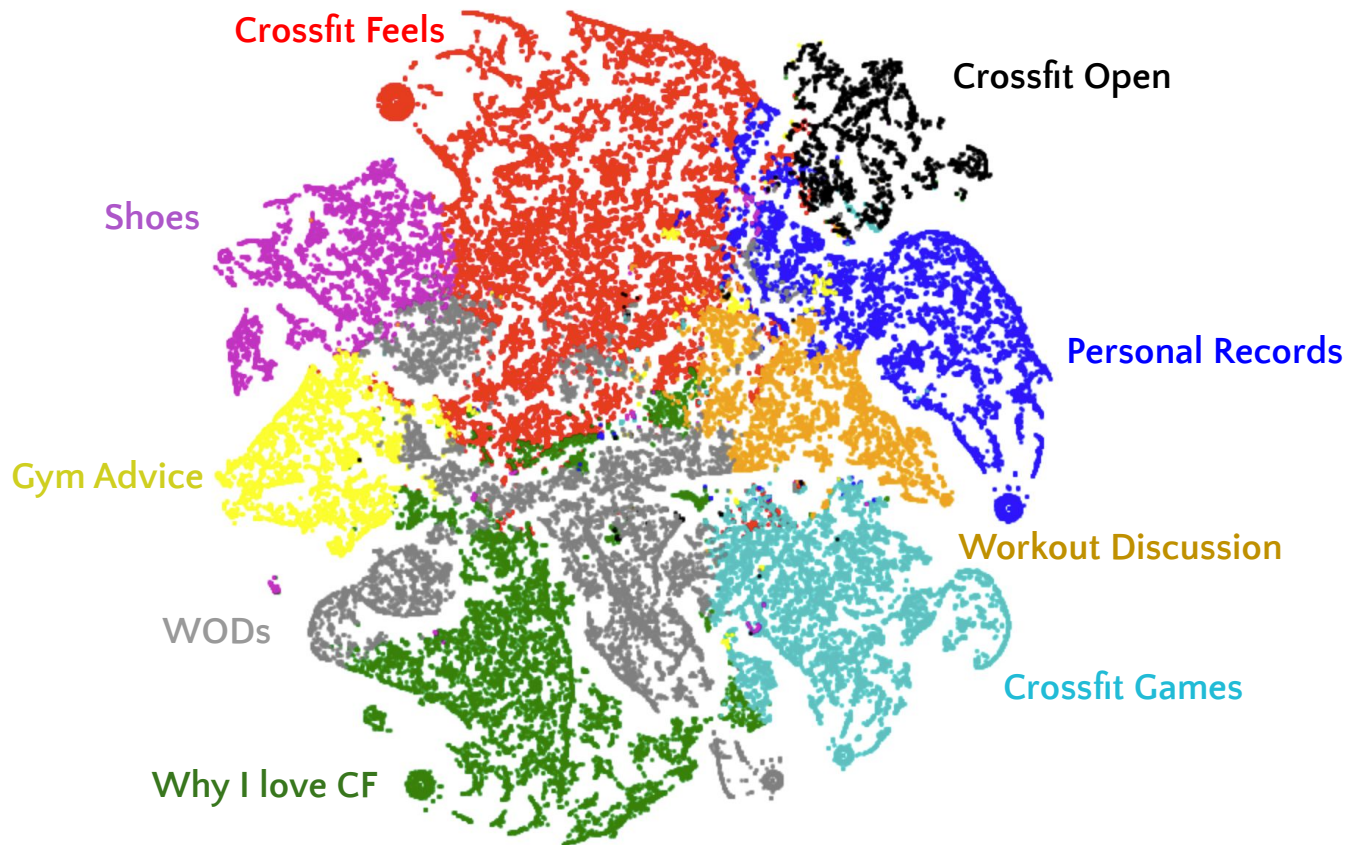


Number of r/crossfit posts per year correlates with peak growth in 2019





TFIDF + NMF Model





TFIDF + NMF Model

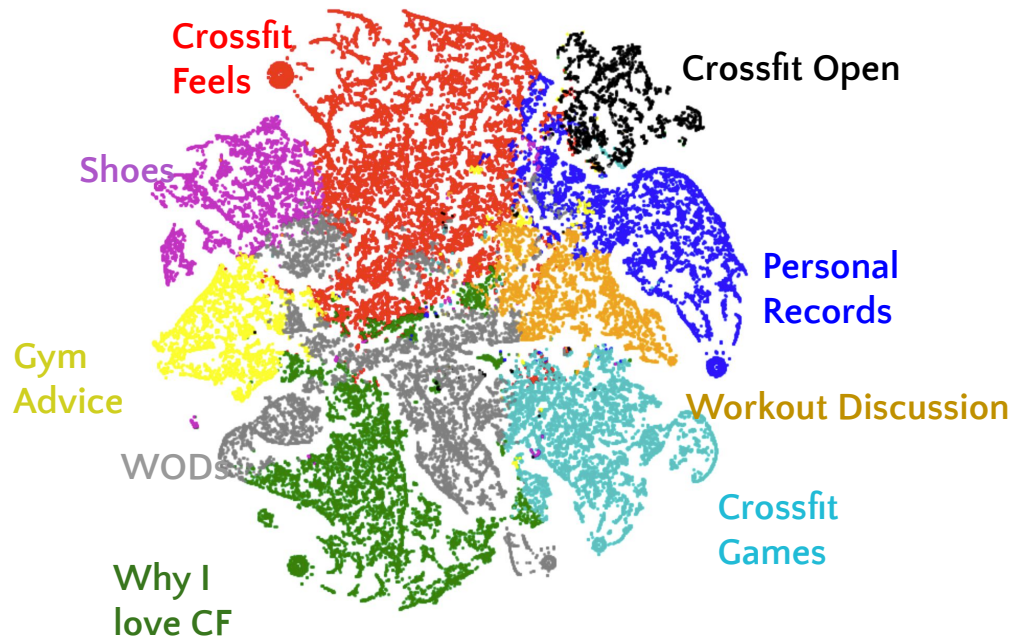
feel, weight, muscle, strength, body

shoe, metcon, nano, reebok, nike

gym, box, look, coach, jump

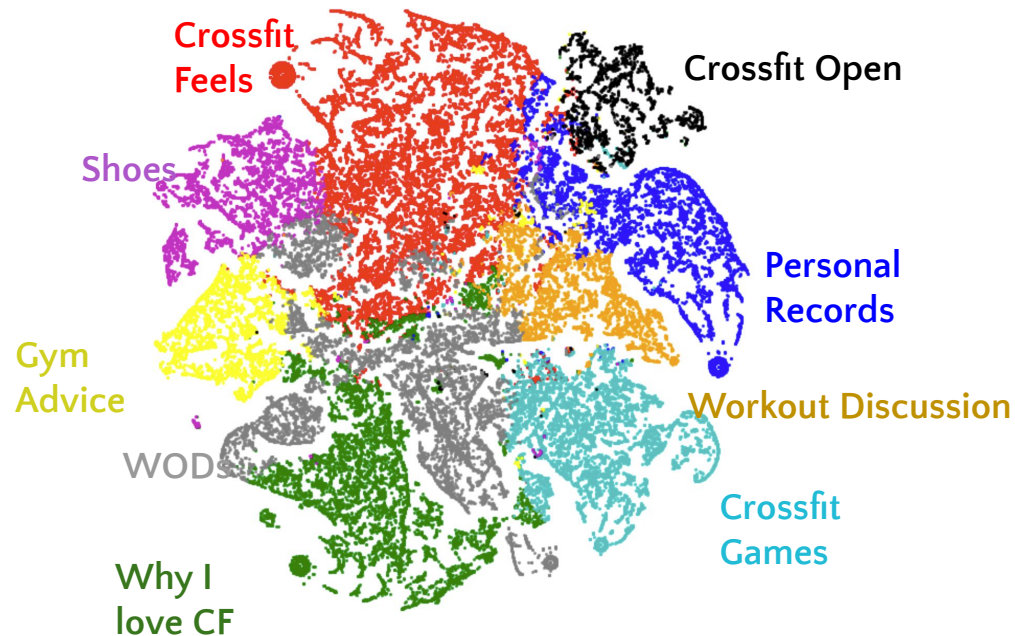
wod, run, round, burpee, hero

crossfit, month, love, fitness, training





TFIDF + NMF Model



open, video, score, movement, regional

squat, clean, snatch, pr, bar

workout, daily, thread, question, journal

game, event, athlete, regional, watch

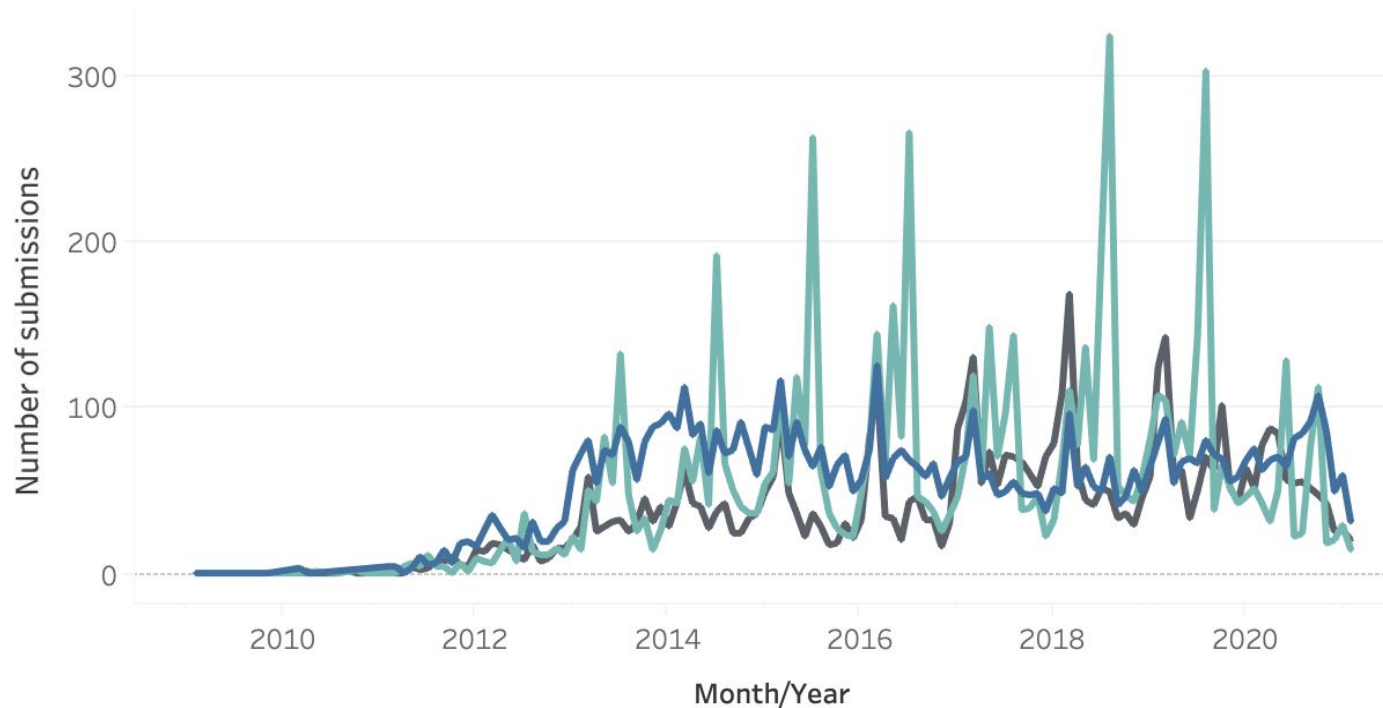


Personal Records coincide with Crossfit Open and Games Activity

Personal
Records

CF Games

CF Open





Personal Records often ask for and receive feedback

“206 kg (455 lbs) lifetime PR. Sumo isn’t very CrossFit, but I was feeling strong with it; critiques not related to my funny face welcome!”

Top 10 Words

squat
clean
snatch
pr
bar
jerk
power
deadlift
overhead



“165 lb, how is the form?”



“Missed snatch PR at 235 pounds. Not every lift is a good one. I know I am going to get this real soon”



Glassman issue presented in “I love Crossfit” topic

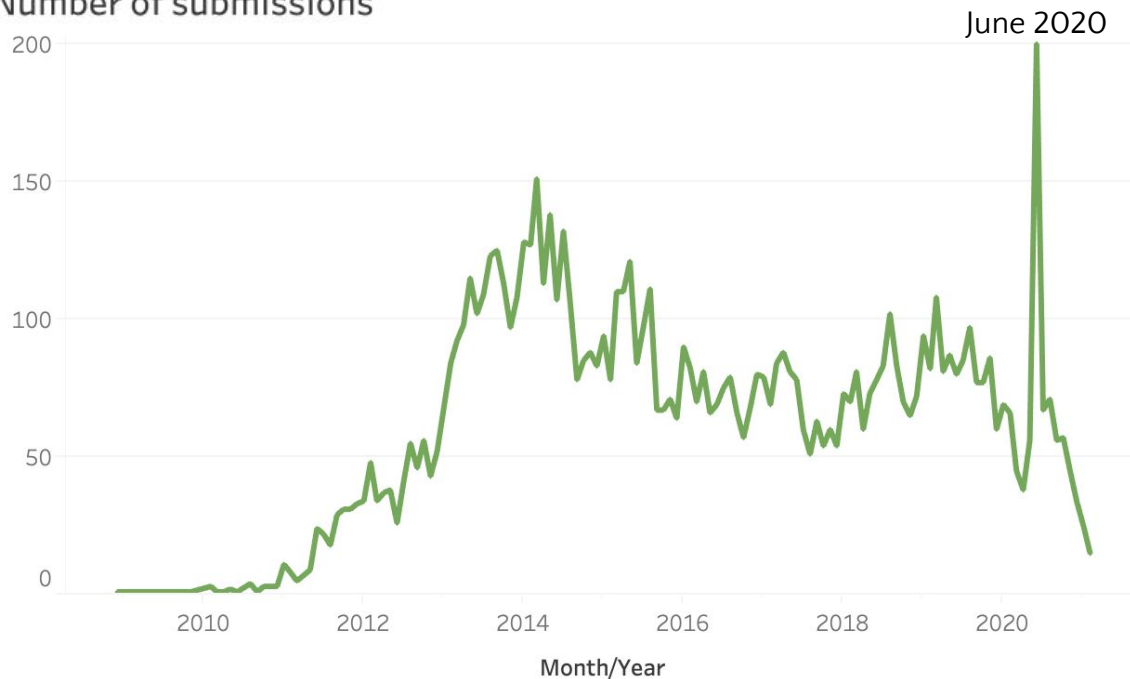


“I love crossfit, but am embarrassed for glassman”

Top 10 Words

crossfit
month
love
fitness
training
people
join
community
sport

Number of submissions

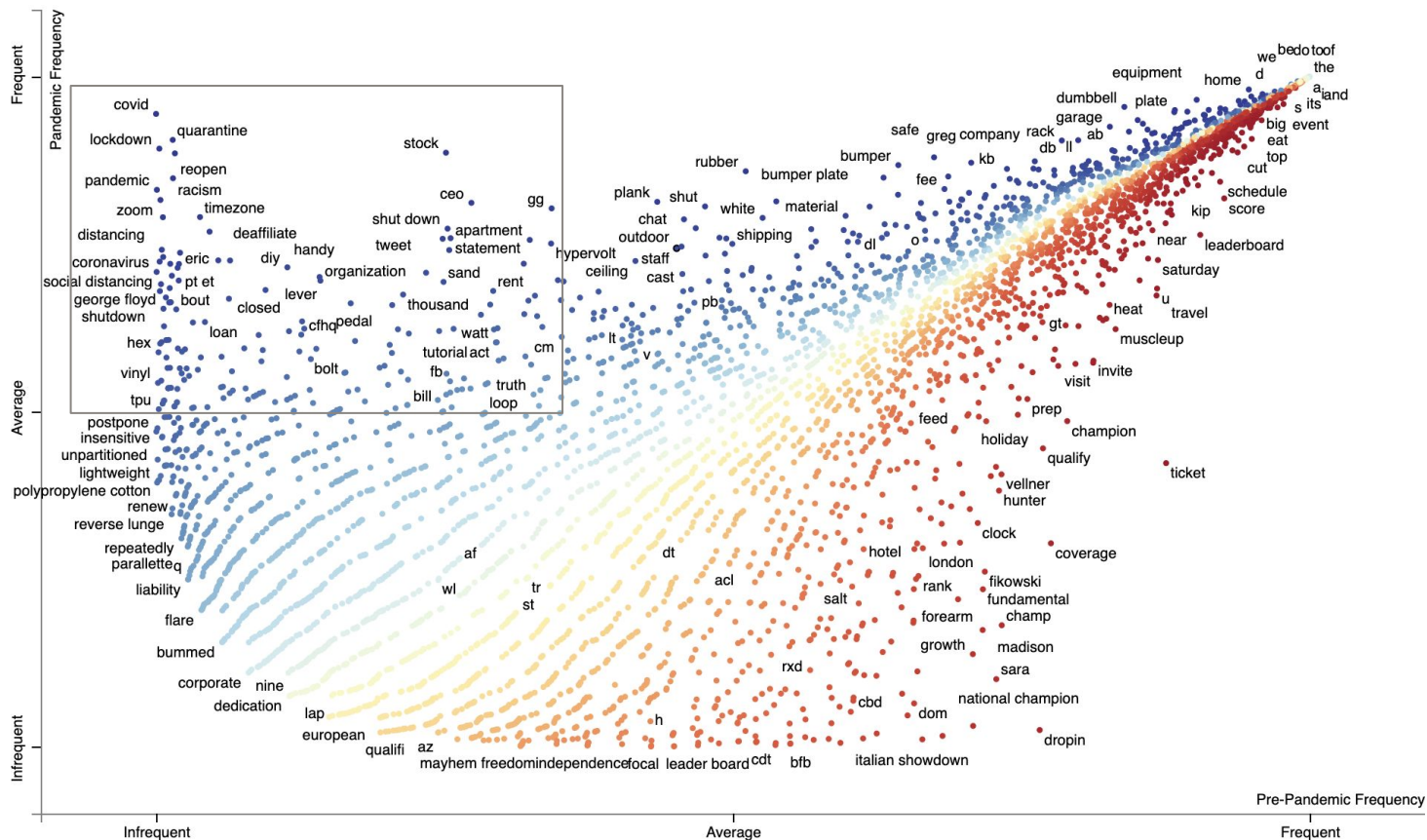




Quarantine

Racism

Equipment



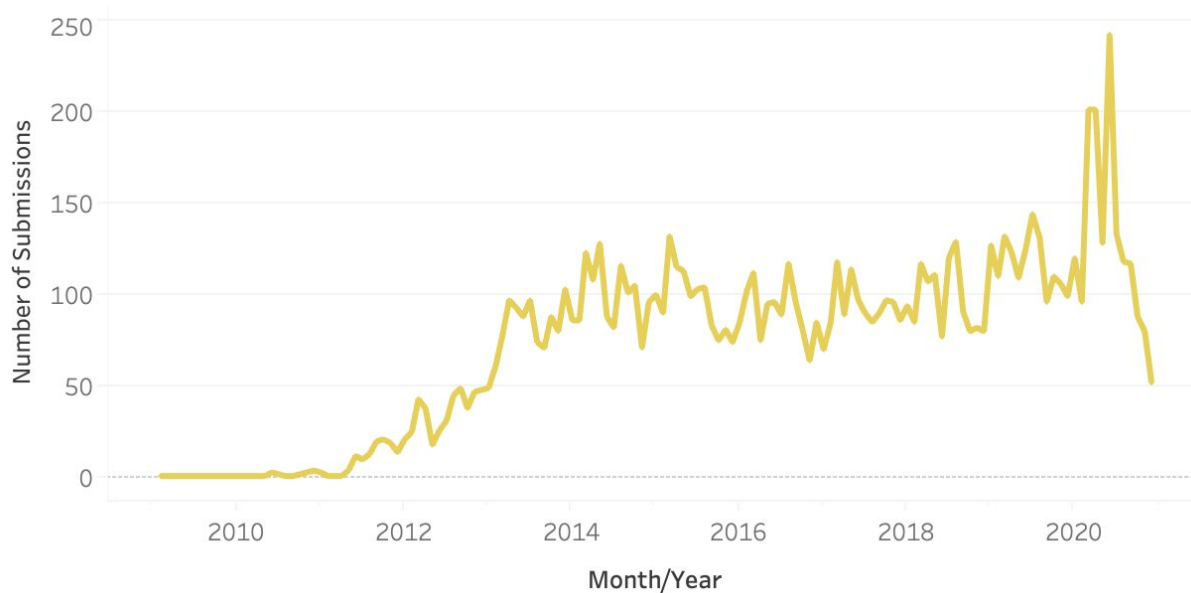


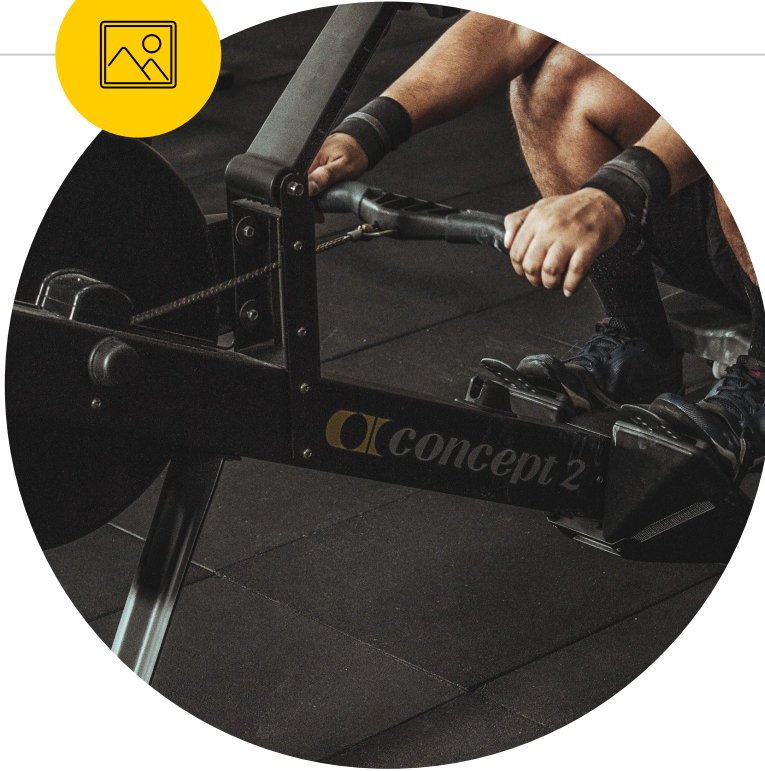
Crossfit redditors looking for programming and have equipment

Top 10 Words

gym
box
look
coach
jump
class
area
owner
people
programming

Gym Advice Topic increases in March 2020





Conclusion

- Online crossfit community can be an opportunity for crossfit gyms to offer their services remotely, especially coaching
 - Increased personal athlete equipment a plus
- Gym owners can be intentional about their stance against racism

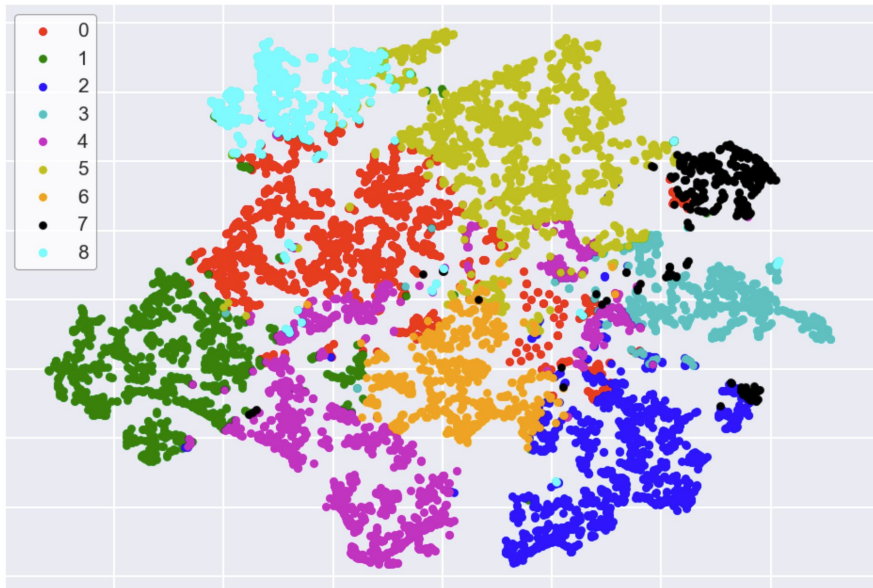


Thanks!

Any questions ?



Pre-Pandemic



Pandemic

