

Crossfit Subreddit





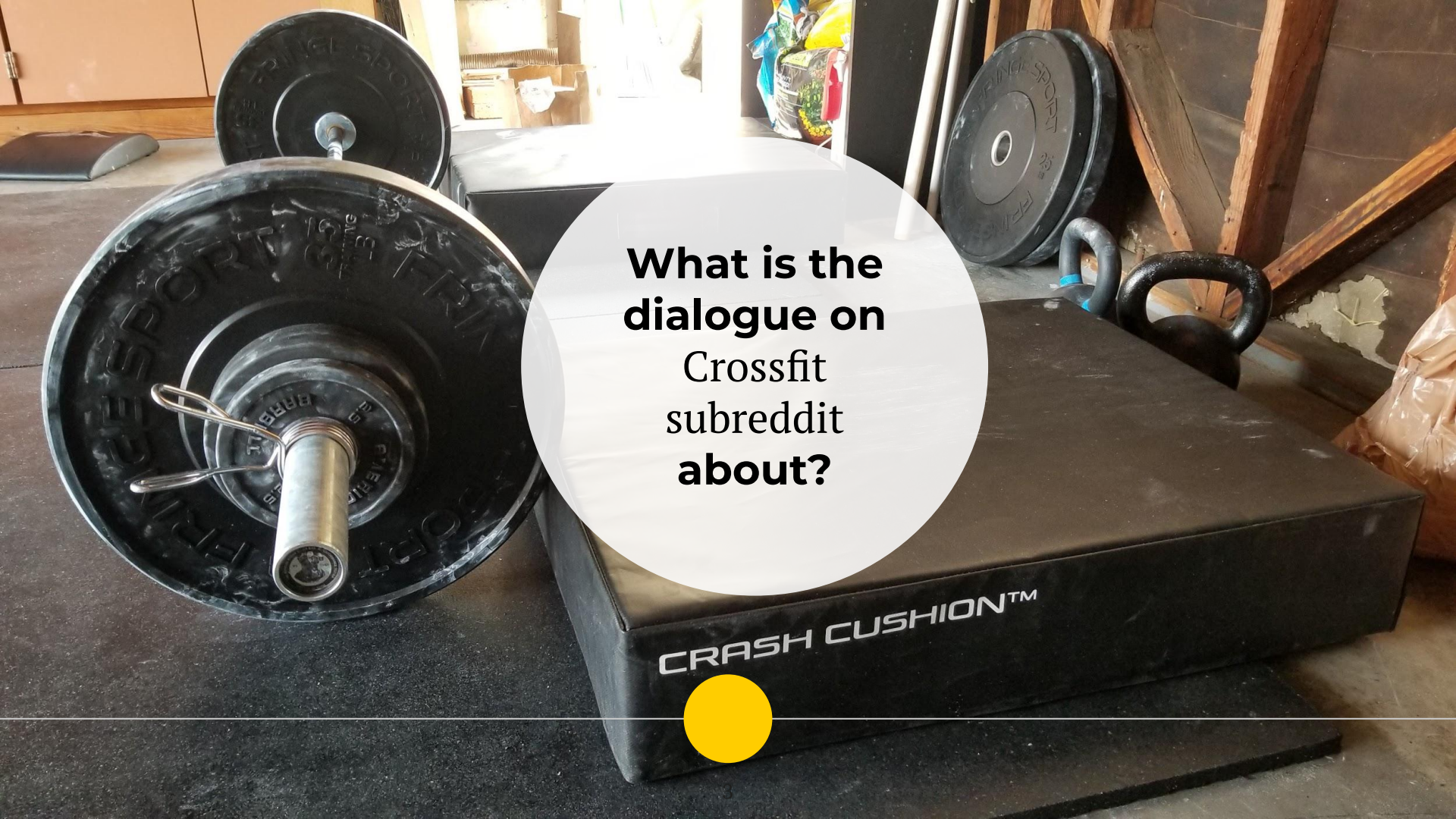
Crossfit

What is it?

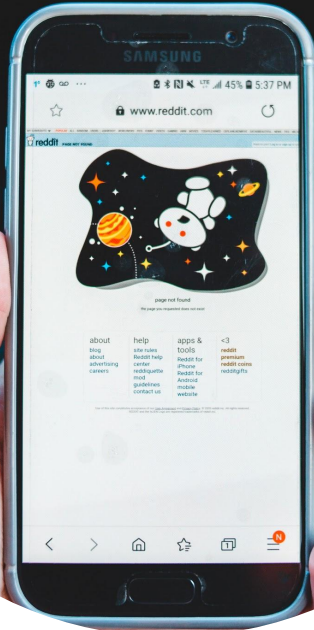
- High-intensity interval training
- Olympic Weightlifting
- Powerlifting
- Gymnastics
- Cardio
- Strongman

Functional Fitness



A photograph of a gym setting. In the foreground, a barbell with large black weights is positioned on the left. To its right is a black rectangular mat with the text "CRASH CUSHION™" printed on its side. In the background, another weight plate and a kettlebell are visible. A semi-transparent white circle is overlaid in the center, containing text. A small yellow circle is located at the bottom of the crash cushion.

**What is the
dialogue on
Crossfit
subreddit
about?**

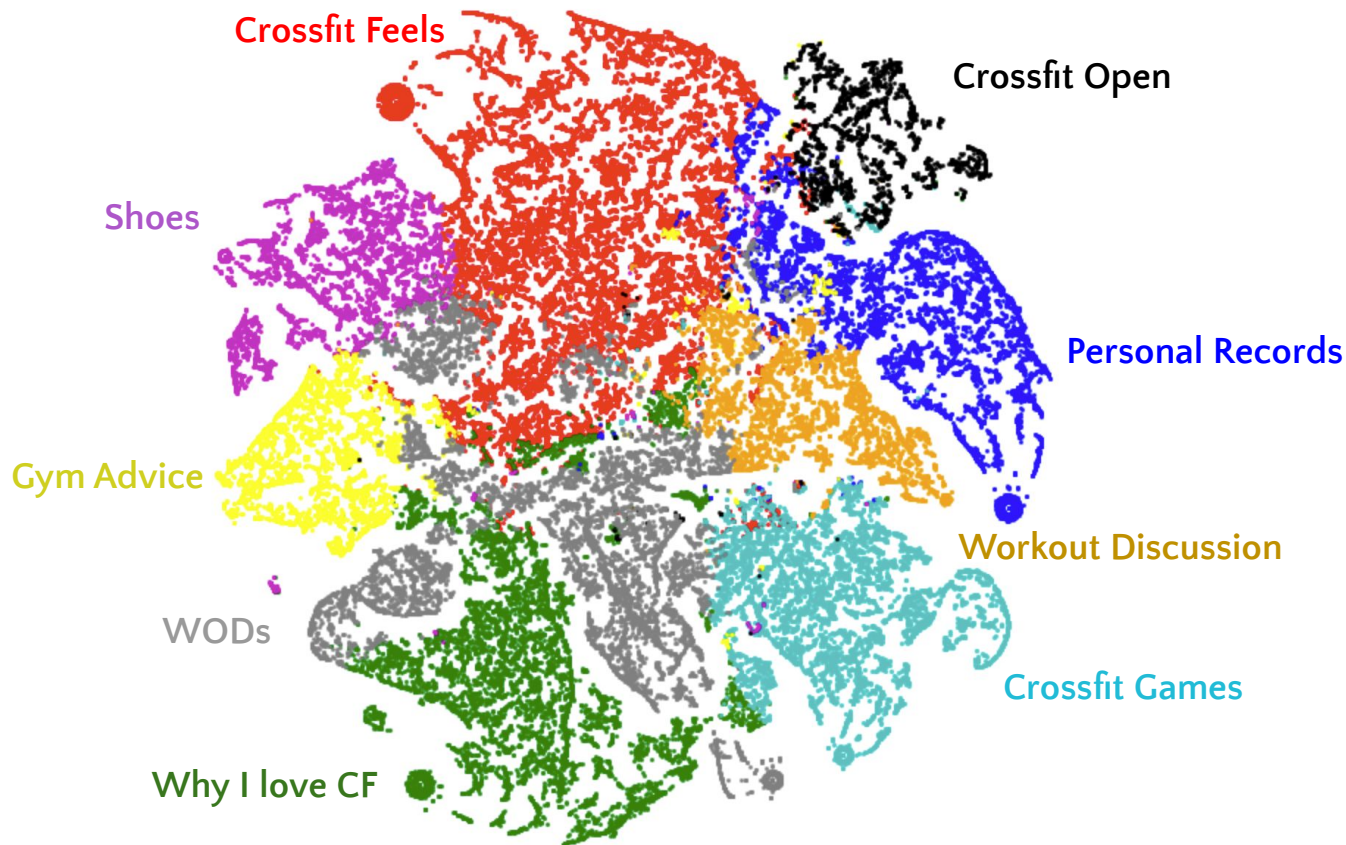


r/crossfit

- Created December 2008
- 221K members
- 65,792 submissions



TFIDF + NMF Model





TFIDF + NMF Model

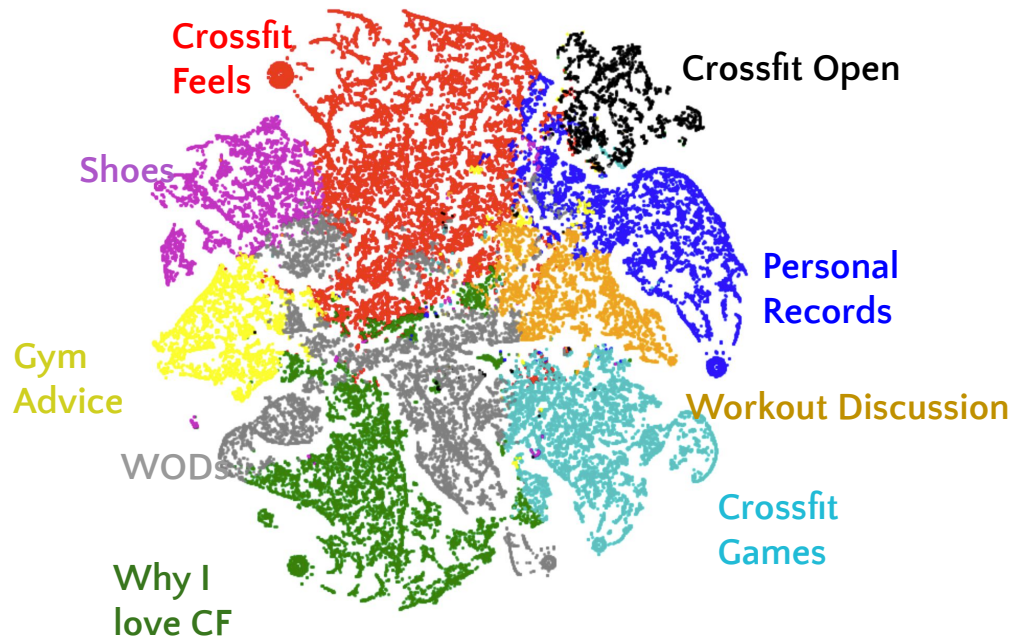
feel, weight, muscle, strength, body

shoe, metcon, nano, reebok, nike

gym, box, look, coach, jump

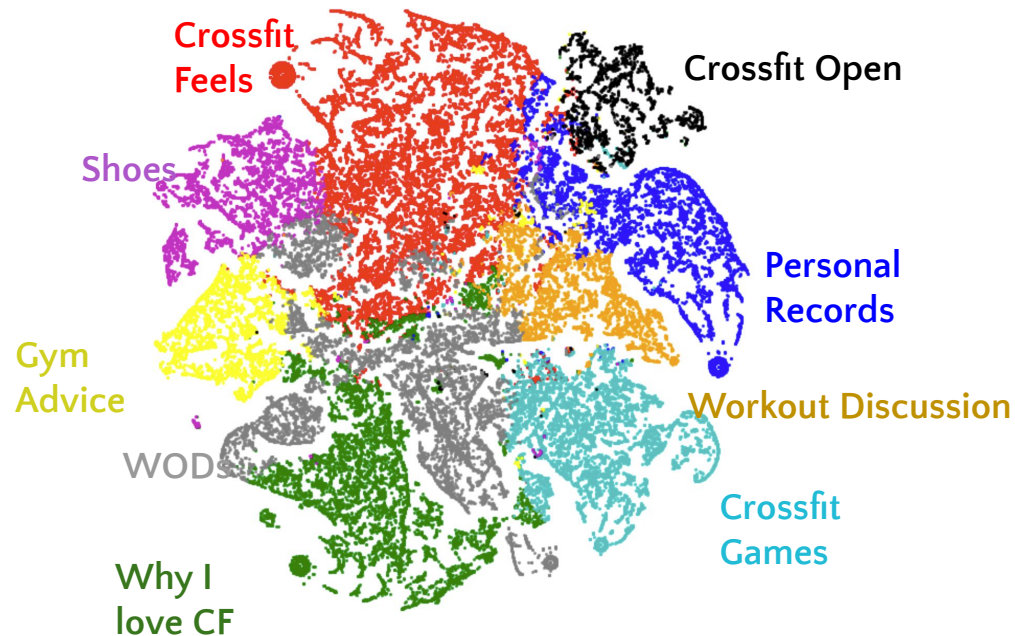
wod, run, round, burpee, hero

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

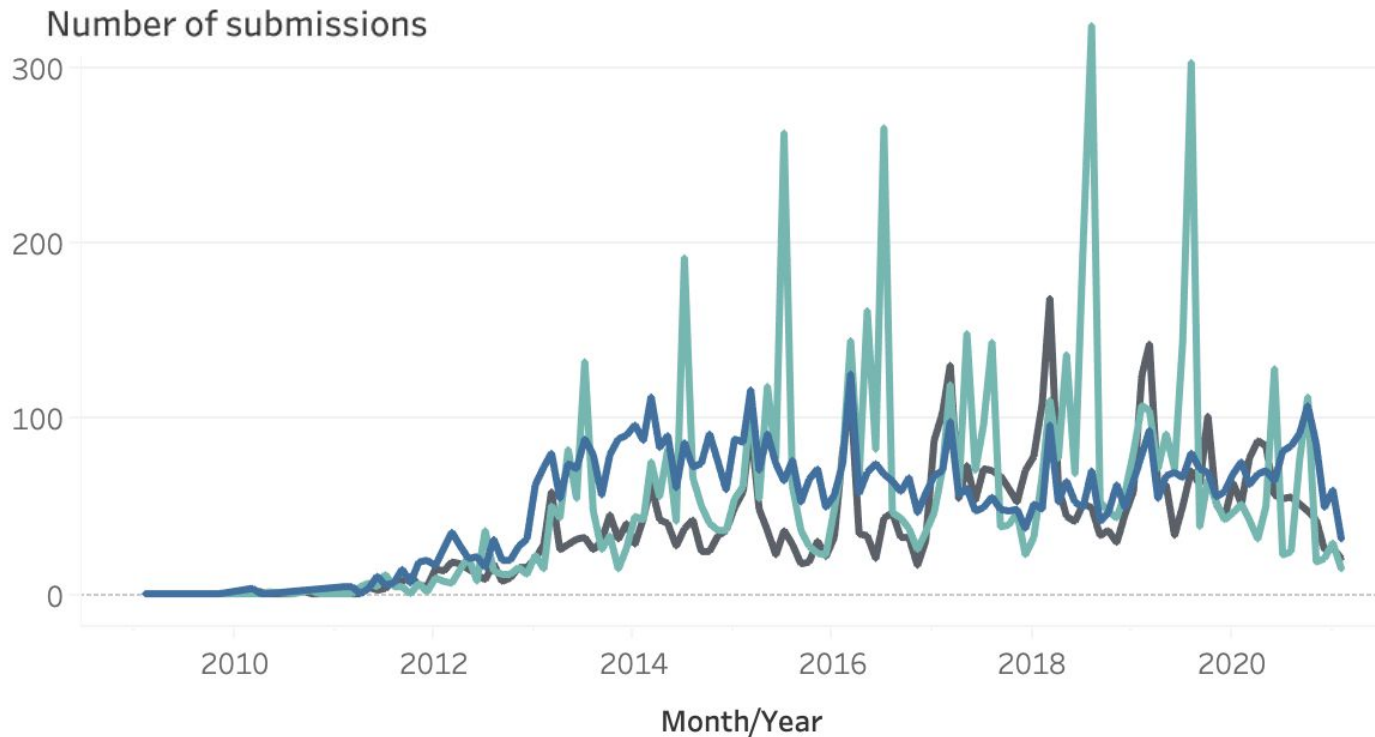


Personal Records coincide with Crossfit Open and Games Activity

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”



Personal Records often ask for feedback



“I love crossfit, but am embarrassed for glassman”

Top 10 Words

crossfit
month
love
fitness
training
people
join
community
sport

Number of submissions

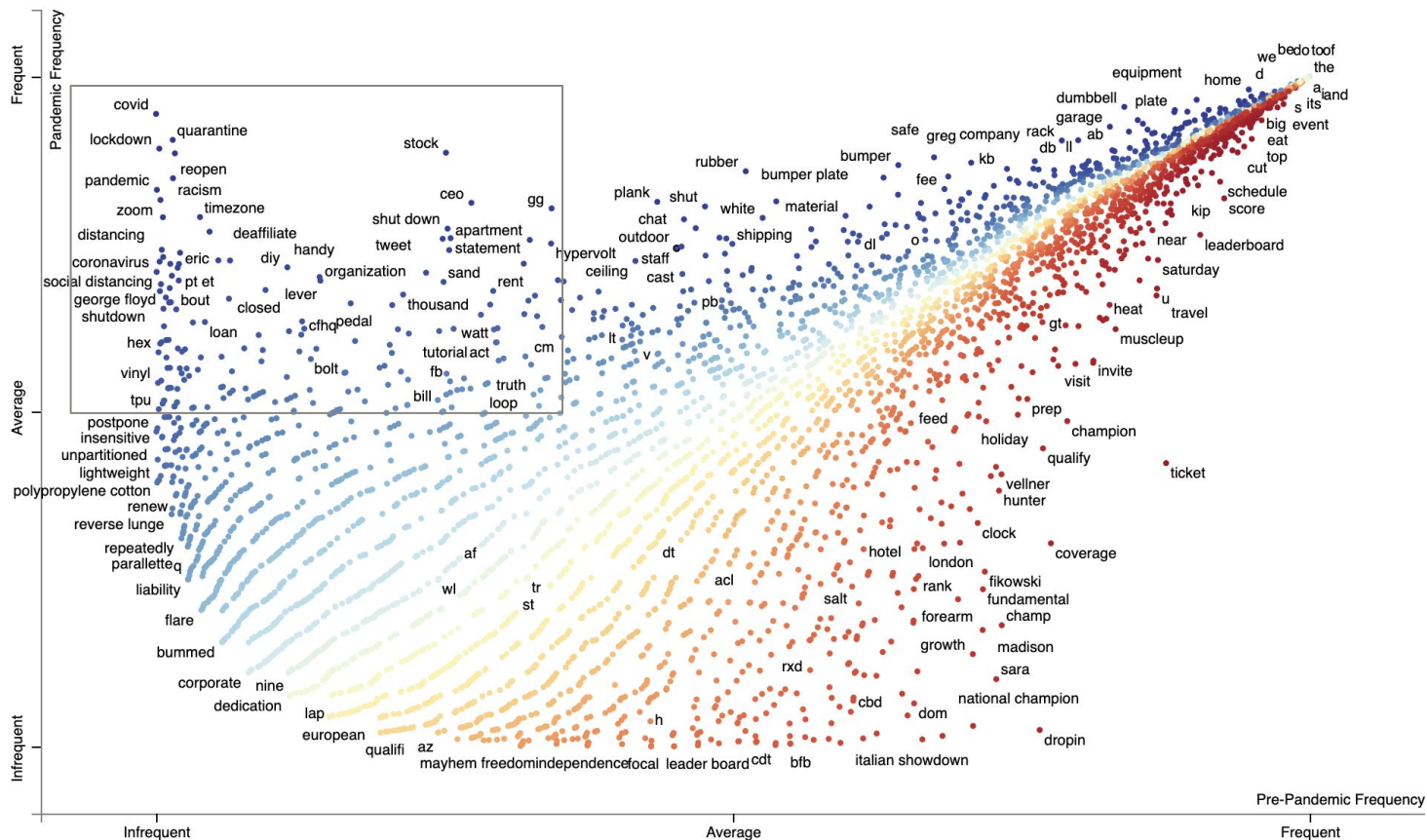


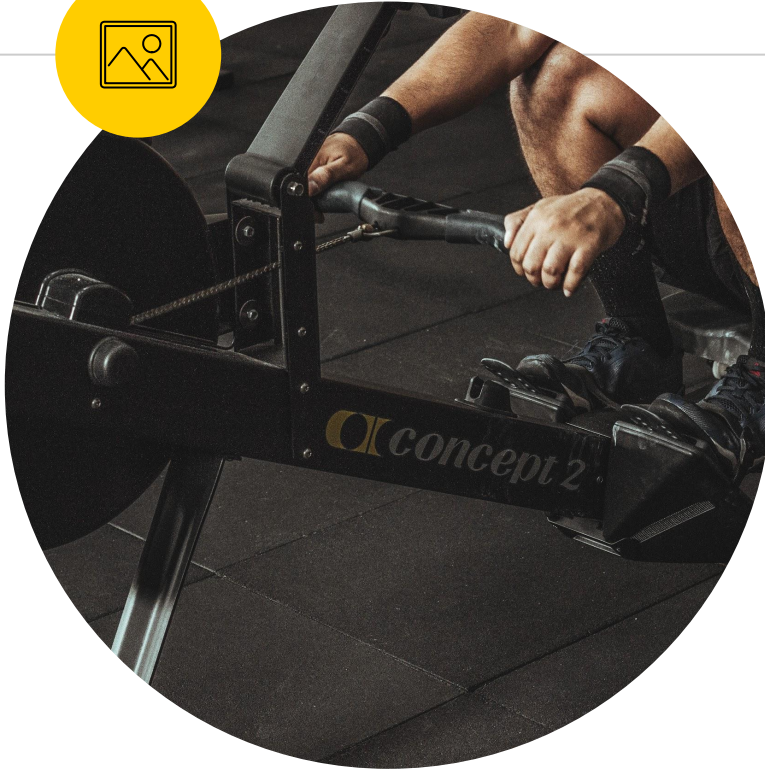


Quarantine

Racism

Equipment





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

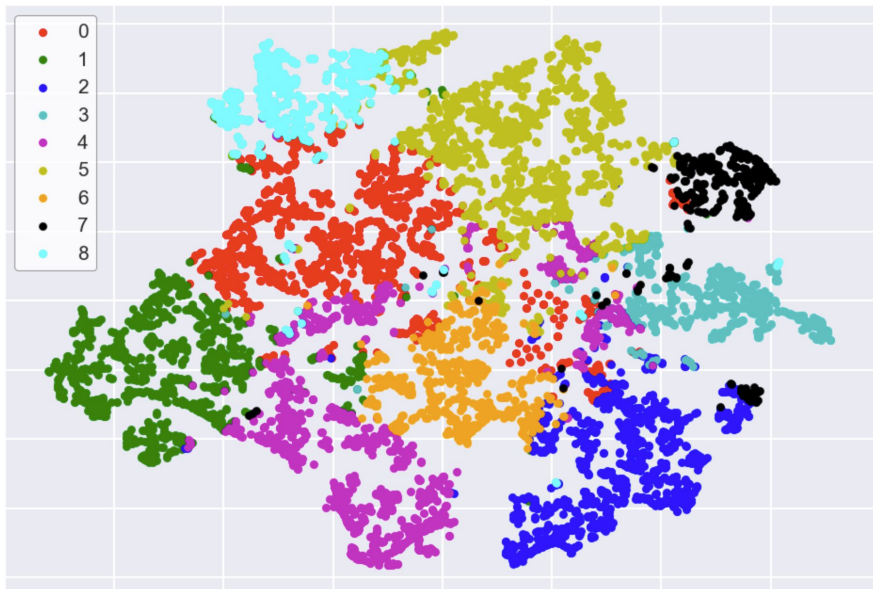


Thanks!

Any questions ?



Pre-Pandemic



Pandemic

