

WALLSTREETBETS REDDIT ANALYSIS

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WARNING!

Reddit comments are left in their original
form

B Bloomberg.com

How WallStreetBets Pushed GameStop Shares to the Moon

Ironically, in tracing the history of WallStreetBets' fascination with the stock, ... that has become the de facto champion of the WSB bull case on GME, ...
Jan 25, 2021

GME CLOSING PRICE



CN CNN

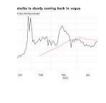
'Stop f--ing selling!!!' WallStreetBets Redditors go ballistic over GameStop's sinking share price

New York (CNN Business) Reddit favorite GameStop (GME) isn't looking so hot this week and some of the stock's biggest backers are freaking out.
Feb 5, 2021

B Bloomberg.com

GameStop Soars as WallStreetBets Favorites Stage Late Rally

... favorites higher on Tuesday as investors touted the stocks on social media platforms including Twitter, Stocktwits and trader chatroom WallStreetBets.
May 25, 2021



B Bloomberg.com

GameStop (GME) Stock Heading for 100% Weekly Gain

"We've actually seen retail interest in all of the classic WallStreetBets names decelerate considerably over the past few weeks," he said.
Mar 12, 2021

CONTEXT

GME

Temporarily was the highest valued company in the Russell 2000

AMC

Added equivalent of Cambodia's GDP

+2,941%
AT PEAK

32.5 BN
MAX DAILY VOLUME

32 BN
PEAK MARKET CAP ADDED

13 BN
MAX DAILY VOLUME

+9,480%
AT PEAK

23 BN
PEAK MARKET CAP ADDED

KEY CONCEPTS



SHORT SELLING

Function, Spreads, Capital Requirements



SQUEEZES

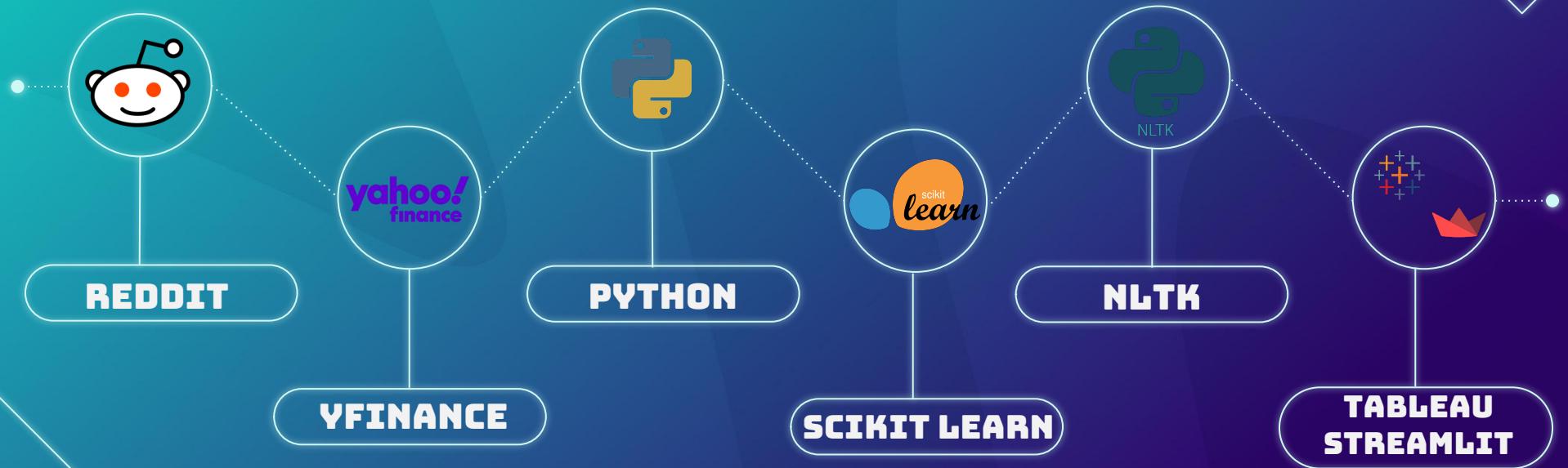
Short Squeeze, Gamma Squeeze

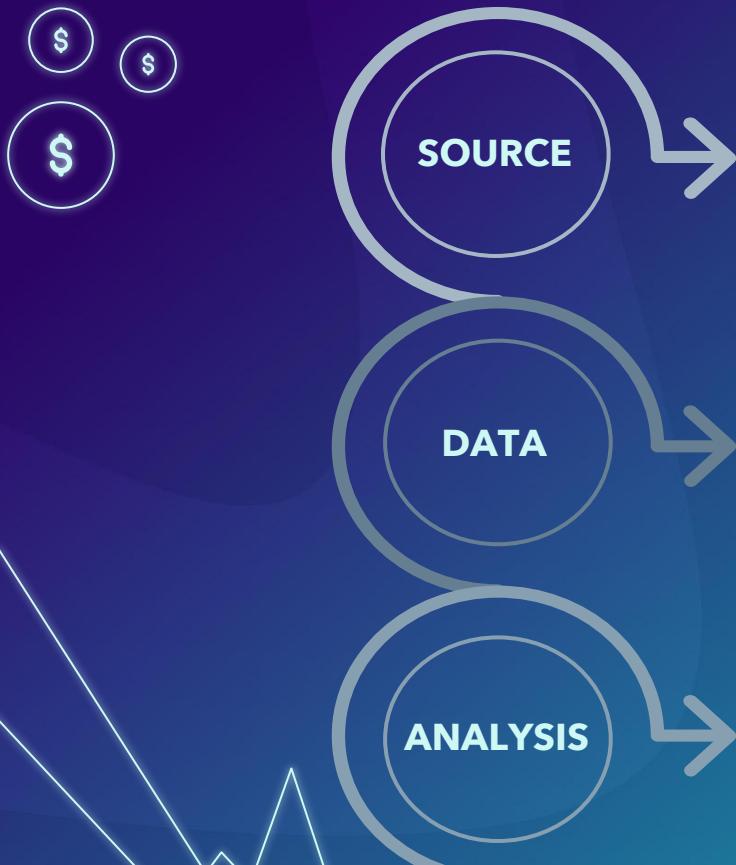


MARKET PARTICIPANTS

Retail, Robinhood, HFs, Companies themselves

WORKFLOW





Top 100 posts per month
for H1 2021

60k comments
~1.4mm words ~40k
unique words

CountVectorizer and TFIDF
LSA and NMF
Vader for sentiment analysis

TFIDF and NMF

TOPICS



TOPIC 1: GME, AMC, FANATICISM



Key words:

gme, moon, just, stock, people, shares, like, buy, price, going, money, make, market, think, short, sell, want, buying, fucking, know, ve, funds, fuck, time, hedge, holding

**"Buy more AMC/GME,
hold until 🚀🚀"**

"GME AND AMC TO THE MOON"

"It's game or nothing"

"AMC and GME

**"BUY THE DIP AND HOLD
\$GME and \$AMC to the
moon!!!!"**

**"I'm buying more amc
Gme and bb**

"#GME TO \$1000, GET IN, GET IN!!"

TOPIC 2: HOLDING



Key words:

shares, bought, hold, buy, dip, holding, rkt, fucking, squeeze, nbsp, nok, today, line, let, silver, stocks, apes, financial, tomorrow, fuck, hands, wsb, edit, account, strong

"my savings is GONE.
BUT IM HOLDING ON."



Holding 🖐️💎🖐️

"Just bought 4 more
shares 🚀"

"Just bought 10 shares.
Holding."

"I bought one at \$90 just
so I can be a part of the
movement :)"

"I'm still holding. To the
moon🚀 all or nothing"

Just got my first 5
shares, never letting
go🌐🚀🚀

"I'm still in, bought my first shares
on Thursday, more on Monday,
holding :)"

TOPIC 3: “US VS. HEDGE FUNDS”; UNDERDOGS; SQUEEZE THE SHORTS



Key words:

cover, days, short, friday, sell, melvin, day, capital, shorts, shares, fucking, squeeze, covering, week, ass, dildos, gonna, ratio, volume, need, million, shorted, number, position, starts

“This means fucking war. WE LIKE THE STOCK.”

“Another Gamma Squeeze still coming on Friday. SHORTS HAVE NOT CLOSED!”

“If you don’t think Melvin and Shitron and the funds that propped them up aren’t calling in favors like this right now you’re living in fantasy land.”

“WE ARE THE LITTLE GUY.”

“Naked to \$5 a share. Fuck wallstreet. WE like the stock. We the people, Its our money.”

“HOLDING THEM ACCOUNTABLE. HOLDING UNTIL BAILOUT. WHOS TOO BIG TO FAIL NOW?”

TOPIC 4: ANTI-ESTABLISHMENT, CENSORSHIP, CONSPIRACY



Key words:

fraud, robinhood, mods, sec, server, discord, media, social, important, posts, bloomberg, markets, hunts, drove, articles, integrity, wallstreet, financial, news, securities, wallstreetbets, hateful, warnings, evidence, jail

"This kind of manipulative technique just solidified my resolve to double down on \$GME. It was a good interview that drew attention to the faults of the hedge funds investment practices. He eloquently deflected any blame for the retail investor and made CNBC look bad. The video has since been deleted due to copyright and comments have been disabled.

\$GMC 🎉🎉🎉🎉🎉

"Don't trust the mods - there are other subreddits that allow good discussion on specific stocks like AMC AND GME. Which arnt being taken down from the top - THINGS I SAW WERE DELETED INCLUDED GME YOLOS OF 100k or more - DONATIONS TO FOODBANKS WITH Winnings ON GME. This seems to be OG WSB Creator 2.0 they're 100% shilling. RKT has a huge amount of Longs OWNED BY CITADEL."

TOPIC 5: HYPE, TEAMWORK, ENTHUSIASM



Key words:

amc, bb, buy, nok, moon, bought, today, holding, tomorrow, stocks, let, movies, nbsp, diamond, security, got, wish, time, br, shares, war, trading, clov, low, market

THIS IS THE WAY! 🚀🚀🚀🚀

🚀💎💎💎💎

"This is the way."

"🚀🚀🚀🚀 all the way to the
fucking moon!!!! Let's go!!!."

"This is the way fellow

🚀💎💡🚀💡🚀💡"

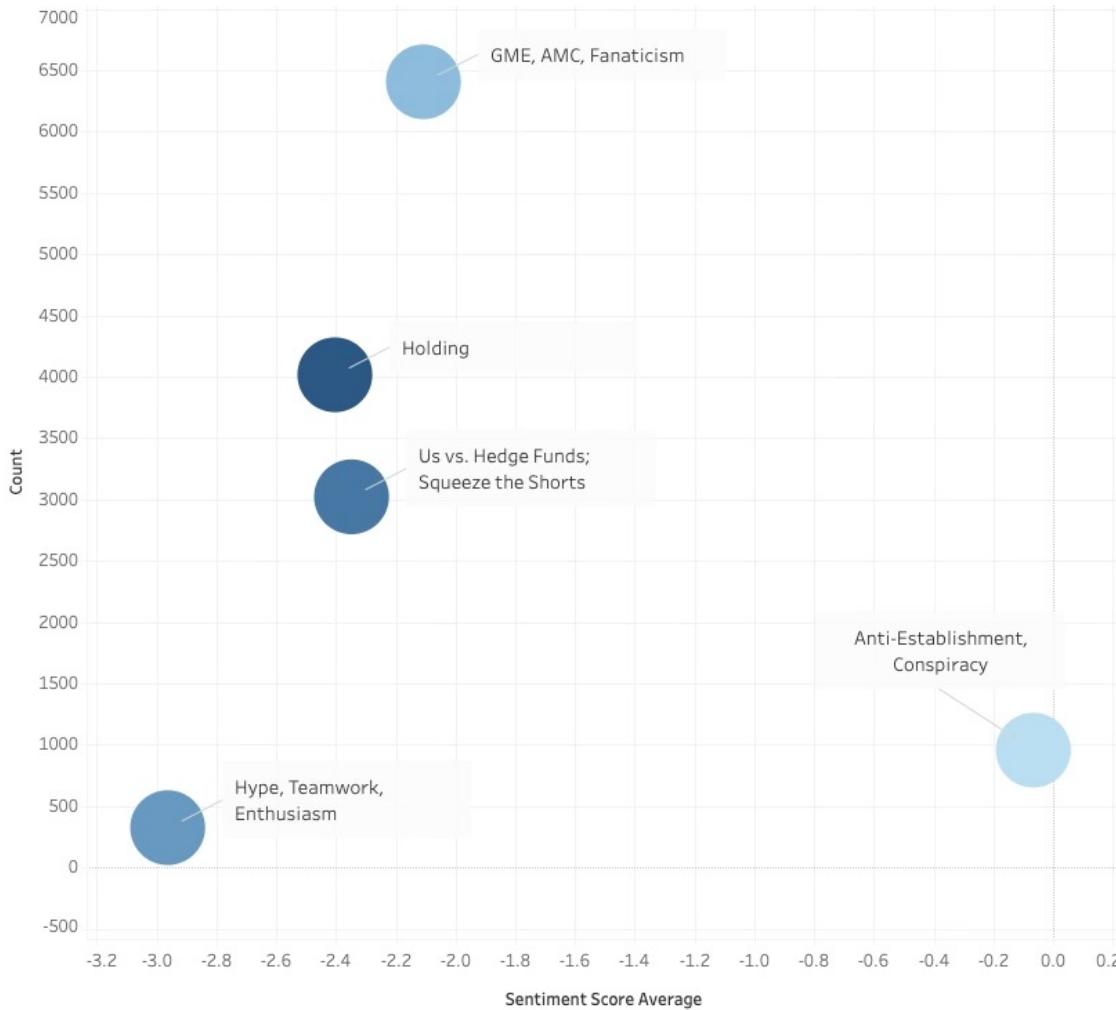
"TO THE MOON WE GO
TOMORROW AMC ALL THE
WAY 🚀"

"ALL THE WAY BOYS🚀🚀"

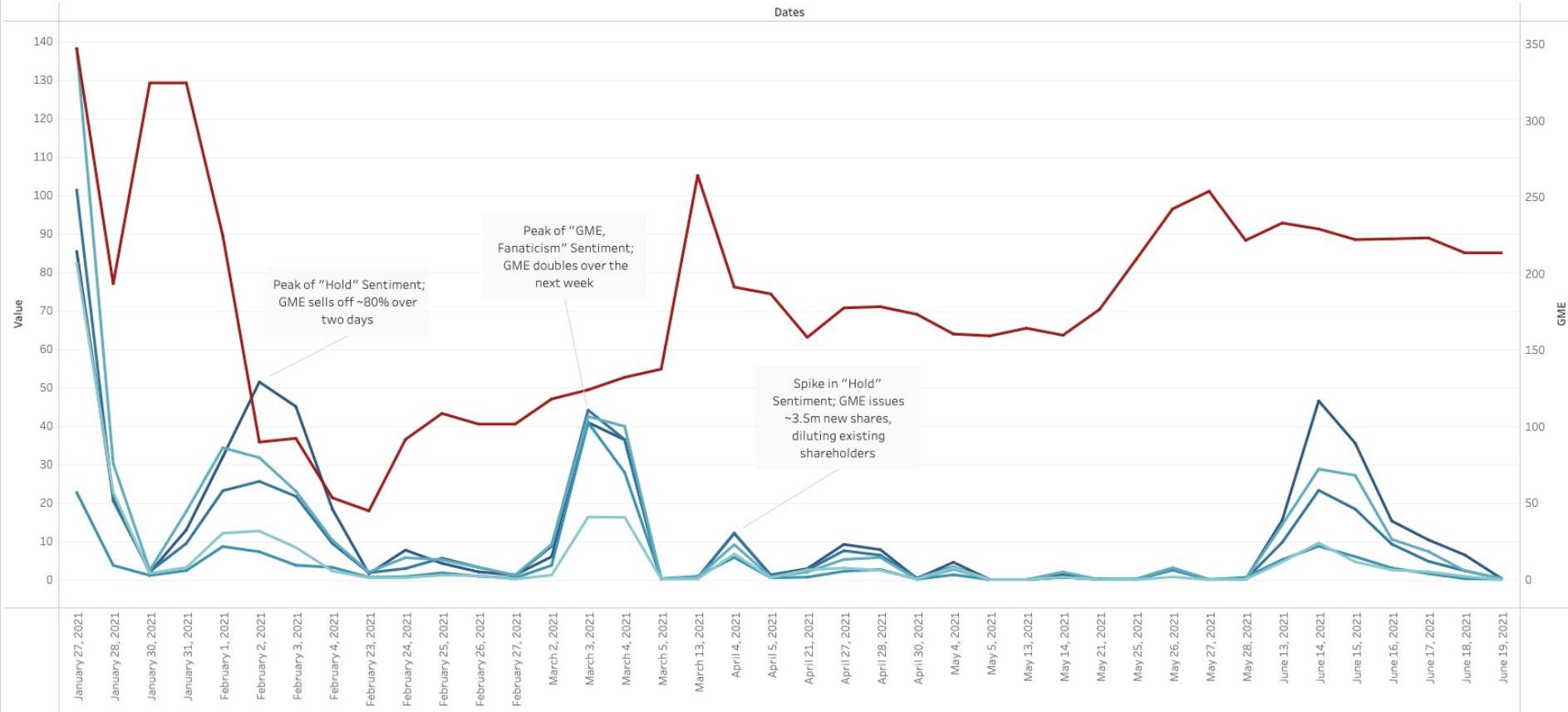
"I just bought 4 shares
in support"

"This is the way. Hold with
you brother!"

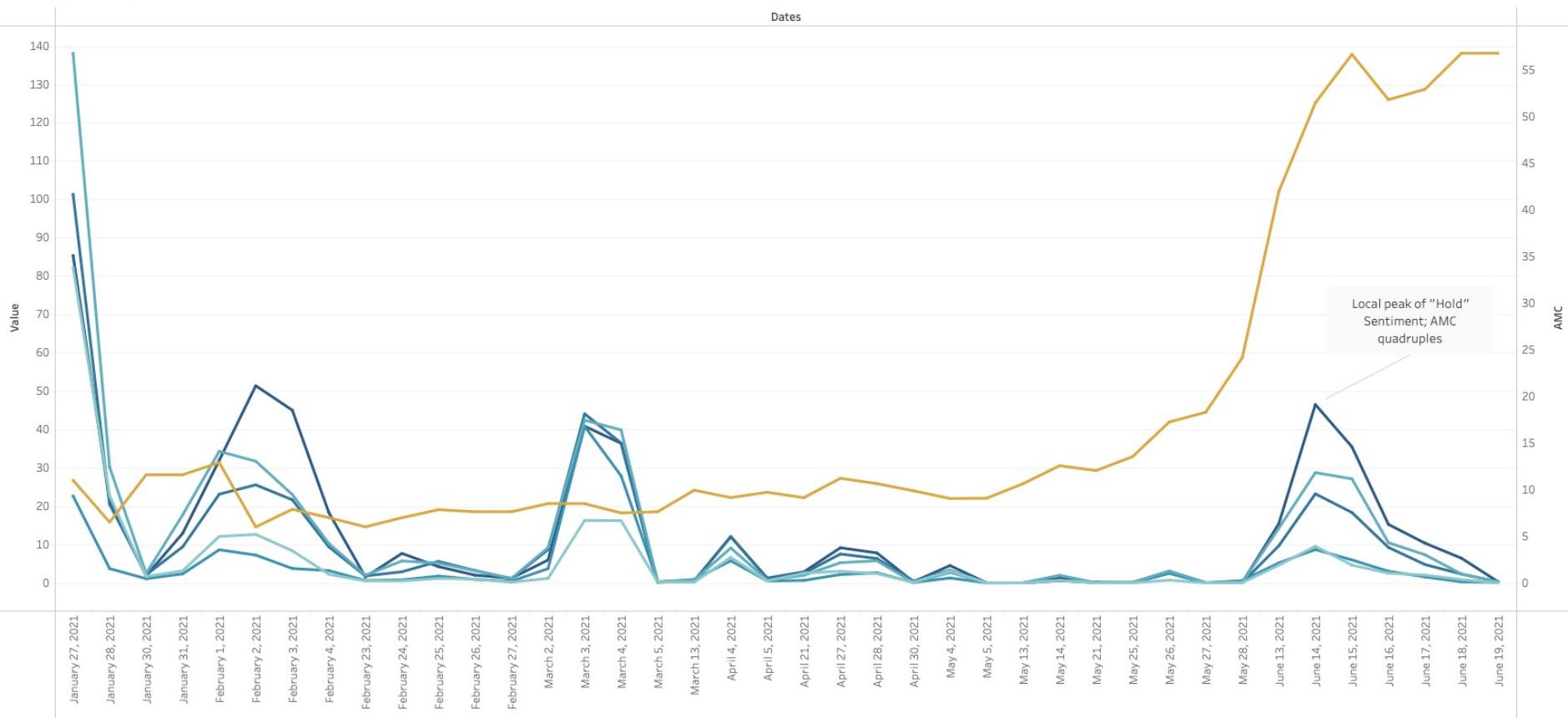
Average Sentiment versus Frequency of WSB Topics



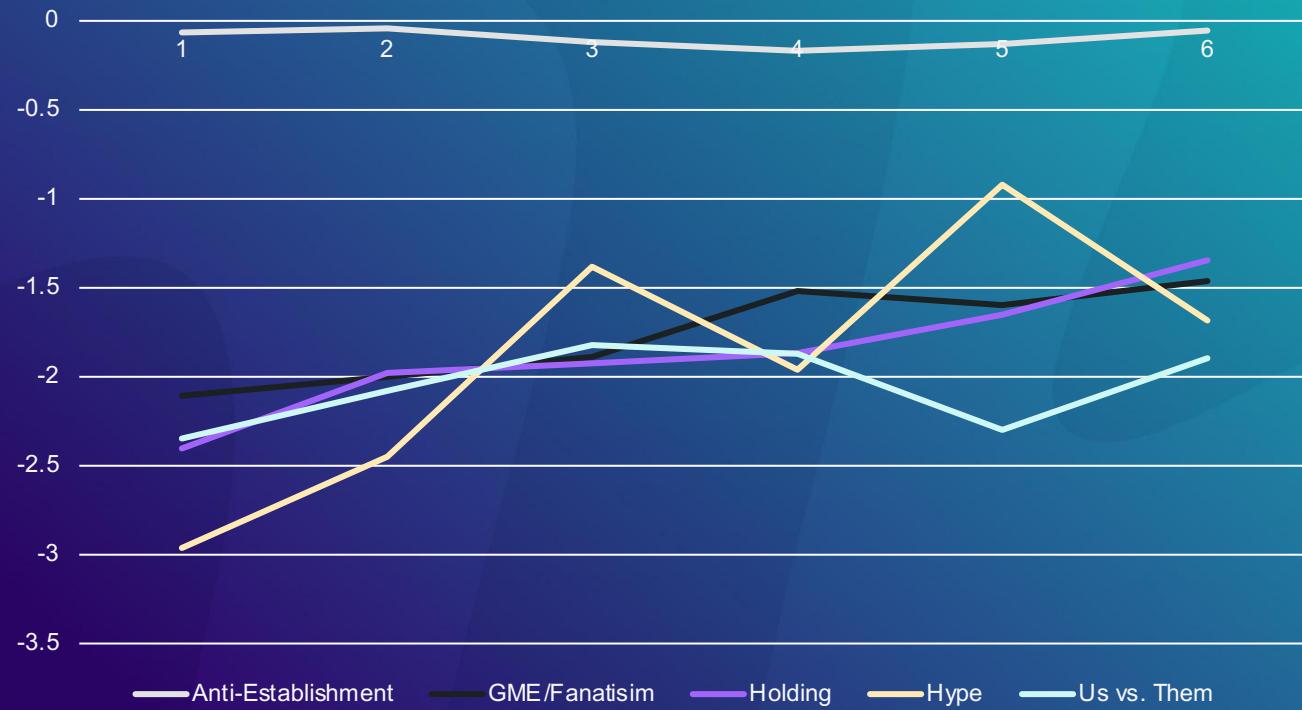
Strength of Topic Time Series vs. GME Stock Price



Strength of Topic Time Series vs. AMC Stock Price



Topic Sentiment Timeseries



TAKEAWAYS

"Us versus Them" and "Anti-Establishment" topics were the most consistently negative in sentiment

"Holding" sentiment is particularly strong after a bull run of a meme stock

SIMILAR PEERS AND SENTIMENT

Input a phrase:

robinhood

29 % negative

0 % positive

10 Most Similar Comments

what's robinhood

can we do this in robinhood

get off to robinhood

why are you still on robinhood though

what robinhood

no robinhood 😞😞😞😞😞

get off robinhood

get out of robinhood 👍💎🙌

how is anyone still on robinhood

it s because of robinhood

FUTURE WORK

More granular analysis that overlays DoD sentiment changes and stock price moves

APPENDIX

MEME STOCK RETURNS

Company	Ticker	Market cap. June 3, 2021	Market cap. Dec. 31, 2020	Increase in market cap during 2021
Nokia Corp. ADR	NOK	\$31,102	\$22,107	41%
AMC Entertainment Holdings Inc. Class A	AMC	\$25,761	\$348	7296%
GameStop Corp. Class A	GME	\$18,272	\$1,314	1291%
BlackBerry Ltd.	BB	\$8,992	\$3,726	141%
Tilray Inc.	TLRY	\$8,804	\$1,307	573%
Bed Bath & Beyond Inc.	BBBY	\$3,402	\$2,153	58%
MicroVision Inc.	MVIS	\$2,846	\$788	261%
Koss Corp.	KOSS	\$263	\$25	931%

factset