Title: Questions about options in the case for GME

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Someone please correct me if I'm wrong. I probably am. I'm as smooth as glass here and I was hesitant to ask this for fears of being way off.

But my understanding was that the whole point of buying ATM/ITM/near ITM calls to aid in the case for GME to launch was to exercise them at the right time so the market makers such as shitadel (whom we are presuming are writing these options) are forced to go find and deliver all those shares, which in turn creates buying pressure.

I think there's also the speculation that these MMs aren't properly hedging the GME calls when they're bought by retail which then puts even more of a pressure on the MMs when these calls are exercised.

Now, what's disconcerting and worrisome right now is I'm reading many Apes talking about buying and just selling options hoping for a good pay out, which essentially becomes gambling and if only a small fraction of them are ITM, which can only help the MMs.

Again, sorry if I'm so much way off that it's going to be painful to correct me. But I'd appreciate a correction so I can be better informed.