Title: Why is a stock split bad news for naked shorts and good news for GME holders?

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Why is is a GME stock split bad for naked shorts? Or if that question isnt quite right: Why is everyone so excited for it? I've read more buzz about a stock split on the gme subs than I have explanations, so I am genuinely asking to gain even a tiny wrinkle to help myself and others like me to understand. Thanks in advance.