

## **Introduction**

When Opening the self proclaimed 'Front Page of the Internet' , one can quickly feel as if they are drowning in internet entertainment. The site itself appears to have not been updated or changed since its inception, offering an old-age aesthetic which keeps its few hundred million users coming back in search of some of the internet's best material. Operating as a messageboard of different links, videos, and photos, reddit has been the origin for some of the internet's most viral material. The site is 100% user driven and there is an aggregation of different topics, subreddits as they are referred to, for users to post and comment on. On the front page of the site is a ranking of its 'hottest' posts. What enables a post to become more popular and eventually find its way on the hot page are comments and upvotes. The more interaction a post gets the more visibility it then gets from other users and therefore the more popular it becomes. Reddit collects almost up to 3 million comments per day, the focus of this assignment is to compile the best strategy to have your post collect more comments than the average one.

## **Data Approach**

In order to get the best representation of what makes certain reddit posts popular and others unpopular I pulled as much random data as I could. Instead of solely focusing on hot posts I wanted to collect data on all sorts of unpopular posts as well. There is a stark difference between a post getting under 5 comments and others getting thousands of comments.

## **Getting your post more traction**

- 1) Higher post visibility
  - a) Reddit is broken down into many many subreddits, and certain ones have millions of followers. By focusing on the subreddits with more subscribers, your post will be tossed into a pool of hungry commenters looking for the next best thing. A few good comments in a very active subreddit and your post could quickly find its way to the front page.
- 2) Title
  - a) The average reddit user is only spending a few seconds looking at what content you have to offer. One of the beauties of the site is that they pack as much content onto a page as possible. This is where we focus in on the user's natural tendency to be extremely distracted while surfing the internet. By using flashy keywords involving the usual suspects: sex, drugs and rock and roll, politics, fail and fighting videos, and of course the internet's cutest animal cats this will allow your post to pull the user in and to then eventually comment or share.

## **Results**

By creating a high performing, random forests model custom engineered to feature popular subreddits and flashy eye catching titles, we were able to record a 15 point increase in likelihood that your post would receive more comments than the average post.