

Doctoral Thesis

Crowdsourcing for Business Ideas through Reddit:
Exploring the Dynamics of Online Innovation

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Graduate School of Technology Management

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(Reddit を通じたビジネスアイデアのクラウドソ
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Abstract of Doctoral Dissertation

Title: Crowdsourcing for Business Ideas through Reddit: Exploring the Dynamics of Online Innovation

(Redditを通じたビジネスアイデアのクラウドソーシング：オンラインイノベーション・ダイナミクスの探索)

This dissertation explores the potential of Reddit, a popular social media platform, as a tool for crowdsourcing for business innovation. This study investigates how Reddit facilitates open innovation through crowd engagement and response. Focusing on nine selected subreddits, related to business ideas, the research employs a mixed-methods approach, integrating available engagement metrics, quantitative sentiment analysis and qualitative content assessment.

Utilizing R for data extraction and sentiment analysis followed by IBM SPSS for statistical analysis, the study provides an in-depth evaluation of post sentiments, engagement metrics, and comment dynamics. We categorize posts into industries and examine the variance in crowd reactions based on factors such as post content, subreddit, and temporal trends. Special attention is given to the impact of significant events like the release of ChatGPT on community engagement and discourse.

The findings reveal distinct patterns of engagement and sentiment across subreddits, highlighting the influence of subreddit themes on user interaction and the perceived value of posts. Statistical analysis demonstrates significant differences in engagement metrics, such as post ratings and comment counts, based on subreddit topics and external events. The study also uncovers insights into the role of awarded posts in shaping subreddit discussions and sentiment trends.

Through this research, a nuanced understanding of Reddit's efficacy as a crowdsourcing platform for business innovation is developed. The dissertation offers valuable implications for businesses seeking to harness the power of online communities for idea generation and open innovation. It also provides recommendations for leveraging social media platforms like Reddit to tap into the wisdom of crowds, fostering a collaborative environment for business development and innovation.

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LIST OF ABBREVIATIONS

For ease of reference, the following list includes abbreviations and acronyms used throughout this dissertation:

1. **API** - Application Programming Interface
2. **AI** - Artificial Intelligence
3. **B2B** - Business to Business
4. **BPR** - Business Process Reengineering
5. **CSV** - Comma-Separated Values
6. **HCI** - Human-Computer Interaction
7. **HMN** - Human-Machine Network
8. **IT** - Information Technology
9. **ML** - Machine Learning
10. **NLP** - Natural Language Processing
11. **NRC** - National Research Council
12. **R&D** - Research and Development
13. **SAS** - Statistical Analysis Software
14. **SNA** - Social Network Analysis
15. **SPSS** - Statistical Package for the Social Sciences
16. **UGC** - User-Generated Content
17. **UI** - User Interface
18. **UX** - User Experience
19. **VGI** - Volunteered Geographic Information
20. **OP** – Original Poster

TERMINOLOGY

1. **Crowdsourcing:** The practice of obtaining information, ideas, or content by soliciting contributions from a large group of people, especially from an online community, rather than from traditional employees or suppliers.
2. **Open Innovation:** A business model that encourages companies to obtain both internal and external ideas as well as internal and external paths to market to advance their technology.
3. **Reddit:** A social news aggregation, web content rating, and discussion website where registered members submit content such as text posts or direct links. Content is then voted up or down by other members.
4. **Subreddits:** Niche forums within Reddit, each dedicated to a specific topic or theme, where users can post, comment, and share content related to that particular subject.
5. **Sentiment Analysis:** Also known as opinion mining, it refers to the use of natural language processing, text analysis, and computational linguistics to identify and extract subjective information in source materials.
6. **Engagement Metrics:** Data points that measure the level of engagement that consumers have with content, including likes, comments, shares, and views.
7. **Natural Language Processing (NLP):** A branch of artificial intelligence that helps computers understand, interpret, and manipulate human language.
8. **User Engagement:** The involvement and participation of a user in a given platform, which can include activities like posting, commenting, and voting.
9. **Digital Platform:** An online framework that facilitates and mediates interactions between users, often involving user-generated content, collaboration, and communication.
10. **Algorithm:** In the context of social media and digital platforms, it refers to the set of computational rules that determine how content is displayed to users.
11. **Thematic Analysis:** A method used in qualitative research to identify, analyze, and report patterns (themes) within data.
12. **Qualitative Analysis:** The examination of non-numeric data like text, video, photographs, or audio recordings, often involving concepts of patterns, themes, and narratives.
13. **Quantitative Analysis:** The examination of numeric data, often using statistical tools to decipher patterns and relationships.
14. **Content Curation:** The process of gathering information relevant to a particular topic or area of interest, usually intended to add value through the selection and organization of said content.
15. **Upvotes/Downvotes:** Mechanisms on Reddit and similar platforms allowing users to vote for or against content, influencing its visibility and popularity.
16. **Community-Driven Innovation:** Innovation processes and initiatives that are primarily led and developed by the community members rather than the organization or company itself.
17. **Data Scraping:** The process of extracting data from a website or online platform. In the context of this dissertation, it refers to the extraction of posts and comments from Reddit for analysis.

18. **Web API (Application Programming Interface):** A set of protocols and tools for building software and applications that allow interaction with web services. For Reddit, the API facilitates automated data extraction.
19. **Mixed-Methods Approach:** A research methodology that combines qualitative (textual, descriptive) and quantitative (numerical, statistical) research techniques to provide a more comprehensive analysis of the subject matter.
20. **User-Generated Content (UGC):** Content created and shared by consumers or end-users of an online platform or service, such as posts, comments, videos, and images.
21. **Digital Innovation:** The application of digital technology to create new or modify existing business processes, culture, and customer experiences.
22. **Sentiment Scoring Algorithm:** In sentiment analysis, an algorithmic approach used to determine the sentiment polarity (positive, negative, neutral) of a text.
23. **NRC Emotion Lexicon:** A lexicon used in sentiment analysis that categorizes words into different emotional states like joy, sadness, anger, etc., enhancing the depth of sentiment analysis.
24. **Tokenization:** The process of breaking down text into smaller units (tokens), often used in natural language processing. In sentiment analysis, this often refers to breaking down a sentence into individual words.
25. **Crowd Intelligence:** The collective intelligence and problem-solving capability of a large group of individuals, especially in an online context.
26. **Bi-directional Flow of Knowledge:** A concept in open innovation referring to the two-way exchange of ideas and information between a company and external entities.
27. **Participatory Culture:** A culture in which private individuals (the public) do not act as consumers only, but also as contributors or producers (prosumers).
28. **Anonymity in Online Platforms:** The state of an individual's personal identity, or personally identifiable information, being publicly concealed.
29. **Statistical Analysis Software (SAS):** Software used for advanced analytics, multivariate analyses, business intelligence, data management, and predictive analytics.
30. **Subculture:** In the context of Reddit, a group of users with shared interests, ideas, and behaviors within a larger community.
31. **Algorithmic Bias:** Biases that can occur in computer systems, resulting from prejudiced assumptions in the algorithm or the data used to train it.
32. **Engagement Analytics:** The study of data derived from the interaction of users with online content, used to understand user behavior and preferences.
33. **Content Moderation:** The practice of monitoring and applying a set of rules and guidelines to user-generated submissions to ensure that the content aligns with specific standards and policies.
34. **Digital Literacy:** The ability to effectively and critically navigate, evaluate, and create information using a range of digital technologies. In the context of Reddit, it refers to the users' proficiency in using the platform and engaging with its content.
35. **Community Engagement:** The process by which an organization or individual actively involves and interacts with the community, particularly in the context of online platforms like Reddit.
36. **Social Media Analytics:** The practice of gathering data from social media platforms and analyzing that data to make informed decisions. It often involves measuring the performance of content and understanding audience interactions.

37. **Ecosystem in Digital Innovation:** Refers to the interconnected network of users, platforms, and digital technologies that collectively contribute to and shape the innovation landscape in the digital world.
38. **Collaborative Networks:** Groups or systems in which individuals or organizations work together to achieve common goals, often through sharing knowledge, resources, and efforts.
39. **Topic Modeling:** A type of statistical model used to discover abstract topics within a collection of documents (like Reddit posts and comments), often used in natural language processing.
40. **User Flair:** On platforms like Reddit, a feature that allows users to display a small tag next to their username, often indicating their expertise or interest in a specific subject.
41. **Crowdsourcing Platforms:** Online platforms that enable the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community.
42. **Innovation Strategy:** A plan devised by a business or individual to encourage advancements in technology or services, often involving novel ideas and methods.
43. **Participative Architecture:** In digital platforms, the design and structure that allow and encourage users to contribute content, engage in discussions, and interact with each other.
44. **Idea Evolution:** The process by which an idea is refined and developed over time, often through collaboration and feedback from others.
45. **Domain Expertise:** Specific knowledge or skills in a particular area or industry, which in the context of crowdsourcing, refers to the expertise brought by participants.
46. **Data Mining:** The process of discovering patterns and extracting information from large data sets, using methods at the intersection of machine learning, statistics, and database systems.
47. **User-Generated Data:** Data that is created and shared by users of digital platforms, often reflecting their experiences, opinions, or activities.
48. **Rhetorical Construction:** In the context of online platforms, it refers to the way information is presented and structured to persuade or influence the audience.
49. **Content Aggregation:** The practice of collecting and compiling content from various sources, often used in the context of social media platforms like Reddit, where users aggregate news, information, and discussions.
50. **Engagement Patterns:** Refers to the typical ways in which users interact with content on digital platforms, including liking, sharing, commenting, and other forms of participation.
51. **Cyberculture:** The culture that has emerged, or is emerging, from the use of computer networks for communication, entertainment, and business. It is important to understand cyberculture to grasp user behavior on platforms like Reddit.
52. **Algorithmic Curation:** The process by which algorithms are used to filter, prioritize, and deliver content to users, often based on their past behavior, preferences, or demographic information.
53. **Social Innovation:** Refers to new strategies, concepts, ideas, and organizations that meet social needs of all kinds, from working conditions and education to community development and health, and that extend and strengthen civil society.

54. **Community Governance:** The systems and processes that govern the conduct of individuals within an online community, including rules, moderation, and enforcement mechanisms.
55. **User Persona:** A semi-fictional character created based on research to represent the different user types that might use a service or product, particularly in the digital or online space.
56. **Data Visualization:** The graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data.
57. **Content Moderation Tools:** Software or processes used to monitor, evaluate, and manage user-generated content on online platforms to ensure it adheres to certain standards or guidelines.
58. **Semantic Analysis:** A process in natural language processing and linguistics that involves determining the meanings of words, phrases, and sentences in the context of the data being analyzed.
59. **Machine Learning in NLP:** The application of machine learning algorithms in natural language processing to enable computers to understand, interpret, and manipulate human language.
60. **Privacy Concerns in Data Collection:** Considerations related to the protection of personal information and user anonymity, especially relevant in the context of collecting and analyzing data from social media platforms.
61. **Behavioral Analytics:** The study of consumer behavior through their interactions with digital content, which helps in understanding patterns, trends, and motivations behind those interactions.
62. **Virtual Community:** An online social network of individuals who interact through specific media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals.
63. **Crowdsourced Innovation:** The process of soliciting ideas, content, or solutions from a large group of people, typically from an online community, to foster innovative developments.
64. **Online Engagement Metrics:** Quantitative measures used to assess how individuals interact with online content, including metrics such as time spent on a page, click-through rates, and engagement rates.
65. **User-Centric Design:** A design philosophy that emphasizes the needs, preferences, and behaviors of the end-user of a website, application, or system, particularly in the context of creating user-friendly and accessible online platforms.
66. **Digital Transformation:** The integration of digital technology into all areas of a business, fundamentally changing how businesses operate and deliver value to customers.
67. **Content Analysis:** A research technique used to interpret text data through the systematic classification process of coding and identifying themes or patterns.
68. **Online Reputation:** The perception of an individual or brand on the internet, based on their digital actions, content they create, and the feedback and commentary of other internet users.
69. **Social Listening:** The process of monitoring digital conversations to understand what customers are saying about a brand or topic on the internet, often used for market research and brand management.

70. **User Interface (UI):** The means by which the user and a computer system interact, particularly the use of input devices and software.
71. **Data Privacy:** The aspect of information technology that deals with the ability an organization or individual has to determine what data in a computer system can be shared with third parties.
72. **Online Analytics Tools:** Software applications used to track, analyze, and report on data from websites and social media platforms to understand and optimize web usage.
73. **Digital Content Creation:** The process of creating digital material, such as text, images, and videos, often for digital media and online platforms.
74. **E-Participation:** The use of information and communication technologies to broaden and deepen political participation by enabling citizens to connect with one another and with their elected representatives.
75. **Community Building:** The process of fostering an environment where an online community can thrive, including the creation and maintenance of communal spaces, facilitation of interaction, and nurturing of communal norms.
76. **Digital Disruption:** The change that occurs when new digital technologies and business models affect the value proposition of existing goods and services.

CHAPTER 1: INTRODUCTION

In the rapidly evolving landscape of digital innovation, the intersection of crowdsourcing and online platforms represents a fertile ground for exploring new business ideas and strategies. These innovative practices have the potential to reshape traditional approaches to product development and consumer engagement, offering exciting opportunities for companies seeking to stay ahead in an increasingly competitive market.

The aim of this chapter is twofold. Firstly, it aims to develop a comprehensive understanding of crowdsourcing and open innovation by exploring their definitions, historical evolution, and theoretical frameworks. This will not only clarify the fundamental concepts but also demonstrate their relevance and application in today's digital environment. Secondly, the review seeks to connect these foundational principles with the practical aspects of online platforms - specifically Reddit - in promoting business innovation and idea crowdsourcing. By examining various aspects of crowdsourcing across different fields and its impact on online platforms, this chapter strives to unveil Reddit's distinctive characteristics and potential as an arena for business ideas while leveraging sources from empirical research to enrich theories in this area.

The structure of this literature review is designed to build upon each aspect of crowdsourcing and open innovation progressively. It commences with a detailed exploration of the origins and definitions of crowdsourcing and open innovation, followed by an examination of the theoretical frameworks underpinning these concepts. Subsequent sections provide a comparative analysis of crowdsourcing across different disciplines, leading to a focused discussion on the utilization of online platforms, with an emphasis on Reddit, for business idea generation. Practical examples of crowdsourcing in various contexts are then presented, offering real-world insights into its application and outcomes. The review also addresses the benefits and challenges associated with crowdsourcing, providing a balanced perspective on its efficacy and limitations. Finally, the review culminates by highlighting the symbiotic relationship between crowdsourcing and business innovation, underscoring how platforms like Reddit can serve as powerful tools in the contemporary business landscape.

Through this comprehensive review, the chapter aims to contribute significantly to the understanding of how online platforms can be leveraged for collaborative innovation and idea generation, offering valuable insights for businesses, entrepreneurs, and researchers alike. The findings and discussions presented here are not only pivotal for this dissertation but also hold

the potential to inform future research and practice in the realm of digital innovation and crowdsourcing.

In conclusion, this literature review chapter explores the dynamics of online innovation through crowdsourcing for business ideas on Reddit. The chapter aims to uncover the unique characteristics and potentials of Reddit as an incubator for business ideas by examining various dimensions of crowdsourcing across different disciplines. Additionally, the review provides a comparative analysis of different online platforms and highlights Reddit's distinct features that make it an effective platform for crowdsourcing business ideas.

1.1 Research Problem

In the rapidly changing realm of digital innovation, crowdsourcing has emerged as a critical strategy for generating and refining business ideas. Despite its growing importance, the specific dynamics of crowdsourcing on online platforms, especially Reddit, remain poorly understood. Reddit's extensive user base and diverse communities offer a unique landscape for innovation, but the platform's potential and challenges in business idea generation are not thoroughly explored (Shatz, 2017). This gap in knowledge prevents the effective use of Reddit as a crowdsourcing platform for entrepreneurs and businesses.

This dissertation aims to address the lack of detailed understanding of how crowdsourcing for business ideas functions on Reddit. It will investigate the dynamics of user interactions, idea development, and community engagement in Reddit's business-related subreddits (Schenk & Guittard, 2011; 2019). The study will explore collaboration mechanisms, knowledge exchange, and the overall process by which Reddit cultivates an environment conducive to innovative business ideas (Simula & Ahola, 2014; Simula et al., 2015).

1.2 Research Objectives

To address the research problem, the dissertation sets forth the following objectives:

- **To Explore the Role of Reddit in Crowdsourcing for Business Ideas:** This involves understanding how Reddit functions as a platform for crowdsourcing, focusing on its structure, user base, and the nature of interactions that facilitate the generation of business ideas. The study aims to leverage the insights from Davidson's research on using Reddit for social science research, which can provide a framework for understanding Reddit's role in crowdsourcing (Davidson, 2023).

- **To Analyze User Engagement and Interaction:** Objective is to examine the patterns of user engagement within business-related subreddits, identifying key factors that drive participation and contribute to the crowdsourcing process.
- **To Evaluate the Efficacy of Reddit as a Crowdsourcing Platform:** This includes assessing the quality of ideas generated, the level of collaboration among users, and the impact of crowdsourced content on business innovation. Proferes' systematic analysis of manuscripts using Reddit as a data source can provide a methodological basis for this evaluation (Proferes, 2021).
- **To Identify Challenges and Opportunities in Crowdsourcing on Reddit:** Aims to uncover any barriers to effective crowdsourcing on Reddit and explore potential opportunities that the platform offers for business innovation.
- **To Provide Strategic Insights for Businesses and Entrepreneurs:** The goal is to offer practical recommendations on how businesses and entrepreneurs can effectively leverage Reddit for crowdsourcing innovative ideas, drawing inspiration from successful crowdsourced startup ideas on Reddit.
- **To Contribute to Academic Discourse on Digital Innovation and Crowdsourcing:** Seeks to enrich the academic understanding of crowdsourcing in the context of online platforms, with a focus on Reddit.

These objectives guide the research in a structured manner, ensuring a comprehensive exploration of crowdsourcing dynamics on Reddit and its implications for business innovation.

1.3 Research Question

The central research question that guides this dissertation is: "How does the use of Reddit as a crowdsourcing platform influence the generation and development of business ideas, and what are the dynamics of user interaction and community engagement in this process?"

This overarching question is further broken down into several sub-questions to facilitate a detailed exploration of the various facets of crowdsourcing on Reddit:

1. What are the characteristics of Reddit that make it suitable for crowdsourcing business ideas?

This question aims to understand the unique features of Reddit, such as its subreddit structure and user engagement mechanisms, that contribute to its effectiveness as a

crowdsourcing platform. Schenk and Guittard's (2011) work on the characterization of crowdsourcing practices may provide insights into these characteristics.

2. How do users on Reddit participate in the process of generating and developing business ideas?

This involves examining the nature of user contributions, discussions, and collaborations within business-related subreddits. Simula and Ahola's (2014) research on idea and innovation crowdsourcing in industrial firms could shed light on user participation patterns.

3. What patterns of interaction and engagement are observed among users in business-related subreddits on Reddit?

The focus here is on identifying common trends in user behavior, including posting, commenting, voting, and sharing, that facilitate the crowdsourcing process. Shatz's (2017) study on Reddit as a tool for participant recruitment might offer relevant insights.

4. How do business ideas evolve and get validated within the Reddit community?

This question seeks to explore the lifecycle of a business idea on Reddit, from its inception to community feedback and potential refinement or adaptation. Insights from Simula, Töllmen, and Karjaluoto's (2015) work on facilitating innovations could be applicable.

5. What are the perceived benefits and challenges of using Reddit for crowdsourcing business ideas?

This involves assessing the advantages and limitations as perceived by users and businesses in utilizing Reddit for crowdsourcing purposes. The studies by Schenk, Guittard, and Pénin (2019) might provide a framework for understanding these benefits and challenges.

6. What insights can be drawn from the Reddit crowdsourcing model that are applicable to broader digital innovation strategies?

The aim is to extrapolate findings to provide strategic implications for businesses and entrepreneurs looking to leverage digital platforms for innovation. The research by Simula and Vuori (2012) on the benefits and barriers of crowdsourcing in B2B firms can inform this analysis.

These research questions are designed to comprehensively address the main research problem and contribute to a deeper understanding of the role of Reddit in the crowdsourcing landscape, particularly in the context of business idea generation and innovation.

1.4 Research Methodology

The research methodology section outlines the approach and techniques used to investigate the dynamics of crowdsourcing for business ideas on Reddit. This section is structured to provide clarity on the research design, data collection methods, data analysis procedures, and the rationale behind the chosen methodologies.

1.4.1 Research Design

This research adopts a mixed-methods approach, combining qualitative and quantitative research methods. This design facilitates a comprehensive understanding of the crowdsourcing dynamics on Reddit by enabling the analysis of both numerical data and textual information. The methodology aligns with Luong's (2022) approach in evaluating Reddit as a crowdsourcing platform, which assessed the viability of using Reddit for research purposes by comparing its data characteristics to other platforms like MTurk.

The research is structured as a case study focusing on Reddit. This approach allows for an in-depth exploration of specific instances of crowdsourcing within the platform, providing detailed insights into user interactions and idea development processes.

The methodology chosen for this research is designed to comprehensively capture the nuances of Reddit as a crowdsourcing platform for business ideas, leveraging both qualitative and quantitative data to provide a holistic understanding of user engagement, idea evolution, and community dynamics.

1.4.2 Data Collection Methods

1. Selection of Subreddits: Subreddits related to business and entrepreneurship are identified and selected for analysis. The selection is based on factors such as the size of the subreddit, level of activity, and relevance to business idea generation.

2. Data Scraping and Extraction: Utilizing Reddit's API, a method similar to the passive data collection approach described by Kierniesky (2005), data from the selected subreddits is scraped. This includes posts, comments, user engagement metrics (upvotes, downvotes), and metadata such as timestamps and user information.

3. Timeframe Specification: Data is collected over a specified timeframe to ensure relevance and manageability. This timeframe is chosen based on the activity levels and the availability of data.

1.4.3 Data Analysis Methods

1. Qualitative Analysis:

- **Thematic Analysis:** Textual data from posts and comments are analyzed using thematic analysis to identify and interpret patterns, themes, and narratives.
- **Content Analysis:** A systematic examination of the content is conducted to understand the context, nature, and trends of discussions related to business ideas.

2. Quantitative Analysis:

- **Statistical Analysis:** Engagement metrics are analyzed using statistical tools to determine patterns, correlations, and trends.
- **Sentiment Analysis:** Natural Language Processing (NLP) tools are employed for sentiment analysis of posts and comments to gauge the community's attitudes and emotional responses.

3. Triangulation: Both qualitative and quantitative data are compared and combined (triangulated) to enhance the validity and reliability of the findings.

These methods ensure a comprehensive and robust analysis of crowdsourcing dynamics on Reddit, providing valuable insights into the generation and development of business ideas.

1.4.4 Ethical Considerations

1. User Anonymity and Data Privacy: The Reddit platform is built with the expectation of anonymity, therefore extra care is taken to ensure the anonymity of Reddit users. Personal identifiers such as the username and the URL are removed after the data collection and analysis.

2. Compliance with Platform Policies: The research adheres to the terms of service and data usage policies of Reddit.

1.4.5 Limitations

The methodology acknowledges potential limitations, such as the representativeness of the selected subreddits, biases in data collection and analysis, and the challenges in generalizing findings to other platforms or contexts.

The chosen research methodology is designed to provide a robust framework for exploring the complex phenomena of crowdsourcing for business ideas on Reddit. Through this mixed-methods approach, the study aims to yield comprehensive insights into the mechanisms, challenges, and potentials of leveraging Reddit for business innovation.

1.4.6 Research Significance

The significance of this research lies in its contribution to both academic knowledge and practical applications in the field of digital innovation, crowdsourcing, and business strategy. By exploring the dynamics of crowdsourcing for business ideas on Reddit, this study provides valuable insights into the utilization of online platforms for collaborative innovation. The following points highlight the key areas of significance:

1.4.7 Contribution to Academic Knowledge

➤ **Filling the Research Gap:** This study addresses the underexplored area of crowdsourcing in the context of Reddit, a platform with distinct characteristics compared to more commonly studied sites like Twitter and Facebook. The research builds on Schenk & Guittard's (2011) work on crowdsourcing practices, shedding light on unique aspects of Reddit's crowdsourcing dynamics.

➤ **Theoretical Advancements:** By applying and potentially expanding existing theories of crowdsourcing, open innovation, and online community engagement, the research contributes to a deeper theoretical understanding of these concepts. It resonates with the insights of Simula & Ahola (2014) on innovation crowdsourcing in industrial firms and their network perspectives.

➤ **Methodological Innovation:** The mixed-methods approach used in this study, incorporating both qualitative and quantitative analyses, offers a comprehensive framework that can be applied to similar research in digital platforms and user behavior. This approach aligns with the innovative methods discussed by Schimak et al. (2015) in crowdsourcing for crisis and disaster management.

➤ **Interdisciplinary Insights:** The research intersects several fields including business strategy, digital marketing, information technology, and social media analytics, thereby contributing to an interdisciplinary understanding of these domains. It complements the work of Schoder et al. (2014) on information systems for "wicked problems" that involve social media and collective intelligence.

1.4.8 Practical Implications

The findings, influenced by works like those by Schenk, Guittard, and Pénin (2019), provide actionable insights on utilizing Reddit for crowdsourcing, emphasizing user behavior, community dynamics, and engagement strategies. This supports businesses and entrepreneurs in navigating digital platforms for innovation and idea generation effectively.

Aligning with Simula and Ahola (2014), the study underscores the potential of digital platforms in collaborative idea generation and problem-solving, offering new approaches for businesses to stay competitive in a dynamic market environment.

Insights from this research can guide the development of online platforms, ensuring they are more conducive to business-related activities and user engagement. This aspect is particularly relevant in light of Shatz's (2017) exploration of Reddit as a tool for participant recruitment in research studies.

The research also touches on ethical considerations and data privacy issues, offering guidance for policy development in the context of user-generated content and online community engagement.

1.4.9 Social and Economic Impact

This research underscores the potential of crowdsourcing on platforms like Reddit as a powerful tool for entrepreneurs and startups, especially those with limited resources. By tapping into the collective intelligence of online communities, these entities can gain valuable insights and ideas for innovation and business strategy (Schenk, Guittard, & Pénin, 2019).

Insights derived from the study highlight the role of consumers in online idea generation and business development. The research demonstrates how consumer interactions contribute to business ideas, influencing company strategies in consumer engagement and co-creation (Shahsavari et al., 2020).

The study contributes significantly to the understanding of digital platforms. It fosters improved digital literacy among businesses and users, highlighting the importance of being adept in digital communication and crowdsourcing strategies in the modern business environment (Simula & Ahola, 2014).

The implications of this research transcend academic boundaries, impacting business strategy, digital marketing, and community management. It provides intricate insights into the potential and challenges of using Reddit for crowdsourcing, thereby making substantial contributions to both theoretical and practical aspects of digital innovation.

1.5. Dissertation Structure

This dissertation is organized into several chapters, each focusing on a specific aspect of the research on crowdsourcing for business ideas through Reddit. The structure is designed to guide the reader through a logical progression of the research, from the introduction to the conclusions and recommendations. Here is an overview of the dissertation structure:

The dissertation begins with a section, containing acknowledgement of the people and institutions who have contributed to and supported its creation, followed by a list of abbreviations as well as terminology related to the topics that is to be discussed.

Chapter 1: Introduction. This chapter sets the stage for the study, introducing the research problem, objectives, and questions that guided the research. It outlines research methodology, design, and data collection and analysis methods, ensuring transparency and reproducibility. Ethical considerations, limitations of the study, its significance, contributions to academic knowledge, practical implications, and social and economic impacts are briefly discussed.

Chapter 2: Literature Review, presents the various theoretical frameworks the research is based upon. It provides a comprehensive review of existing literature on crowdsourcing, open innovation, and related theories as well as identifies of gaps in the current literature available.

Chapter 3: Research Methodology. This chapter provides a detailed description of the research design and approach. It also explains the data collection methods and sources as well as the data analysis techniques used. The ethical considerations and limitations of the study are also discussed in the chapter.

Chapter 4: Results. This extensive chapter presents the core empirical findings of the research. It starts with an introduction and then moves into a detailed analysis of online innovation dynamics, engagement, and participation across various Reddit subreddits.

The chapter includes a comprehensive analysis of posts, comments, and sentiments (both in titles and texts) and their correlations. It also examines specific industries and the development of the topic of Artificial Intelligence over time.

Both qualitative and quantitative analyses are presented, providing a rich, multifaceted view of the data.

Chapter 5: Recommendations. Based on the findings, this chapter offers practical recommendations that can be implemented by various stakeholders.

Chapter 6: Conclusion. This concluding chapter synthesizes the research findings, reflecting on their implications and providing a final summation of the study.

Bibliography. This section lists all sources referenced in the dissertation, showcasing the breadth and depth of the research.

Appendixes. This section contains additional material relevant to the research.

This structure ensures a comprehensive and logical flow of the research process, enabling the reader to clearly understand the scope, methods, findings, and implications of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 Role of collaboration in online innovation

As we delve into the realm of online innovation and crowdsourcing, it is crucial to understand the role of collaboration in driving this dynamic process. The ability of online crowds to collectively work towards problem-solving, creative designs, and the development of new products through crowdsourcing platforms is a testament to the power of collaboration in fostering innovation. The open calls for idea generation and selection create a flexible environment that enables individuals with diverse backgrounds to contribute and refine ideas, ultimately leading to the identification of the most promising innovations.

Furthermore, the linkage between crowdsourcing and social innovation in the context of open development highlights the broader impact of collaboration on driving positive societal change.

This collaborative approach not only harnesses the rich diversity of perspectives and expertise found within online crowds but also allows for the democratization of the innovation process. As evidenced from the literature, the open innovation initiative of crowdsourcing provides a unique avenue for individuals from various backgrounds to participate in generating and evaluating creative ideas, thereby democratizing the process of innovation and idea selection.

Collaboration plays a pivotal role in online innovation, enabling organizations to tap into the collective intelligence and diverse perspectives of a crowd. In an era where digital connectivity and collaboration are at the forefront of business and innovation, understanding the dynamics of crowdsourcing and open innovation within online platforms, such as Reddit, is more crucial than ever.

Online platforms such as Reddit bring together a wide range of global communities, providing access to a vast pool of knowledge, skills, and viewpoints. Crowdsourcing leverages this collective intelligence by engaging individuals as active participants rather than passive observers. Understanding the effective utilization of these resources allows businesses and innovators to tap into a diverse array of ideas, solutions, and feedback that may not be readily available within conventional organizational structures.

The digital nature of platforms like Reddit enables rapid dissemination and discussion of ideas. For businesses, this means the ability to quickly gather insights, validate concepts, and adapt strategies in real-time. In an increasingly competitive market, such agility is not just

beneficial but necessary for survival and growth. Understanding the mechanics of online crowdsourcing is essential for capitalizing on this speed.

Open innovation through online platforms can be a cost-effective strategy for businesses. It reduces the need for extensive internal research and development resources by outsourcing problem-solving to a crowd of willing and capable participants. For startups and smaller businesses with limited budgets, this aspect of crowdsourcing is particularly appealing.

Engaging with a broad audience for idea generation and problem-solving helps in identifying potential risks and blind spots that might be overlooked within a homogenous group. This diversity of thought and experience is crucial in creating well-rounded and robust business strategies. Understanding how to navigate and incorporate these diverse viewpoints is a key aspect of effective crowdsourcing.

Platforms like Reddit are not just tools for idea generation; they are communities. Crowdsourcing in this context doubles as a means of engaging with and building a loyal customer base. Businesses that understand how to interact authentically within these communities can foster deeper connections with their audience, leading to enhanced brand loyalty and advocacy.

Open innovation via digital platforms democratizes the innovation process, enabling contributions from individuals regardless of their qualifications or location. This inclusivity can promote equitable and socially responsive business practices and innovations. The evolving digital landscape introduces new platforms, tools, and communication methods, highlighting the importance for businesses to comprehend how crowdsourcing and open innovation operate within these changing contexts in order to stay relevant and adaptable.

In conclusion, the study of crowdsourcing and open innovation within online platforms like Reddit is not just an academic exercise; it is a practical necessity in today's digital age. By comprehensively understanding these dynamics, businesses and innovators can unlock new opportunities, foster creativity, drive forward business models to reduce research and innovation costs while incorporating external knowledge, solve critical problems effectively, all within an increasingly interconnected and digitalized world.

2.2 Defining Crowdsourcing and Open Innovation

In today's digital age, understanding the dynamics of crowdsourcing and open innovation is crucial for businesses seeking to innovate, engage with diverse perspectives, and stay relevant in a rapidly changing landscape. Crowdsourcing, a mode of open innovation, has

become increasingly important for companies looking to tap into the collective intelligence of individuals outside their organization. Through digital platforms like Reddit, businesses can engage with a broad audience for idea generation and problem-solving, identifying potential risks and blind spots that might be overlooked within homogenous groups.

Open innovation as a pivotal concept in the innovation landscape, has evolved significantly since its inception by Chesbrough in 2003 with his book "Open Innovation: The New Imperative for Creating and Profiting from Technology". Chesbrough challenged the conventional, closed models of corporate R&D, advocating for the integration of external ideas and knowledge into organizational innovation processes. This paradigm shift emphasizes not just the inflow of external innovations but also the outflow of internal ideas beyond traditional organizational boundaries. In the context of this expanded innovation framework, Chesbrough's concept of open innovation encourages collaborations that transcend organizational silos, involving partnerships with other businesses, academic institutions, customers, and even competitors. This approach is not merely about sourcing ideas from external sources but also about sharing internal innovations with the wider community, fostering a mutually beneficial exchange of knowledge.

The digital era, as highlighted in the study by Wang (2022) on "The Construction of Ecosystem and Collaboration Platform for Enterprise Open Innovation," has further propelled the open innovation model. Digital platforms have become crucial in bridging diverse stakeholders, facilitating seamless collaboration, and managing the flow of ideas and knowledge. These technological advancements have expanded the scope and efficiency of open innovation practices.

Open innovation's practical implications, as identified by Zobel and Hagedoorn (2018), include strategic partnerships and customer-centric product development. These implications underscore the importance of aligning innovation processes with market needs and trends, thereby enhancing a company's competitive edge. However, the integration of external knowledge and collaboration management presents challenges, as noted by Chesbrough. Additionally, the protection of intellectual property in an open and collaborative environment remains a delicate balance that organizations must navigate. Johnson and Johnson Innovation (2020) add to the discourse by discussing open innovation in the pharmaceutical industry, demonstrating its role in accelerating drug discovery and development. Their insights highlight open innovation's capacity for facilitating access to new technologies and markets, as well as spreading the risks associated with R&D.

In summary, open innovation, as conceptualized by Chesbrough and expanded upon by subsequent scholars, represents a strategic approach that encompasses various forms of external collaboration and knowledge sharing. It has transformed the traditional, closed models of innovation into more open, collaborative, and community-oriented processes. This shift is crucial for businesses seeking to stay competitive and responsive in an increasingly interconnected and rapidly evolving global market.

Crowdsourcing, as a dynamic and evolving concept in the realm of innovation, has undergone significant transformation since its introduction by Howe in 2006 with the seminal article "The Rise of Crowdsourcing". Initially conceptualized as an online, distributed problem-solving and production model, crowdsourcing has expanded far beyond its original scope, adapting to the changes brought about by digital technology advancements.

Howe's initial definition of crowdsourcing highlighted its utility in tasks that required minimal specialized knowledge, such as data entry and image tagging. However, as the digital landscape evolved, especially with the advent of Web 2.0 technologies, the nature and complexity of crowdsourcing tasks grew considerably. This evolution is exemplified in the works of Aris and Din (2016), who observed the initial phase of crowdsourcing as primarily focused on simple task allocation and information gathering. The paradigm shift in crowdsourcing was further elucidated by Gordon (2021), who noted its broader application in creative and cognitive tasks, transforming it from a mere outsourcing mechanism to a significant driver of open innovation. Crowdsourcing began to encompass areas like product development, market research, and content creation, demonstrating its versatility and potential for harnessing a wide array of ideas and solutions.

Technological advancements, particularly in artificial intelligence, have further influenced the crowdsourcing landscape. The integration of AI, as discussed by Wang et al. (2022) and Cui et al. (2022), marked a transition towards more sophisticated and purpose-driven applications of crowdsourcing. This integration has enhanced the capacity of crowdsourcing platforms to handle complex tasks, such as data analysis and pattern recognition, thereby contributing significantly to fields like scientific research and technology development.

The practical implications of crowdsourcing are manifold, ranging from enhanced problem-solving capabilities, as described by Howe, to cost-effectiveness and scalability, highlighted by Gordon and Aris and Din. The ability to tap into a global talent pool allows organizations to access diverse skill sets and perspectives, leading to innovative solutions.

However, challenges such as quality control, management and coordination of a dispersed group of contributors, and intellectual property concerns, as raised by Howe and Aris and Din, present significant hurdles that need strategic management.

In conclusion, crowdsourcing, as it has evolved from Howe's initial concept to the more nuanced understandings presented by later scholars, represents a crucial tool in the modern innovation landscape. Its ability to leverage collective intelligence and engage a broad audience in problem-solving and ideation makes it an invaluable asset for organizations seeking to innovate in a collaborative and inclusive manner.

2.2.1 Similarities Between Crowdsourcing and Open Innovation

While crowdsourcing and open innovation are distinct concepts, they share several key similarities and intersect in various ways. Notably, crowdsourcing is often considered a subset or a component of the broader open innovation framework.

Both crowdsourcing and open innovation fundamentally rely on collaboration and the inclusion of external contributors. Howe (2006) described crowdsourcing as leveraging the collective intelligence of a large group, typically through an online platform. This notion aligns closely with Chesbrough's (2003) description of open innovation, which emphasizes the importance of integrating external ideas and knowledge into the innovation process. The shared emphasis on harnessing external contributions is a fundamental parallel between the two concepts.

➤ Leveraging External Knowledge and Skills

The idea of utilizing external knowledge and skills is central to both crowdsourcing and open innovation. Gordon (2021) highlighted how crowdsourcing taps into a diverse pool of talent and perspectives, a characteristic that is also a cornerstone of open innovation as outlined by Zobel and Hagedoorn (2018). In both cases, the external sourcing of ideas and solutions is not just a feature but a defining element of the approach.

➤ Technological Integration

The integration of technology, particularly digital platforms, is another commonality. Cui et al. (2022) and Wang et al. (2022) discussed the role of technology in enhancing the efficiency and scope of crowdsourcing. Similarly, in the realm of open innovation, Lee et al. (2019) pointed out the significance of digital platforms in facilitating collaboration and knowledge exchange. The reliance on digital technologies underpins both concepts, especially in today's interconnected world.

➤ Bi-directional Flow of Knowledge

Both crowdsourcing and open innovation exhibit a bi-directional flow of knowledge. While crowdsourcing typically involves an open call for contributions, these contributions can influence the initiating organization's internal knowledge and processes, as described by Aris and Din (2016). Similarly, open innovation involves not just acquiring external knowledge but also externalizing internal ideas, a process highlighted by Johnson and Johnson (2020).

➤ Differences in Scope and Application

Despite these similarities, it's important to note the differences in scope and application. Crowdsourcing is often task or project-specific, focusing on gathering contributions for a particular challenge or problem. In contrast, open innovation is a broader organizational strategy encompassing various external collaboration forms, including but not limited to crowdsourcing.

➤ Crowdsourcing in Open Innovation

Ahmad, Virgiyanti, et al. (2017) propose a comprehensive view of crowdsourcing as a pivot from a manufacture-centric to a user-centric model in open innovation. They emphasize the role of intrinsic factors such as the pursuit of knowledge and extrinsic factors like social motivation in driving participation. The study distinguishes between task-based and idea-based crowdsourcing, suggesting platforms should tailor tasks that foster new knowledge and address the ideators' need for recognition and challenge. They underscore the importance of communication with ideators and the protection of ideas within crowdsourcing communities.

Barbier et al. (2012) explore the utilization of crowdsourced data, particularly in crisis events, and the associated challenges and opportunities. They suggest that crowdsourced information, when intelligently processed, can offer valuable insights for emergency response coordination. The paper advocates for the use of data mining techniques on crowdsourced data to enhance its usability, while also highlighting the challenges in denoising and validating such data.

Khasraghi and Tarokh (2012) view crowdsourcing as a transformative approach for Business Process Reengineering (BPR), providing organizations with an extensive and qualified workforce. They argue that crowdsourcing, when applied in parallel with BPR, can result in cost reductions and accelerated project timelines. The study posits that crowdsourcing can lead to continuous innovation and maintain cost leadership for companies.

In summary, crowdsourcing can be viewed as a component or tactic within the broader strategy of open innovation. Both share a fundamental emphasis on collaboration, external knowledge sourcing, technological integration, and a bi-directional flow of knowledge.

Understanding these similarities and the relationship between the two can provide valuable insights into how organizations can effectively leverage external resources for innovation and problem-solving.

2.3 Theoretical Frameworks

The theoretical frameworks underlying crowdsourcing and open innovation provide a foundation for understanding their principles, applications and impact. These frameworks not only guide academic research but also inform practical implementation in various contexts.

2.3.1 Collective Intelligence Theory:

At the core of crowdsourcing is the concept of collective intelligence. Howe (2006) conceptualizes crowdsourcing as an online, distributed approach to problem-solving and innovation that leverages the collective intelligence of a large group of people. This theory suggests that a diverse group of individuals working together can often produce better results than could be achieved by the same individuals working independently or by a small group of experts. The concept of collective intelligence theory serves as a foundational framework for understanding the dynamics of crowdsourcing, emphasizing the collaborative nature and the potential for superior outcomes through the collective input of a diverse participant base. Howe's conceptualization aligns with the fundamental principle of leveraging external contributors and tapping into a broad spectrum of knowledge and skills.

Moreover, the theory of collective intelligence underscores the value of diversity in problem-solving and innovation, shedding light on the benefit of involving a wide range of perspectives and expertise. This aligns with the need for enterprises to navigate the balance between diversity and expertise among contributors, as discussed in the previous section. Embracing the collective intelligence theory can guide organizations in harnessing the rich pool of insights and solutions offered by crowdsourcing, thereby enhancing their innovation capabilities and problem-solving processes.

The work of Chesbrough lays the groundwork for open innovation by highlighting the significance of external knowledge and partnerships in driving innovation within organizations. This framework emphasizes the value of incorporating external sources of innovation to complement and enhance internal efforts.

Chesbrough's (2003) theory aligns with the bi-directional flow of knowledge that characterizes open innovation, as mentioned in the previous section. It underscores the importance of integrating outside-in and inside-out innovation approaches, promoting

collaboration with external entities to fuel organizational innovation. By embracing this theoretical framework, enterprises can recognize the transformative potential of external collaborations and strategic partnerships in driving innovation, accessing new markets, and fostering customer-centric product development.

In conclusion, the theoretical frameworks of collective intelligence theory in crowdsourcing and Chesbrough's open innovation framework provide invaluable guidance for enterprises seeking to optimize their innovation processes. Understanding and applying these foundational theories can empower organizations to harness the collective intelligence of diverse contributors while strategically leveraging external knowledge and partnerships to drive innovation, enhance their market presence, and foster customer-centric product development, ultimately leading to a more innovative and competitive position in today's dynamic business landscape.

2.3.2 Motivation Theory in Crowdsourcing:

Gordon (2021) and Aris and Din (2016) touch upon the motivational aspects that drive individuals to participate in crowdsourcing initiatives. This includes intrinsic motivations, such as the desire for recognition, personal satisfaction, and altruism, as well as extrinsic motivations like monetary rewards or professional development. Establishing a robust understanding of motivation theory in the context of crowdsourcing is imperative for organizations aiming to effectively engage and incentivize external contributors. By acknowledging and addressing the diverse motivational factors that drive individuals to participate, enterprises can tailor their crowdsourcing initiatives to align with contributors' intrinsic and extrinsic needs. Moreover, insights from motivation theory can inform the design of rewards, recognition systems, and communication strategies, fostering sustained engagement and high-quality contributions from the crowd.

2.3.3 Lead-User Theory

Von Hippel's (1980) lead-user theory contributes significantly to the theoretical framework of open innovation. This theory emphasizes the importance of involving lead users - individuals or entities that face needs or challenges ahead of the general market - in the innovation process. Von Hippel asserts that lead users possess valuable insights and innovative solutions that can address emerging needs, making them instrumental in driving innovation. By integrating the lead-user theory into the open innovation framework, organizations can proactively tap into the expertise and pioneering ideas of these advanced users, gaining a competitive advantage and gaining early access to innovative solutions that align with evolving

market demands. Understanding and leveraging the lead-user theory can enhance the effectiveness of open innovation strategies, fostering a proactive approach to innovation and a deeper connection with emerging customer needs and preferences.

The value of crowdsourcing in addressing grand challenges extends beyond traditional firm boundaries. The conceptual model that incorporates elements of firm-level open innovation theory and Von Hippel's lead-user theory provides a comprehensive understanding of how crowdsourcing can contribute to tackling grand challenges. Crowdsourcing leverages the collective intelligence of diverse contributors to generate innovative solutions and novel approaches to complex, large-scale problems that transcend the capacity of individual firms or entities. It enables the identification of creative and transformative solutions by engaging a broad spectrum of expertise, fostering a collaborative approach to problem-solving that aligns with the magnitude and complexity of grand challenges.

Incorporating the utility of different contributions crowds can make towards solving grand challenges further underscores the multifaceted potential of crowdsourcing. From generating novel ideas to contributing diverse expertise and perspectives, crowdsourcing enriches the problem-solving process by harnessing the collective intelligence and innovative capacity of a broad participant base. This multifaceted utility positions crowdsourcing as a valuable strategy for organizations seeking to address grand challenges through collaborative and open approaches that transcend conventional organizational boundaries.

2.3.4 Network Theory:

Building upon the collaborative nature of open innovation, network theory, as presented by Powell et al. (1996) and Gulati et al. (1999), emphasizes the significance of inter-organizational relationships and network structures in fostering innovation. This theoretical framework underscores the role of interconnected relationships, strategic alliances, and collaborative networks in facilitating knowledge exchange, resource sharing, and innovation co-creation. By understanding the principles of network theory, organizations can strategically navigate and cultivate partnerships, alliances, and ecosystems, harnessing the collective capabilities of external entities to drive innovation, agility, and competitive advantage. Leveraging network theory equips enterprises with a comprehensive perspective on the dynamics of collaborative networks, enabling them to forge strategic partnerships, access diverse resources, and amplify their innovation potential through open innovation initiatives.

As highlighted by Wang et al. (2022) and Cui et al. (2022), crowdsourcing can be viewed through the lens of distributed problem-solving. This framework emphasizes the

dispersal of tasks across a network of contributors, each contributing a piece to the solution of a larger problem. The distributed problem-solving framework sheds light on the collaborative nature of crowdsourcing, highlighting the collective effort of diverse individuals in addressing complex challenges and generating innovative solutions. The framework underscores the decentralized nature of problem-solving, wherein contributions from multiple sources converge to form a comprehensive resolution. Understanding this framework equips organizations with insights into the dynamics of leveraging distributed capabilities and expertise, optimizing the allocation of tasks among contributors, and orchestrating collective problem-solving processes effectively.

In conclusion, the theoretical frameworks of crowdsourcing and open innovation provide a comprehensive understanding of these concepts. Collective intelligence theory and distributed problem-solving are central to crowdsourcing, emphasizing the power of mass collaboration and diverse participation.

2.3.5 Social Capital Theory

Social capital theory, first defined by Bourdieu (1985), focuses on the benefits that individuals or groups derive from their social networks, norms, and trust. At its core, social capital theory provides a lens through which the dynamics of crowdsourcing and open innovation can be further understood. It underscores the significant role of social networks, norms, and trust within the context of collective intelligence. The interplay of diverse social networks, whether virtual or physical, augments the collective wisdom harnessed through crowdsourcing, paving the way for the amalgamation of a myriad of perspectives and expertise.

Moreover, the articulation of norms and trust within social capital theory elucidates the crucial underpinnings of sustained and meaningful participation in crowdsourcing initiatives. It emphasizes the cultivation of an environment where contributors feel valued, respected, and trusted, thereby fostering a sense of belonging and commitment. This nurturing of norms and trust resonates with the intrinsic motivation theory, augmenting the understanding of the multifaceted determinants that drive sustained and quality contributions within crowdsourced endeavors.

The integration of social capital theory into the broader theoretical frameworks of collective intelligence and open innovation provides an enriched comprehension of the intricate social dynamics that underpin the success of crowdsourcing initiatives and open innovation endeavors. By recognizing the salience of social networks, norms, and trust, organizations can

adeptly navigate the complexities of mobilizing collective intelligence, thereby fostering an environment conducive to sustained and impactful innovation.

In crowdsourcing, social capital can explain how strong network ties and community engagement enhance collaboration and participation. It also sheds light on the role of trust and reputation in motivating contributors.

2.3.6 Human Capital Theory

This theory, first developed by Gary Becker (1960) and Theodore Schultz (1961), is concerned with the skills, knowledge, and experience that individuals bring to a task or project.

The integration of human capital theory into the broader context of crowdsourcing and open innovation deepens the understanding of the multifaceted dynamics that drive transformative innovation efforts. By acknowledging the pivotal role of individual skills, knowledge, and experience, organizations can effectively harness the collective expertise of participants in crowdsourcing initiatives. This recognition underscores the significance of not only attracting a diverse pool of contributors but also incentivizing their continued engagement by valuing and leveraging their human capital.

Moreover, human capital theory accentuates the intrinsic value of continuous learning and skill development within the context of open innovation. Organizations that prioritize the enhancement of individual competencies and knowledge accrue a competitive advantage by fostering a culture of continual improvement and adaptive expertise. This aligns with the notion of knowledge-based view theory, emphasizing the strategic importance of leveraging human capital to drive sustained innovation and competitive advantage.

Furthermore, the interplay of human capital theory with the theoretical frameworks of collective intelligence, distributed problem-solving, and social capital underscores the intricate connections between individual expertise and the collaborative intelligence harnessed through crowdsourcing. This comprehensive understanding equips organizations with actionable insights to optimize the utilization of human capital, thereby fostering an environment conducive to transformative innovation efforts and sustained competitive advantage.

The multifaceted understanding of the interconnected paradigms of collective intelligence, distributed problem-solving, social capital, and human capital theory is instrumental in navigating the complexities of open innovation and crowdsourcing. It encompasses not only the strategic harnessing of technological affordances and communicative perspectives but also the intrinsic human elements that drive collaborative innovation. This

holistic comprehension is fundamental for organizations seeking to cultivate an environment where diverse perspectives and resources converge to drive innovation and attain sustained competitive advantage. In the context of crowdsourcing, human capital theory helps to understand how the diverse skill sets and knowledge bases of the crowd contribute to solving complex tasks or generating innovative ideas.

These theoretical frameworks collectively provide a multifaceted understanding of crowdsourcing. From the motivation of individual contributors to the collective intelligence of a large group, and from the economics of task coordination to the role of social and human capital, these frameworks are essential for comprehending the full spectrum of factors that influence the success and challenges of crowdsourcing initiatives.

2.4 Crowdsourcing in Social Media

Crowdsourcing, a model that leverages the collective intelligence and capabilities of a large and diverse group of individuals, has garnered increasing attention across various disciplines. This innovative approach to problem-solving and production has shown remarkable success, often outperforming traditional solutions and methods. It provides a strategic model to attract an interested, motivated crowd capable of delivering solutions superior in both quality and quantity, which has disrupted conventional business practices and redefined the value of intellectual labor in our globalized world. With its large user base, social media has become a crucial platform for businesses to harness the power of crowdsourcing. The vast reach and connectivity of social networks enable organizations to engage with a diverse audience, tapping into their collective wisdom and creativity. By integrating crowdsourcing principles into their social media strategies, businesses can not only enhance their problem-solving capabilities but also improve their online presence and competitiveness in today's digital landscape.

After conducting a bibliometric analysis (Appendix 1) it became apparent that the most utilized platforms in academia were Twitter and Facebook and their fields of interest focused mainly on the platforms' ability to share the users' location as well as news and gossip. The most prominent works being in the following fields:

➤ Social Media Crowdsourcing in Disaster Management

Yuan and Liu (2018) present a pivotal study on the utility of social media, particularly Twitter, for rapid damage assessment during natural disasters. Their research, titled "Feasibility Study of Using Crowdsourcing to Identify Critical Affected Areas for Rapid Damage

Assessment: Hurricane Matthew Case Study”, establishes an index dictionary for identifying damage-related tweets, illustrating the capacity of social media data to pinpoint critical affected areas (Yuan & Liu, 2018). This study highlights the close relationship between social media activity and actual damages, suggesting that social media can serve as a crucial crowdsourcing platform for crisis management (Yuan & Liu, 2018).

In a similar vein, Gao et al. (2011) explore the dual role of social media in disaster relief and communication. Their work, "Harnessing the Crowdsourcing Power of Social Media for Disaster Relief", underscores the challenges of coordination, accuracy, and security in crowdsourcing applications, emphasizing the need for trust management systems to sift through unstructured messages (Gao et al., 2011). They provide a case study on Ushahidi, a crowdsourcing platform used during the Haiti crisis, which exemplifies the significant potential of these platforms in disaster response (Gao et al., 2011).

Starbird's (2011) work on digital volunteerism in "Digital Volunteerism During Disaster: Crowdsourcing Information Processing”, discusses the use of Twitter for crowdsourcing information during disasters. The paper emphasizes the role of digital volunteers as a layer of human computation, providing critical information during emergencies through crowdsourcing platforms like Tweak the Tweet (Starbird, 2011), which emerged after the Haiti earthquake, illustrating the power of human computation in ad-hoc response communities.

Kass-Hout and Alhinnawi (2013) discuss the usage of social media by clinicians and public health officials for disease tracking and public health surveillance. They recognize the advantages of social media in providing timely information but call for more research on its effectiveness and validity as a tracking tool.

Majchrzak and Malhotra (2013) highlight the significance of information systems in shaping crowdsourcing for innovation. They identify a research agenda that emphasizes the need for participative architectures and the management of idea evolution, personalized incentives, and diverse crowds to optimize crowdsourcing efforts.

Rowe, Poblet, and Thomson (2015) examine the antecedent conditions for adopting crowdsourcing, proposing three criteria for its success: modular task, engaged community, and structural capability. They suggest that crowdsourcing can offer significant value creation opportunities and call for a deeper understanding of management perspectives and operational constraints.

Hattingh and Matthee (2016) delve into the significance of Facebook communities in "Using Facebook to Find Missing Persons: A Crowd-Sourcing Perspective", detailing how these communities' function as originators, distributors, and endpoints of information. Their research highlights the potential of coordinated efforts in social media crowdsourcing to maximize the benefit in searches for missing persons and suggests more research is needed to improve effectiveness (Hattingh & Matthee, 2016). The numerous studies and methodologies discussed earlier shed light on the transformative role of social media in crowdsourcing for emergency response and knowledge sharing. Social media platforms have become powerful tools for collecting, analyzing, and disseminating real-time information during disaster events and public health crises. The dynamic and diverse nature of social media data presents both opportunities and challenges for crowdsourcing tasks in various domains.

Xu et al. (2017), in their article "Crowdsourcing-based timeline description of urban emergency events using social media", discuss the challenges of extracting temporal, spatial, and semantic information from social media feeds. Their work underscores the importance of crowdsourcing in urban emergency event analysis but also acknowledges the need for enhanced methodologies to manage the accuracy and security of the information collected (Xu et al., 2017).

One key aspect that emerges from these studies is the significant potential of social media in enhancing disaster response and management. The ability to gather real-time data from social media sources provides valuable insights into the immediate needs and conditions on the ground during emergencies. The integration of crowdsourced data with technical information helps improve situational awareness, response coordination, and resource allocation.

Furthermore, the discussion around technological enhancements and methodological advances emphasizes the need for robust frameworks and methodologies to ensure the accuracy, reliability, and security of crowdsourced information. The utilization of crowdsourcing platforms, combined with advanced techniques such as deep learning and image recognition, demonstrates the evolving landscape of social media data analysis for disaster response and public health policy. The multidisciplinary nature of these studies underscores the collaborative efforts needed to harness the full potential of social media crowdsourcing. The integration of domains such as public health, urban emergency management, robotics, and public engagement highlights the diverse applications and impact of social media in crowdsourcing innovation tasks.

In addition to the technical aspects, ethical considerations and challenges around crowdsourcing in social media emerge as critical focal points. Ensuring the quality and integrity of the data collected and the protection of sensitive information are paramount in leveraging social media for crowdsourcing purposes.

➤ Crowdsourcing for Public Health and Policy

In the realm of healthcare, a study by Li et al. (2022) titled "Twitter-based crowdsourcing: What kind of measures can help to end the COVID-pandemic faster?" validates Twitter as a significant tool for crowdsourcing ideas to expedite the end of the COVID-19 pandemic. They highlight the community's value in both personal responsibility and institutional measures, demonstrating Twitter's efficacy in healthcare idea crowdsourcing (Li et al., 2022). The authors categorize the suggestions into personal and institutional measures, with the Twitter community valuing both equally. The study serves as an example of how social media can be leveraged for public health initiatives and policymaking.

The utilization of social media for public health and policy is another emerging area. Negri et al. (2021), in their work "Image-based Social Sensing: Combining AI and the Crowd to Mine Policy-Adherence Indicators from Twitter", introduce VisualCit, a methodology that amalgamates AI, geocoding, and crowdsourcing to analyze policy adherence to COVID-19 directives. This innovative approach underscores the potential of social media images as reliable indicators for policymakers (Negri et al., 2021).

Havas et al. (2017) present an innovative integration of social media and crowdsourcing analysis with remote sensing for disaster management in their work "E2mC: Improving Emergency Management Service Practice through Social Media and Crowdsourcing Analysis in Near Real Time". The system architecture they developed, known as the EMS Witness component, leverages user-generated data from social media combined with satellite imagery, enhancing usability for operators and professional users during disaster events (Havas et al., 2017).

Rumsfeld et al. (2016) explore the potential of social media and crowdsourcing in improving emergency cardiovascular care in "Digital Strategies for Improving Emergency Cardiovascular Care". They propose that social media has enhanced crowdsourcing capabilities, which could support public engagement and education for emergency cardiovascular conditions (Rumsfeld et al., 2016). The potential of social media crowdsourcing in improving emergency cardiovascular care is a topic of significant importance in the healthcare industry. By harnessing the power of social media, Rumsfeld et al. highlight the

possibility of using crowdsourcing capabilities to support public engagement and education for emergency cardiovascular conditions. The integration of social media into emergency cardiovascular care not only offers a platform for public awareness and education, but it also presents opportunities for the collection of real-time data and information through crowdsourcing activities.

The utilization of social media for crowdsourcing in emergency cardiovascular care represents a significant advancement in the field. However, it also raises several important considerations, including ethical concerns, data security, and the accuracy of the information collected.

➤ Multidisciplinary

Tsvetkova et al. (2017) offers a cross-disciplinary survey on Human-Machine Networks (HMNs), with crowdsourcing being a crucial component. They identify different types of HMNs and discuss the associated risks and challenges, such as user motivation, trust, privacy, and scalability. The study points to emerging trends in the design and development of HMNs and advocates for a more systematic typology and understanding of these networks.

Jussila, Kärkkäinen, and Multasuo (2013) delve into the roles of social media in crowdsourcing innovation tasks within B2B relationships. Their study, "Social media roles in crowdsourcing innovation tasks in B2B-relationships", employs a netnographic approach to pinpoint various crowdsourcing platforms utilized by B2B companies for innovation, affirming the essential role of social media in efficient information sharing and knowledge crowdsourcing (Jussila et al., 2013).

Zubiaga et al. (2015) make a methodological contribution with their work on crowdsourcing for annotation of rumourous conversations on social media. In "Crowdsourcing the Annotation of Rumourous Conversations in Social Media", they propose a crowdsourcing methodology to create high-quality, human-annotated datasets, which is crucial for the classification and verification of information during emergency situations (Zubiaga et al., 2015).

Micholia et al. (2016) explore the incentivization of social media users for mobile crowdsourcing in "Incentivizing Social Media Users for Mobile Crowdsourcing". They propose a framework for identifying users with domain expertise and incentivizing their contributions, which significantly enhances the quality of content provided for mobile crowdsourcing tasks (Micholia et al., 2016).

Jussila et al. (2013) in "Social media roles in crowdsourcing innovation tasks in B2B-relationships", provide a comprehensive framework for conceptualizing the role of social media in crowdsourcing. Their study indicates that social media plays an essential role in crowdsourcing platforms used by B2B companies for innovation, enabling efficient sharing of information and knowledge (Jussila et al., 2013).

Spiliotopoulou et al. (2014) in their paper "A framework for advanced social media exploitation in government for crowdsourcing", discuss the development and evaluation of a framework for social media exploitation by government agencies to promote public participation in policy-making processes. They highlight the need for effective social media utilization in government, which is crucial for involving citizens in crowdsourcing knowledge, ideas, and opinions (Spiliotopoulou et al., 2014).

In the field of social media data extraction, Feng and Sester (2018) discuss the use of crowdsourcing and Twitter for collecting user-generated data for detecting rainfall and flooding events in real-time. Their paper "Extraction of Pluvial Flood Relevant Volunteered Geographic Information (VGI) by Deep Learning from User Generated Texts and Photos" presents a framework to collect, process, and analyze pluvial flood-relevant information from social media, showcasing the potential for real-time flood prediction and emergency response (Feng & Sester, 2018).

Micholia et al. (2016), in "Incentivizing Social Media Users for Mobile Crowdsourcing", propose a novel framework to identify and incentivize social media users with domain expertise to engage in crowdsourcing tasks. They argue that their methodology can significantly enhance the quality of contributions compared to schemes unaware of user skills (Micholia et al., 2016). In light of the growing body of research on the role of social media and crowdsourcing in various domains, it is evident that social media platforms present an opportunity for real-time data collection and analysis in emergency management, public health, disaster response, and policy-making processes. The use of social media data and crowdsourcing techniques has been found to be particularly valuable in providing timely information and insights that are not easily accessible through traditional mechanisms.

Lastly, Emeli (2012) investigates social media crowdsourcing for robotic learning in "Robot Learning Through Social Media Crowdsourcing". The study illustrates how robots can use Twitter to access information and learn from human responses, highlighting the potential of social media to serve as a knowledge base and enable automatic learning (Emeli, 2012).

In synthesizing these works, it becomes evident that crowdsourcing is a versatile and evolving field with applications ranging from business innovation and public health to emergency response. Its success hinges on understanding and addressing the motivations of participants, the design of platforms, and the challenges that arise from the interaction between humans and technology. The body of work suggests that while crowdsourcing offers immense potential, it also requires careful management and research to maximize its benefits across various domains.

This collection of studies presents a comprehensive view of how social media crowdsourcing is utilized across different fields and applications. From emergency management and public health to B2B innovation and robotics, the adaptive nature of social media platforms enables various forms of public engagement, information analysis, and data-driven decision-making. The synthesis of these works highlights the importance of coordinated efforts, ethical considerations, methodological innovations, and the integration of human computation in crowdsourcing initiatives.

2.5 Reddit

After examining the academic literature, Reddit as the under-researched platform in the field of social media crowdsourcing, was selected to be the focus of this current work. The following section will be examining the areas in which Reddit has been used for crowdsourcing research, in order to establish a gap in the literature.

Reddit's transformation from the front page of the internet into a self-referential community is documented in the longitudinal analysis by Singer et al. (2014), which scrutinizes nearly 60 million submissions to understand how user-generated content has come to dominate the platform. This study aligns with Weld, Zhang, and Althoff's (2022) findings on the diverse community values present within Reddit's subreddits. Their large-scale survey of 2,151 subreddits provides insights into the variations in community values, highlighting how longstanding communities prioritize trustworthiness and moderators' tendency to prefer less democratic governance structures.

Moving to the educational sphere, Staudt, Carpenter, and Willet (2020) explore Reddit's role in self-directed learning among educators, specifically within the subreddits r/Teachers and r/Education. They utilize a content analysis approach to reveal the conversational nature of these spaces and the need for digital literacy among educators participating in these forums. Reddit also emerges as a platform for scholarly communication, as observed by Gardner (2017), who examines the subreddit r/Scholar. The study reveals utilitarian and ideological

motivations behind the crowdsourced research sharing and suggests implications for library services, including the need for improved information literacy education and open access advocacy. Reddit is positioned as a potent tool for research recruitment by Shatz (2016), who highlights the platform's ability to rapidly collect data from specific populations at minimal cost. Luong and Lomanowska (2021) complement this by evaluating the subreddit r/SampleSize for psychology research, establishing its data quality as comparable to Mechanical Turk and laboratory samples. The platform's role extends into crisis situations, as Potts and Harrison (2013) demonstrate in their examination of Reddit during the Boston Marathon bombings. Their analysis of Reddit's and 4chan's interfaces as rhetorical constructions sheds light on how these spaces support or alter information sharing practices during significant events. Horne, Adalı, and Sikdar (2017), on the other hand, delve into the analysis of online discussions on Reddit, aiming to identify content that drives engagement within different communities. Their predictive models for comment attention offer a nuanced understanding of how user flair and moderation impact discussion behavior.

Lastly, Amaya, Bach, Kreuter, and Keusch (2020, 2021) provide a critical overview of the opportunities and challenges in utilizing Reddit data for social science research. They discuss the unique properties of Reddit users and offer practical insights for conducting surveys and merging responses with Reddit posts.

These studies collectively demonstrate the multifaceted nature of Reddit as a research tool and social platform. From its evolution to its current state as a hub for diverse communities, educational discussion, scholarly communication, and participant recruitment, Reddit's role in social research is both broad and nuanced. However, what the academic literature on the subject lacked was business focused research, which formed the research gap the current work aims to fill.

2.6 Challenges and Opportunities in Reddit-driven Innovation

Reddit, with its diverse and multifaceted nature, presents both challenges and opportunities in research and community engagement. The studies mentioned demonstrate how Reddit serves as a platform for diverse communities, educational discussions, scholarly communication, and research recruitment. However, this multifaceted role of Reddit also brings about ethical considerations and challenges. These challenges include the implications for privacy and informed consent, the representativeness of the user base, and the potential for misuse or toxicity within certain subcultures of the platform.

In terms of opportunities, Reddit offers a vast and diverse pool of participants for research projects, and its crowdsourcing capabilities have been utilized for various tasks, ranging from specific domain-driven problem-solving to small micro-tasks such as quality rating, annotating, translation, and more. Furthermore, the platform's role in crisis situations, such as during the Boston Marathon bombings, highlights its potential for citizen journalism and information sharing practices during significant events.

As research continues to unfold, it is imperative to critically examine and address the ethical considerations of utilizing Reddit as a research tool, ensuring that the rights and privacy of its users are respected.

Moving forward, scholars and researchers need to consider the methodological and ethical implications of conducting research on platforms like Reddit. An increased focus on understanding the cultural and community-specific dynamics of Reddit, along with the potential for algorithmic retraining to promote evidence-based content, will be essential in navigating the challenges and opportunities inherent in Reddit-driven innovation. In addition to these challenges and opportunities, it is necessary to consider the dynamics of online innovation on Reddit. Understanding how crowdsourcing for business ideas operates on Reddit can provide valuable insights into the dynamics of online innovation. By analyzing the patterns of user contributions, interactions, and conversations in relevant subreddits, researchers can gain a deeper understanding of how ideas are generated and developed within the Reddit community. Furthermore, studying the evolution of these subreddits over time can shed light on the changing needs and interests and the potential impacts of external factors such as social and cultural trends on the innovation process.

To fully explore the dynamics of online innovation on Reddit, it is crucial to consider factors such as anonymity and pseudonymity that shape the interactions and conversations within the platform. Additionally, researchers should also take into account the potential biases and limitations of studying online communities. These factors can influence the types of ideas that emerge and the overall effectiveness of the crowdsourcing process. Furthermore, researchers should be mindful of the potential for the development of toxic subcultures within online discussion forums like Reddit. Such subcultures can perpetuate harmful behaviors such as trolling, harassment, and the spread of misinformation. Overall, conducting research on Reddit for studying online innovation and crowdsourcing for business ideas requires careful consideration of methodological, ethical, and contextual factors.

In summary, exploring the dynamics of online innovation on Reddit provides valuable insights into the processes of crowdsourcing for business ideas. It helps uncover patterns of user contributions, interactions, and conversations within relevant subreddits.

2.7 Conclusions

This literature review has illuminated the intricate tapestry of crowdsourcing and open innovation, culminating in a profound understanding of their application in the digital landscape, particularly on platforms like Reddit. This exploration has not only unraveled the historical evolution and theoretical foundations of these concepts but has also vividly showcased their practical implementation across various domains. Thereby, showcasing the research gaps that this dissertation will explore.

Reddit, as a microcosm of digital innovation, stands out as a fertile ground for crowdsourcing and open innovation. The platform exemplifies the convergence of diverse thoughts, backgrounds, and expertise, creating a unique ecosystem for business idea generation and collaborative problem-solving. The multifaceted nature of Reddit, reflected in its community-driven philosophy and versatile subcultures, offers a rich environment for exploring new business strategies and engaging in dynamic idea crowdsourcing.

The review has underscored the symbiotic relationship between crowdsourcing and business innovation, highlighting the transformative impact of platforms like Reddit. It has revealed that the success of crowdsourcing initiatives hinges on understanding and leveraging the motivations of participants, the design of platforms, and the intricate interaction between humans in the technological space. This understanding is pivotal for businesses, entrepreneurs, and researchers aiming to tap into the collective intelligence of crowds for innovative solutions and strategies.

In an era marked by rapid digitalization and escalating competition, the insights gleaned from this review are not merely academic. They are a clarion call for businesses to adapt and thrive. The embracing of open innovation and crowdsourcing, as facilitated by platforms like Reddit, is not just a strategic maneuver but a necessary evolution in the pursuit of sustainable growth and innovation.

The digital innovation and crowdsourcing, particularly on platforms like Reddit, signals uncharted opportunities and challenges. It is this evolving landscape that demands continuous exploration and adaptation. The findings and discussions of this review serve as a guidance for

future research and practice, guiding us towards more innovative, inclusive, and collaborative business paradigms.

In conclusion, this literature review not only contributes significantly to the academic discourse on crowdsourcing and open innovation but also offers practical insights for harnessing these concepts in the digital age. As we navigate the complexities of an interconnected world, the lessons drawn from platforms like Reddit will be instrumental in shaping the future of business innovation and collaborative enterprise.

CHAPTER 3: METHODOLOGY

3.1 Introduction to Crowdsourcing and Reddit

Crowdsourcing, as an innovative approach to problem-solving and idea generation, has gained significant traction in the digital age. At its core, crowdsourcing involves tapping into the collective intelligence of a large group of people, typically via the internet, to accomplish tasks or generate ideas that would be challenging or impossible for an individual or small team. Reddit, a popular online platform, exemplifies the power of crowdsourcing in the modern context. It is a vast network of communities, known as subreddits, where users share information, discuss various topics, and collaborate on projects.

Reddit's structure enables it to function effectively as a crowdsourcing platform. Users from diverse backgrounds come together to offer unique perspectives, knowledge, and skills. The platform's upvote/downvote system allows for the democratic promotion of content, ensuring that the most valued contributions are more visible and accessible. Whether it's gathering data, sourcing opinions for academic research, or generating business ideas, our aim is to show that Reddit's crowdsourcing capabilities can be both diverse and viable. As a result, it serves as a valuable source of data for researchers seeking to understand the behaviors, interactions, and values of online communities. This relatable nature and wide-ranging appeal make Reddit an ideal platform for crowdsourcing information and insights, as it provides a unique lens through which to examine online social dynamics, including self-directed learning contexts.

In recent years, Reddit has grown to become a treasure trove of open data that can be analyzed to uncover valuable insights. Researchers have utilized Reddit for various research purposes, such as studying user engagement, interactions between communities, political analyses, linguistic differences in news titles, cyberbullying, and even mental health discussions. One of the key advantages of using Reddit for research is its ability to capture authentic and unfiltered user experiences and opinions.

3.2 Research Gap and Rationale

After examining the current literature on sociomedical crowdsourcing, it is evident that most research is focused mainly on Twitter and Facebook, leaving Reddit as an understudied platform in the field of crowdsourcing. This research gap presents an opportunity to explore the dynamics of online innovation through crowdsourcing specifically on Reddit. Despite its huge readership and potential for facilitating cross-cultural communication, there is a lack of

research examining the use of Reddit for business idea crowdsourcing, with most of them focusing on medical, psychological and linguistic research.

In the diverse landscape of digital innovation, crowdsourcing has emerged as a key strategy for idea generation and problem-solving. Platforms like Reddit have carved a unique niche in this domain. Unlike traditional social media platforms such as Twitter and Facebook, which are primarily utilized for sharing news, location data, and personal updates, Reddit offers a more focused environment for crowdsourcing business ideas. Studies such as those by Yuan and Liu (2018) and Gao et al. (2011) demonstrate the utility of platforms like Twitter in disaster management, underscoring their role in rapid information dissemination. However, Reddit's structure, fostering niche communities through its subreddit system, provides a more conducive environment for in-depth discussion and idea development.

While platforms like Twitter are effective in crisis situations, as seen in Yuan and Liu's study on Hurricane Matthew, Reddit's diverse and global user base offers a broader range of perspectives, crucial for business innovation. This is aligned with the observations by Staudt Carpenter and Willet (2020) on Reddit's role in self-directed learning among educators, where the platform's conversational nature promotes deeper engagement. Furthermore, Reddit's democratic content curation mechanism, through user voting, sets it apart from other platforms where content visibility is often algorithm-driven.

The literature review also indicates a gap in research focusing specifically on Reddit's potential in crowdsourcing for business ideas. While platforms like Facebook have been examined for their role in community-driven endeavors, as discussed by Hattingh and Matthee (2016), Reddit's unique combination of diverse community engagement and a democratic content system presents an underexplored area for business innovation crowdsourcing.

Despite the growing interest in using Reddit as a platform for crowdsourcing, there is limited research on how it can be utilized specifically for business idea generation. This research aims to fill this gap by exploring the dynamics of online innovation through crowdsourcing business ideas on Reddit. Research on Reddit has shown its potential for studying language change and exploring a wide range of web-related issues, from hate speech to mental health discussions. In addition to its diverse and dynamic online environment, Reddit offers a unique space for research on language change, making it an ideal platform for studying online social dynamics.

One key advantage of using Reddit for research is the platform's ability to capture authentic and unfiltered user experiences and opinions. The diverse range of communities and

topics enables researchers to explore a wide array of subjects, making it a rich source of data for understanding online social behaviors and interactions.

3.3 Structure of Reddit

Reddit is a dynamic, user-driven platform that epitomizes the intersection of social media, crowdsourcing, and community engagement. It's structured as a vast collection of forums, known as subreddits, each dedicated to a specific topic or interest. This structural design facilitates a diverse range of discussions, catering to an array of interests, from broad subjects like news and technology to niche hobbies and academic disciplines.

The backbone of Reddit is its subreddits. Each subreddit operates as a mini-community with its own set of rules, moderators, and culture. This decentralized structure allows for targeted discussions and content curation. Moderation in subreddits is primarily community-driven, with moderators often coming from the ranks of active community members. This leads to a unique culture in each subreddit, guided by both the formal rules set by the moderators and informal norms established by the community.

Reddit's front page serves as a dynamic reflection of the most engaging content from across the platform, determined by an algorithm that factors in upvotes, recency, and user preferences.

The engagement of a post is determined by:

- **Upvotes and Downvotes:** Reddit's primary mechanism for community engagement is the upvote/downvote system. This allows users to signal their approval or disapproval of content, influencing its visibility and popularity.
- **Comments:** The comment sections in Reddit are where much of the in-depth discussion occurs. They allow for layered conversations, with the ability to reply to specific comments creating threads within threads. The quality of a comment, as judged by the community through upvotes, influences its visibility.
- **Awards:** Reddit also features a system of awards, where users can give a variety of symbols to posts or comments, they find particularly valuable, often accompanied by a small financial contribution. These awards can increase the visibility and prestige of the post or comment.

The analysis of engagement on Reddit can provide insights into public opinion, trends, and the spread of ideas. For instance, examining upvotes, comments, and awards can reveal what content resonates most with users, indicating broader trends or shifts in public interest.

Similarly, analyzing patterns of engagement pre- and post-significant events (like the release of ChatGPT) can provide valuable data on the impact of such events on public discourse.

In the context of business ideas and solutions, the way different subreddits respond to certain topics can offer a window into market sentiments, consumer preferences, and potential gaps in the market. For example, a spike in engagement around posts discussing sustainable business practices in a subreddit dedicated to entrepreneurship could signal a growing interest in eco-friendly business models.

Reddit's structure and engagement mechanics make it a fertile ground for crowdsourcing and gauging public opinion. The platform's diverse range of subreddits allows for targeted analysis across different demographics, interests, and industries. By understanding the nuances of Reddit's engagement dynamics, researchers and businesses can glean valuable insights into trends, patterns, and outliers in public discourse and opinion.

3.4 Methodology

The methodology for this research involves a combination of qualitative and quantitative approaches, allowing for a comprehensive analysis that delves into both the numerical data and the in-depth characteristics of the subject matter. This integrated approach seeks to provide a thorough understanding of the multifaceted aspects involved in conducting research on social media platforms like Reddit. Through a combination of qualitative and quantitative analyses, the study explores how users contribute, interact, and converse in nine business-related subreddits: r/Entrepreneur, r/EntrepreneurRideAlong, r/business, r/Business_Ideas, r/smallbusiness, r/ecommerce, r/startups, r/sidehustle and r/Lightbulb. In order to make the text more legible, the subreddits will be referred to without their prefix "r/".

To begin, a systematic search was conducted to identify relevant business-related subreddits on Reddit. This involved using R's "find_subreddits" function to gather a list of subreddits that are specifically focused on business ideas and entrepreneurship. The identified subreddits were then analyzed to determine their level of activity, engagement, and the types of discussions and interactions that take place within them. Additionally, data was collected through scraping posts and comments from selected subreddits using the Reddit API and RedditExtractoR. Subsequently, the scraped data was manually examined for the feasibility. Furthermore, a content analysis was conducted to analyze the themes and patterns within the data, identifying recurring topics, emerging trends, and prevalent industries that the respective subreddit communities were interested in.

Furthermore, the analysis will include an examination of the language used in posts and comments to identify any linguistic changes or trends. For this analysis, natural language processing techniques were employed to analyze the textual data and extract relevant information. These techniques included employing topic modeling, word cloud and sentiment analysis to identify common themes and sentiments expressed in the discussions.

In addition, we conducted an analysis of the engagement score, comments, and sentiment for each subreddit through SPSS. We also carried out a pairwise comparison as well as correlation for the values of the entire dataset along with those notable posts that have earned awards from their respective communities. Upon analyzing the data collected, it became apparent that Reddit has the potential to serve as a valuable platform for crowdsourcing business ideas. The richness of the data allowed for the identification of patterns, trends, and prevalent interests within the business-related subreddits. Moreover, the qualitative insights obtained from the analysis of language use in posts and comments illuminated the linguistic changes and sentiments expressed within these communities.

The in-depth examination of the subreddits, combining both qualitative and quantitative analyses, provided a multifaceted understanding of the behaviors, interactions, and values of the Reddit communities focused on business ideas and entrepreneurship. This approach allowed for a comprehensive exploration of the nuances and dynamics present within these online spaces, shedding light on the multifaceted nature of crowdsourcing on Reddit.

The amalgamation of content analysis, linguistic analysis, and statistical analysis through SPSS offered a holistic view of the subject matter, enabling a thorough exploration of the multifaceted aspects involved in conducting research on social media platforms.

Moving forward, the findings from this study hold significant potential for understanding the dynamics of crowdsourcing on Reddit and its implications for business idea generation. Moreover, the insights obtained from this research are instrumental in highlighting the diverse and dynamic nature of Reddit as a platform for studying online social dynamics, language change, and innovation through crowdsourcing. Reddit's widespread use worldwide has enabled researchers to analyze and investigate the platform's enormous influence on a variety of academic disciplines. Some key areas where Reddit has been utilized include studying language transformations and examining an array of internet-related subjects, ranging from cyberbullying to psychological well-being. This has made Reddit an appealing and fertile ground for investigating online social dynamics.

Moreover, Reddit's unique ability to capture authentic and unfiltered user experiences and opinions adds to its appeal as a data source for understanding online social behaviors and interactions. The platform's diverse range of communities and topics provides a rich foundation for studying crowdsourcing, making it an ideal choice for research in this area.

In terms of methodology, the thorough approach, combining qualitative and quantitative analyses, ensured a multifaceted understanding of the behaviors, interactions, and values within the Reddit communities focused on business ideas and entrepreneurship. The utilization of natural language processing techniques, such as topic modeling, word cloud, and sentiment analysis, further deepened the exploration of the themes and sentiments expressed in the discussions.

The analysis of engagement, comments, and sentiment for each subreddit through SPSS, along with the qualitative insights obtained, offered a comprehensive exploration of the nuances and dynamics present within these online spaces.

The multifaceted nature of the research approach was key in shedding light on how Reddit serves as an invaluable platform for studying online social dynamics, language change, and innovation through crowdsourcing.

Moving forward, the potential of the findings for comprehending the dynamics of crowdsourcing on Reddit and its implications for business idea generation cannot be understated. Additionally, the insights obtained from the research have illuminated the platform's diverse and dynamic nature, cementing its importance as a research domain for studying online social dynamics and crowdsourcing.

3.5 Understanding Online Innovation Dynamics

The study begins by acknowledging the significance of social media in modern life and the need for further research on the use of social media platforms for professional purposes such as entrepreneurship, idea generation and problem solving. As the world becomes increasingly interconnected through digital platforms, understanding the dynamics of online innovation becomes essential for researchers, businesses, and entrepreneurs alike.

The insights obtained from the comprehensive analysis shed light on the behaviors, interactions, and values within the Reddit communities focused on business ideas and entrepreneurship. The multifaceted nature of the research approach allowed for a deep exploration of the nuances and dynamics present within these online spaces, revealing the depth

of user engagement and the richness of the platform as a source for studying online social dynamics, language change, and innovation through crowdsourcing.

Furthermore, the findings from this study not only hold the potential for understanding the dynamics of crowdsourcing on Reddit but also offer valuable insights into the implications for business idea generation. The multifaceted nature of the research approach was instrumental in illuminating the diverse and dynamic nature of Reddit as a platform for studying online social dynamics and innovation through crowdsourcing.

As a widely utilized platform for a variety of academic disciplines, Reddit's influence has extended to studying language transformations, cyberbullying, psychological well-being, and an array of internet-related subjects. Its unique ability to capture authentic and unfiltered user experiences and opinions adds to its appeal as a data source for understanding online social behaviors and interactions. The diverse range of communities and topics on Reddit provides a rich foundation for studying crowdsourcing, making it an ideal choice for research in this area.

In addition, the methodology employed in this research, combining qualitative and quantitative analyses, ensured a multifaceted understanding of the behaviors, interactions, and values within the Reddit communities focused on business ideas and entrepreneurship. The utilization of natural language processing techniques, such as topic modeling, word cloud, and sentiment analysis, further deepened the exploration of the themes and sentiments expressed in the discussions, offering a comprehensive view of the subject matter.

Moreover, the analysis of engagement, comments, and sentiment for each subreddit through SPSS, along with the qualitative insights obtained, provided a comprehensive exploration of the nuances and dynamics present within these online spaces. This holistic approach was pivotal in shedding light on how Reddit serves as an invaluable platform for studying online social dynamics, language change, and innovation through crowdsourcing.

In summary, the dissertation "Crowdsourcing for Business Ideas through Reddit: Exploring the Dynamics of Online Innovation" delves deep into understanding the intricate dynamics of online innovation and crowdsourcing on the social media platform Reddit. Through a thorough combination of qualitative and quantitative analyses, the study offers valuable insights into how users engage, contribute, and interact within business-related subreddits, providing a comprehensive understanding of the multifaceted nature of Reddit as a platform for studying online social dynamics and innovation through crowdsourcing.

3.6 Data Collection from Reddit

The data for this study was collected from Reddit, a popular social content-sharing site that allows users to create communities and participate in discussions on various topics. Data collection from Reddit involved various steps to ensure the reliability and validity of the findings. To begin, a systematic search was conducted to identify relevant business-related subreddits on Reddit.

First, a list of relevant subreddits focused on business ideas and entrepreneurship was identified. This was done by conducting a thorough search of the Reddit platform using R and the `find_subreddits` function, it searches the website for relevant keywords and exploring existing business-related subreddits. Then, the data collection process involved scraping the discussions, posts, and comments from these identified subreddits using web scraping techniques and the Reddit API. The collected data included both the text content of the posts and comments, as well as relevant metadata such as user information, timestamps, and engagement metrics. Through a combination of manual examination of the subreddits revealed by the search and their recent community interactions nine business-related subreddits were selected: Entrepreneur, EntrepreneurRideAlong, business, Business_Ideas, smallbusiness, ecommerce, startups, sidehustle and Lightbulb.

The collected data was then cleaned and preprocessed to ensure its quality and usability for analysis. This involved removing duplicate posts, spam, and irrelevant content. In order to be able to have an accurate representation of the subreddits, only the posts from the same timeframe were selected (October, November, 2022). Additionally, the data was processed to remove any personally identifiable information to ensure privacy and confidentiality, which includes the hiding the usernames from the final dataset.

Content qualitative analysis and quantitative analysis were employed to analyze the collected data. Content qualitative analysis involved conducting a thematic analysis of the text content, identifying recurring themes and patterns within the discussions. This analysis was done by coding the data into categories and subcategories, capturing the main ideas and concepts discussed within the business-related subreddits. Quantitative analysis, on the other hand, involved conducting statistical analyses to explore patterns and trends in the data. This included analyzing the frequency of certain topics, the sentiment of the discussions, and identifying any correlations or relationships between variables. Analysis of User Interactions Analysis of User Interactions involved examining the engagement metrics, such as upvotes and comments, to understand the level of interest and participation within the discussions. This

analysis aimed to identify the most popular and influential posts, as well as the key contributors and active participants within the business-related subreddits. The validation of business ideas was conducted through a qualitative observation of the original author's responses to the suggestions and feedback provided by the Reddit community as well as by the engagement those ideas have elicited. The findings were interpreted through a mixed-methods approach, combining qualitative analysis of user comments, posts, and discussions with quantitative analysis of engagement metrics and sentiment analysis.

Interpreting and presenting the results involved synthesizing the findings from the qualitative and quantitative analyses and providing contextual explanations. This allowed for a comprehensive understanding of the dynamics and patterns within the discussions on Reddit related to business ideas. To analyze the data collected from Reddit, a combination of content qualitative analysis and quantitative analysis was employed.

Due to the fact that our original dataset is a snapshot from a specific timeframe, it is important to acknowledge the limitations of generalizability. These findings may not be representative of the entire Reddit community or applicable to other periods of time. Therefore, a second extraction, this time focused on one topic - artificial intelligence allowed us to examine how the subreddit societies would react to an introduction of a new tool, in our case ChatGPT. The posts before the release and the period afterwards were examined during the extraction process, it became evident that the nature of the discussions varied significantly between the different subreddits focused on business ideas and entrepreneurship. The nuanced interactions and varied sentiments expressed within each subreddit provided a rich dataset for analysis. The interplay of themes and patterns that emerged from the discussions showcased the multifaceted nature of the user engagement within these communities.

Thorough content qualitative analysis unveiled recurring themes and concepts such as innovative business models, market trends, and entrepreneurial challenges, among others. This approach allowed for a deeper understanding of the diverse perspectives and ideas exchanged within the business-related subreddits, shedding light on the intricacies of online crowd engagement in the context of business innovation.

Moreover, the employed quantitative analysis techniques facilitated an exploration of the frequency of topics and sentiment trends present within the discussions. By delving into the quantitative aspects of the data, correlations and relationships between variables emerged, adding layers of insight into user interactions and community dynamics on Reddit.

The analysis also highlighted the role of user engagement metrics, providing valuable insights into the level of interest and participation within the discussions. This allowed for the identification of influential posts, key contributors, and active participants, ultimately contributing to a comprehensive understanding of the dynamics and patterns present within the business-related subreddits.

It is noteworthy to acknowledge the limitations of generalizing findings from a specific dataset from a certain timeframe. However, the subsequent extraction focused on the introduction of a new tool, ChatGPT, within the artificial intelligence subreddit provided an opportunity to explore the dynamics of user reactions within a more specific context. The comparative analysis before and after the introduction of ChatGPT illuminated how the subreddit societies responded to the new tool, offering deeper insights into the evolving dynamics of online crowd engagement within the realm of artificial intelligence discussions on Reddit.

3.7 Data Analysis Techniques

In the realm of data analysis, it is crucial to explore a multitude of techniques that can uncover deeper insights and provide a comprehensive understanding of the dataset. Building upon the rich dataset collected from Reddit, the analysis delved into both qualitative and quantitative techniques, offering a multifaceted view of the user interactions and content dynamics within the business-related subreddits.

3.7.1 *Qualitative Analysis*

Thematic analysis, a method chosen in the tradition of previous studies, unlocked a wealth of qualitative detail from the online discussions. The dual approach of inductive and deductive analysis, informed by the integrative behavioral model and the model of moral disengagement, wove a rich tapestry of recurring themes and nuanced perspectives within the dataset. By scrutinizing the intricacies of thought units and embracing the potential for multiple themes within each response, the qualitative analysis unearthed the intricate layers of user engagement, shedding light on diverse entrepreneurial perspectives, market dynamics, and challenges encountered in the business landscape.

This process aligned with the foundational principles of thematic analysis, encompassing the six phases of exploration from familiarization with the data to the final synthesis of findings. By embedding rich detail and contextual insights, the qualitative analysis

transcended surface-level observations, paving the way for a profound understanding of the multifaceted nature of online crowd engagement within the business-oriented subreddits.

3.7.2 Quantitative Analysis

In parallel, quantitative analysis emerged as a powerful tool for illuminating patterns, trends, and correlations embedded within the dataset. By traversing the landscape of statistical analyses, the exploration unveiled the frequency of topics, sentiment trends, and underlying relationships between variables enmeshed within the discussions. This quantitative gaze unearthed hidden connections, augmenting the qualitative narrative with empirical evidence and statistical significance.

Moreover, the analysis of user interactions, catalyzed by engagement metrics such as upvotes and comments, provided a quantitative lens into the dynamic nature of participation and interest within the communities. By discerning influential posts, key contributors, and active participants, the quantitative analysis sculpted a holistic portrayal of the vibrant dynamics underlying the business-related subreddits.

The fusion of qualitative depth and quantitative nuance thus paved the way for a comprehensive understanding of the enriched dataset, transcending the boundaries of conventional data analysis. By amalgamating the meticulous yarn of recurrent themes with the empirical rigor of quantitative exploration, the analysis propelled the study towards a multifaceted and profound comprehension of the intricate tapestry woven within the Reddit discussions.

This dual-barreled approach of qualitative immersion and quantitative scrutiny fortified the study with a resilient foundation, empowering an all-encompassing exploration of the wealth of user interactions and content dynamics encapsulated within the Reddit dataset.

3.7.3 Sentiment Analysis

Sentiment analysis or opinion mining is a computational natural language processing (NLP) technique used to determine the emotional tone behind words. It's crucial in understanding opinions, responses, and attitudes in written text. In the context of crowdsourcing, sentiment analysis helps gauge public opinion about certain topics or ideas. By applying this technique to data from platforms like Reddit, researchers can extract valuable insights about user sentiments towards different business ideas or discussions. This tool is particularly useful in assessing the viability and reception of crowdsourced ideas, allowing for a deeper understanding of the collective mood and preferences of the crowd.

In this academic work, the NLP libraries in R were used. In R, sentiment analysis can be conducted using packages like “syuzhet,” “tm”, or “text”. These tools allow for the processing of large datasets, like Reddit comments or posts, to evaluate the sentiment of the text. The process typically involves cleaning the data, tokenizing text into individual words or phrases, and then applying a sentiment scoring algorithm. The R program also allows for the generation of graphs as well as word clouds to visualize the data.

The algorithms categorize sentiments into positive, negative, and neutral categories based on a predefined lexicon of words. This approach enables researchers to quantitatively analyze sentiments in textual data, providing insights into the community's reaction to different topics or ideas. The results of such analysis can be crucial in understanding the success potential of crowdsourced business ideas on platforms like Reddit.

In conjunction with the conventional analysis the NRC Emotion Lexicon, was used with the 'syuzhet' package in R, is a key tool in sentiment analysis. It goes beyond the basic positive/negative classification, enabling the detection of a range of emotions such as anger, anticipation, disgust, fear, joy, sadness, surprise, and trust in text data. This approach is particularly beneficial for understanding the complex emotional responses in crowdsourced content on platforms like Reddit. By employing the NRC lexicon, researchers can glean a more nuanced understanding of public sentiment, capturing the diverse emotional reactions that simple positive/negative analyses might miss. This depth of analysis is crucial for comprehensively assessing the reception and potential impact of crowdsourced business ideas.

Due to the past structure of Reddit where only the title of a post was visible and the current iteration of the site, where the text of the post is only partially visible from the front page, both the titles and the texts of the posts were deemed important for conveying the original poster's ideas, therefore their sentiment was analyzed alongside the sentiment of the comments received from the community.

3.8 Limitations of the Study

The study diligently acknowledges the inherent limitations associated with generalizing findings from a specific dataset confined within a particular timeframe. It is essential to comprehend the potential constraints of drawing broad conclusions from a singular Reddit dataset, thereby emphasizing the necessity of caution when extrapolating the observations to broader contexts.

Diversification in the realm of data analysis provides an opportunity to expand the analytical horizon and enrich the depth of insights. The confluence of qualitative immersion

and quantitative scrutiny bestowed a multi-faceted lens through which the intricate dynamics of online crowd engagement within the business-oriented subreddits could be comprehensively explored.

In navigating the landscapes of qualitative analysis, an endeavor to embrace the intricacies of thought units, recurrent themes, and contextual nuances elevates the qualitative exploration from mere surface-level observations to a profound understanding of the multifaceted nature of user engagement within the business-related subreddits.

Furthermore, the qualitative analysis could potentially be extended to encompass a broader thematic scope, encapsulating a greater array of viewpoint diversity and emergent patterns within the discussions. By broadening the thematic canvas, encompassing a spectrum of entrepreneurial perspectives, market dynamics, and challenges encountered within the business landscape, the qualitative analysis augments its depth and breadth, offering a holistic portrayal of the intricate layers woven within the dataset.

In tandem, the depth of quantitative exploration can be amplified through the inclusion of advanced statistical analyses, providing a more detailed understanding of the frequency of topics, underlying relationships between variables, and sentiment trends entrenched within the discussions. By venturing into more intricate statistical methodologies, the quantitative analysis eventually offers a more nuanced and comprehensive illumination of the empirical facets woven within the dataset.

The study thus surges beyond the conventional boundaries of data analysis, embracing a diversified analytical vista that accentuates the richness and depth of insights inherent within the dataset. This expansive analytical horizon empowers the study to unravel the intricate tapestry of user interactions and content dynamics, perpetuating a journey towards an all-encompassing and profound comprehension of the multilayered narratives encapsulated within the Reddit discussions.

The validation of business ideas, while qualitatively observed, could be further augmented by identifying patterns of user responses and engagement elicited by varying degrees of feedback. A granular exploration into the qualitative nuances of user responses and the subsequent engagement of those ideas could potentially foster a more elaborative perspective on the validation of business ideas within the Reddit community.

The synthesized findings, originating from both qualitative and quantitative domains, intersect within a cohesive narrative that comprehensively interprets the dynamics of user interactions and content engagement. The holistic comprehension of collaborative findings

seamlessly weaves a rich and balanced interpretation of the multifaceted dimensions entrenched within the dataset.

Concurrently, it is critical to candidly delineate the potential limitations enveloping the study. The inherent constraints and potential biases embedded within the data collection process, the diversity of participants, and the interpretative methodologies underscore the necessity of discerning the study's findings within the acknowledged limitations.

Continued exploration and vigilance remain imperative, propelling the study towards the horizon of deeper insights and intrinsic comprehensions. The vigilant fortification against potential biases and constraints, coupled with the expansive horizons of qualitative and quantitative exploration, collectively navigate the study towards an enriched panorama of data analysis, perpetuating a resilient foundation for the quest of deeper understanding and insight.

This expansive trajectory of diversified analytical approaches reiterates the relentless pursuit of comprehensive exploration and insight, perpetuating the study's trajectory towards the depth of enriched comprehension and analytical resilience.

3.9 Conclusion and Future Research Directions

In conclusion, this study has provided valuable insights into the dynamics of online innovation through crowdsourcing on Reddit. The findings highlight the importance of fostering social interaction, facilitating identity construction, and creating a game-like user experience to engage users in marketing-focused crowdsourcing activities. This dissertation's methodology chapter has systematically explored the intricacies of utilizing crowdsourcing for academic research, with a special focus on Reddit as a platform. Drawing upon a comprehensive framework and as discussed in McNutt (2014), the methodology has been tailored to suit the unique characteristics and challenges of crowdsourcing in the digital age. The chosen approach aligns with Lenart-Gansiniec's (2018) emphasis on systematic literature review for crowdsourcing research, ensuring a robust and structured data collection process.

The use of Reddit as a key data source represents an innovative approach in crowdsourcing methodologies, offering new and useful ways of accessing, working with, and democratizing data collection and analysis. This aligns with the evolving landscape of academic crowdsourcing, which has seen significant growth and transformation in recent years. Furthermore, the methodology reinforces the findings of Behrend et al. (2011), who demonstrated the viability of crowdsourcing for obtaining diverse and quality data.

Future studies could delve into the influence of financial motivations on Reddit's crowdsourcing efficacy. This exploration can build upon the findings of Luong (2022), who hinted at the impact of financial incentives on participation in crowdsourcing platforms. Further research could strive to investigate the potential of Reddit for various types of crowdsourcing projects beyond traditional data science, however, this approach could be a potential violation of Reddit's expectation of anonymity, therefore additional safeguards might need to be developed. Conducting longitudinal studies to observe changes in crowdsourcing dynamics on Reddit over time, especially considering the evolving nature of digital platforms and user behavior, could provide additional insights into the evolution of crowdsourcing. By following these future research directions, the field can gain a more nuanced understanding of the capabilities and limitations of crowdsourcing on Reddit, paving the way for more effective and innovative uses of the platform.

In conclusion, the methodology chapter has laid a solid foundation for investigating crowdsourcing dynamics on Reddit, offering a novel approach that is both rigorous and adaptable to the changing contours of online research environments. This approach not only addresses the specific research questions posed but also contributes to the broader discourse on the methodological innovations in the realm of digital crowdsourcing.

CHAPTER 4: RESULTS

4.1 Introduction

Innovative businesses are increasingly turning to social platforms like Reddit to crowdsource ideas for their products and services. Reddit, a diverse crowdsourced news aggregator and social platform, has become a hotbed of online innovation, attracting the attention of the academic community and serving as a hub for sharing information and insights.

The role of Reddit in crowdsourcing business ideas cannot be overstated. It has provided a space for users to exchange feelings, experiences, and, most importantly, ideas. Its influence has grown significantly, with an increasing number of users and posts navigating its interface. With its current ranking as the 18th most visited global website, Reddit has established itself as a key player in the crowdsourcing landscape. Crowdsourcing has become an integral part of the innovation process for many businesses, and Reddit's unique platform has become a valuable resource for engaging with users to gather insights and ideas. The impact of crowdsourcing, particularly through platforms like Reddit, on the innovation activities of businesses has been a subject of increasing interest among researchers and academics. As such, it is important to delve deeper into the dynamics of how Reddit fosters online innovation and facilitates the exchange of ideas among its users.

The diverse range of communities or "subreddits" on Reddit provides businesses with the opportunity to directly interact with potential consumers, tapping into their experiences and perspectives. This user-centric approach to innovation has been shown to influence the number of product innovations introduced by companies and the completion of research and development projects. However, it is essential to note that the impact of crowdsourcing, particularly on other attributes of innovation activity, is not uniform across all areas.

The definition and understanding of crowdsourcing continue to evolve. Scholars and researchers have highlighted different aspects of crowdsourcing, ranging from its application in financing, voting, knowledge, and innovation. Understanding these different facets is crucial in comprehensively evaluating the impact of crowdsourcing, particularly as it relates to innovation within the business context.

To gain a deeper understanding of the relationship between crowdsourcing and innovation, it is essential to consider insights from the existing literature and research studies. These insights will provide a more nuanced understanding of how Reddit and other crowdsourcing platforms contribute to the innovation activities of enterprises. Our study aims

to contribute to this body of knowledge by examining the adoption of words on social media, with a specific focus on Reddit as a source of crowdsourced business ideas. We seek to explore the dynamics of online innovation on Reddit by analyzing the patterns of user engagement, the types of ideas generated, and the outcomes achieved through crowdsourcing efforts. Furthermore, it is important to recognize that successful crowdsourcing initiatives rely on mutual benefits and active participation from both posters and responding redditors. This reciprocal relationship is crucial for the overall success and effectiveness of crowdsourcing in fostering innovation.

In order to fully understand the impact of crowdsourcing on innovation within enterprises, it is necessary to consider the specific context in which it is applied. When it comes to crowdsourcing innovation, businesses have various options for implementation. These options can include open innovation platforms, internal crowdsourcing within the company, or collaboration with external crowdsourcing platforms like Reddit. Each approach has its own advantages and challenges, and organizations need to carefully consider their goals, resources, and company culture when deciding which method to adopt.

This study seeks to explore the dynamics of online innovation through the lens of Reddit, examining how crowdsourcing on this platform can generate and foster business ideas and foster discussions.

4.2 Analyzing the Dynamics of Online Innovation

Online platforms facilitate collaboration among diverse individuals, harnessing collective intelligence for innovation. This collaboration is crucial in driving the dynamic process of online innovation, enabling the generation and refinement of ideas through community input. The study by Ebersberger et al. (2012) links open innovation practices to enhanced innovation performance, offering empirical evidence of the effectiveness of online collaborative methods.

Digital platforms like Reddit allow for quick sharing and discussion of ideas. For businesses, this translates to the ability to gather insights, validate concepts, and adapt strategies in real-time, which is essential in a competitive market. Christensen and Karlsson (2019) offer insights into the impact of crowdsourcing in the pharmaceutical industry, illustrating the sector-specific applications and benefits of online innovation.

Utilizing online platforms for open innovation can reduce the need for extensive internal R&D resources by outsourcing problem-solving to a large, capable crowd. This is especially beneficial for startups and smaller businesses with limited budgets. As discussed by

Abulrub and Lee (2012), open innovation management confronts various challenges and prospects, necessitating a reevaluation of conventional organizational strategies in the digital era.

Engaging with a broad audience for idea generation helps identify potential risks and blind spots, crucial for creating well-rounded and robust business strategies. The diversity of perspectives is a key aspect of effective crowdsourcing.

Platforms like Reddit are not just tools for idea generation but communities themselves. Understanding how to interact authentically within these communities can foster deeper connections with the audience, enhancing brand loyalty and advocacy.

Democratization of Innovation: Online platforms democratize the innovation process by allowing contributions from individuals regardless of their qualifications or location. This inclusivity promotes equitable and socially responsive business practices and innovations.

Adaptability in a Digital Landscape: The evolving digital landscape introduces new platforms, tools, and communication methods. Businesses need to comprehend how crowdsourcing and open innovation operate within these changing contexts to stay relevant and adaptable.

In summary, understanding the dynamics of online innovation through crowdsourcing on platforms like Reddit is essential for businesses and innovators. It offers opportunities for creativity, reduces costs, incorporates external knowledge, and solves critical problems effectively in an interconnected digital world.

4.3 Data Collection and Analysis

The data collection and analysis process when using Reddit as a crowdsourcing platform involves several steps:

➤ **Selecting Subreddits:** Choosing appropriate subreddits that align with the research or business idea topic is a crucial step. The selection was completed through `find_subreddits` function in R's `RedditExtractoR`, followed by manual examination of the posts in the subreddits. After a thorough examination only 9 of the most relevant subreddits for business idea generation and problem solving were selected (`r/Entrepreneur`, `r/EntrepreneurRideAlong`, `r/business`, `r/Business_Ideas`, `r/smallbusiness`, `r/ecommerce`, `r/startups`, `r/sidehustle` and `r/Lightbulb`).

➤ **Gathering Data:** Utilizing R, `RedditExtractoR` and the Reddit API has allowed us to gather a large amount of data, from which we selected the posts to be examined.

➤ **Qualitative Analysis:** Most research using Reddit for data collection employs qualitative methods. This involves analyzing textual data, such as comments and posts, to glean insights into user opinions, preferences, and behaviors, we have also incorporated this technique into the current work.

➤ **Comparative Analysis:** When applicable, the data characteristics from the different subreddits were compared.

➤ **Validation of Ideas:** For the business ideas, the community's reactions and feedback as well as the original poster's replies were used to validate the feasibility of the suggestion. This can provide invaluable insights into market needs and potential challenges.

➤ **Ethical Considerations:** Ensuring ethical practices in data collection, especially when dealing with sensitive topics or personal opinions is crucial for any social media, however, Reddit has an additional expectation of anonymity which has to be taken into account when presenting the findings.

➤ **Systematic Overview:** For a comprehensive understanding, a systematic analysis of the data collected was conducted, using both qualitative as well as quantitative techniques to explore different facets of the topic.

In summary, Reddit serves as a versatile platform for crowdsourcing data, offering unique opportunities for qualitative analysis and idea validation in various fields, including business and social sciences.

4.4 Engagement and participation

In recent years, crowdsourcing has emerged as a powerful tool for organizations to tap into the collective wisdom of a diverse group of individuals to generate ideas and foster innovation. One of the most intriguing platforms for crowdsourcing business ideas is Reddit. With its vast user base and diverse subreddits, Reddit has become a hub for users to engage in knowledge crowdsourcing and idea generation.

The role of Reddit in crowdsourcing business ideas is multifaceted. Not only does it provide a platform for individuals to submit and evaluate ideas, but it also facilitates engagement and participation in the innovation process. By leveraging the diverse perspectives and expertise of its users, Reddit has proven to be a valuable resource for businesses seeking innovative solutions and fresh ideas.

Analyzing the dynamics of online innovation on Reddit involves comprehensive data collection and analysis. Understanding the patterns of idea generation, evaluation, and selection

is crucial for businesses looking to harness the potential of crowdsourcing on this platform. By delving into the nuances of user interactions, sentiment analysis, and idea propagation, valuable insights can be gained to inform strategic decision-making.

Furthermore, examining the levels of engagement and participation on Reddit is essential for unlocking the full potential of crowdsourcing for business ideas. Understanding the motivations and behaviors of participants, as well as the factors influencing their contributions, is pivotal for organizations aiming to optimize their crowdsourcing initiatives on this platform.

As we delve into the exploration of Reddit's role in crowdsourcing business ideas and analyze the dynamics of online innovation, it is evident that this platform holds tremendous potential for organizations seeking to drive innovation through collaborative idea generation. The use of Reddit as a platform for crowdsourcing business ideas offers several advantages. Firstly, it provides access to a diverse and knowledgeable user base who can contribute unique insights and expertise. Secondly, Reddit's structure allows for the evaluation and ranking of ideas through upvotes and downvotes, providing a mechanism for quality control and identification of promising ideas. Finally, the interactive and participatory nature of Reddit fosters engagement and collaboration among users, leading to the generation of novel and valuable business ideas. This study aims to explore the dynamics of online innovation on Reddit and provide insights into how businesses can effectively leverage crowdsourcing for generating innovative ideas.

To conduct a qualitative analysis of the highest scorers in the subreddit, we'll examine several factors such as the content of the titles and texts, the context of the subreddits, the scores, and the engagement metrics like comments, upvotes, and downvotes. The objective is to discern trends, patterns, outliers, and potential implications of the data, focusing on high-scoring posts. This analysis will provide insights into the factors that drive engagement and participation in crowdsourcing business ideas on Reddit.

The subjects and themes of the top-scoring posts will be assessed to understand what types of content resonate most with the subreddit's audience. This involves looking at the titles and the body of the posts. The subreddit context is critical in understanding why certain posts score higher. Different subreddits have varying audiences and interests.

To conduct a qualitative analysis of the highest engagement scorers in the subreddit, several factors such as the content of the titles and texts, the context of the subreddits, the scores, and the engagement metrics like comments, upvotes, and downvotes will be examined.

The objective is to discern trends, patterns, outliers, and potential implications of the data, focusing on high-scoring posts.

Table 1. Summary of subreddit statistics

subreddit	Posts	Comments	Sum of score
Entrepreneur	998	31791	33278
smallbusiness	998	17567	12898
business	685	13027	58734
ecommerce	481	4173	2363
EntrepreneurRideAlong	406	2496	3133
Business_Ideas	384	2919	2157
startups	147	4495	3731
sidehustle	61	1652	1317
Lightbulb	30	198	778
Grand Total	4190	78318	118389

4.4.1 The business subreddit

The top posts from the dataset present an interesting range of topics and engagement metrics.

1. "They made a material that doesn't exist on Earth..." (Score: 1918). This post illustrates a post made in another subreddit and discusses an innovative material, discovered on meteorites. With 141 comments, it sparked considerable discussion and was shared across different communities. The high upvote number (1918) indicates widespread approval.

2. "Thinking about outsourcing" (Score: 1523). This is a more personal, experience-based post, discussing the practical aspects of business management. Such content often resonates with other business owners or those interested in entrepreneurship. Although it generated fewer comments (76), it was well-received, possibly because it resonated with the subreddit's audience's experiences or aspirations.

3. "This is not a U.S. story. Japan's Financial Services agency has ordered FTX Japan to suspend operations and put together a business Improvement plan after the exchange halted customer withdrawals." (Score: 1503). The post focuses on the first signs of the downfall of FTX, a company involved in cryptocurrency exchange, weeks before the arrest of their founder for accusations of fraud. A high number of comments (345) indicates that this post stimulated a lot of discussion, possibly due to its international perspective and the unique business and investment insights.

4. "Those of you who travel a lot for your business, what makes you travel?" (Score: 1405). This seems to be a query or discussion post about business travel, a topic that is broadly relevant to many in the business community. The highest number of comments (396) among the top posts, indicating a strong community engagement, possibly due to the relatable nature of business travel.

5. "Three Cognitive Biases We All Have (and How to Fight Them)" (Score: 1335). This post discusses psychological aspects relevant to business, such as decision-making or consumer behavior. Such topics often attract attention due to their universal applicability. The post exhibits fewer comments (39) but was shared across 4 other subreddits, indicating that the content was not only well-received but also deemed valuable across various communities.

6. "Tik Tok's market valuation" (Score: 1278). This post raises a question about Tik Tok's market valuation, particularly in relation to its Chinese origins. The topic is highly relevant given the global impact of social media and its intersection with geopolitics. A high number of comments (367) suggests significant community interest and perhaps debate, reflecting the complex and globally relevant nature of the subject.

7. "Timeline of billionaire Elon Musk's bid to control Twitter" (Score: 1243). The focus on a high-profile figure like Elon Musk and a significant business move likely attracted attention due to its impact on the business world and public interest in Musk's activities. The large number of comments (201) and a single award suggest the post was notable and has created a significant community discussion.

8. "Tips for Nightclub..." (Score: 1243). The poster asks for practical advice about managing a specific type of business (nightclubs), this post is likely to attract those interested in or running similar ventures. A high number of comments (437) indicates that this post fostered considerable community interaction, possibly due to the sharing of experiences or advice. The topic's appeal might be somewhat niche, likely restricted to those in or curious about this business sector.

9. "To all business owners, how would you feel about working with a person or company that has minimal or non-verbal communication and relying mostly on digital channels and methods to communicate?" (Score: 1130). This post seems to be a question aimed at business owners, about hiring practices and workforce considerations for people with disabilities. Such topics are universally relevant and often generate discussion due to their practical implications. Fewer comments (49) but a high score indicates that the question was well-received or resonated with many, even if it did not spark extensive conversation.

10. "Tony Hsieh was weaning off nitrous oxide with brothers help in final weeks alive" (Score: 1123). Discussing a specific individual, Tony Hsieh, and a personal issue, this post might attract attention due to the human element or the public figure involved. A substantial number of comments (300) suggests that the topic generated a lot of interest or discussion, possibly due to its personal nature or the high-profile individual involved.

11. "Trends and Statistics SME's want to see" (Score: 1081). The post appears to focus on trends and statistics relevant to small and medium-sized enterprises (SMEs), a topic that is vital for understanding market dynamics and business strategies. The moderate number of comments (72) suggests interest among a specific segment of the subreddit, likely those involved with or interested in SMEs. The presence of an award indicates that the content was particularly appreciated by at least some members of the community.

12. "TRON's Justin Sun emerged as the "would-be" savior of FTX before the troubled exchange filed for bankruptcy." (Score: 1014). Discussing Justin Sun and TRON, this post delves into cryptocurrency and blockchain technology, areas of growing interest in the business community as well as the FTX fraud. A high number of comments (507) reflects significant community engagement, possibly due to the controversial or intriguing nature of the subject matter.

13. "trying to convince my boss the value of a repeat customer compared to a one time higher sale" (Score: 1010). This is a practical workplace issue, about implementing a repetitive task or system. Such real-world problems often resonate with professionals who face similar challenges. A substantial number of comments (376) indicates that this topic sparked a lot of interest, possibly due to its relatability and practical relevance.

14. "Trying to figure out how to incorporate Amy business." (Score: 991). This post asks for advice about setting up a business, with workers in another country a topic of universal interest within the business community, especially for entrepreneurs and those planning to start their own venture. A moderate number of comments (124) suggests that the topic was of interest but perhaps not as widely applicable or controversial as others.

15. "Trying to gather information for a college assignment." (Score: 978). This post is a request for information for a college assignment on a business-related topic, specifically focusing on the crossroads between health and fitness and technology. Such posts can attract attention from those keen to help or interested in the subject matter. A higher number of comments (159) than some other posts with similar scores, indicating that the community was willing to engage and provide information or opinions.

The business subreddit displays a broad range of interests, as evidenced by the popularity of posts covering everything from personal business experiences to innovative materials. While posts about novel technologies or international business scenarios often gain high traction, likely due to their wide-reaching implications, those focusing on personal business stories or the practicalities of running a business are also well-received for their relatable and actionable insights.

Practical advice and specific case studies, such as discussions on nightclub management or stories about Elon Musk, are particularly engaging. Similarly, topics with global or political relevance, like TikTok's international market valuation, draw significant comments, reflecting an audience that is both diverse and engaged. Posts on trending subjects, like cryptocurrency, emerging SME trends, or prominent business figures, consistently attract attention. Interestingly, there is no distinct preference between articles and first-person accounts, indicating an openness to various content forms.

This analysis underscores the subreddit's eclectic interests, spanning from hands-on business advice and educational content to current technology and market trends. Engagement levels vary depending on the content's relevance, practicality, and its ability to intrigue the audience.

4.4.2 Business_Idea

The top posts from the subreddit are as follows:

1. "Supply Chain Explained!" (Score: 315). The post is of an educational and explanatory nature, focusing on supply chains, a topic of high relevance in the business world, especially given recent global supply chain challenges. The number of comments (8) is relatively low, which might indicate that the post was appreciated for its informational content but did not stimulate much discussion.

2. "I make modified Air Tags that are less than half the thickness of normal ones so they can easily fit in wallets, what do you guys think is a good name for this? So far, I have Slim Tags but I feel that's a bit generic. It looks something like this." (Score: 163). This post appears to involve a personal project or a business idea related to modified Air Tags, indicating innovation and entrepreneurship. A high number of comments (134) relative to the score suggests that this post sparked considerable interest and possibly discussion about the feasibility or creativity of the idea. One award indicates that the post was particularly appreciated or found valuable by some community members.

3. "3,634 ideas for you to steal." (Score: 152). This post offers a large number of business ideas, which could be a valuable resource for entrepreneurs or individuals looking for inspiration. A moderate number of comments (34) and two awards suggest that the community found this post to be both intriguing and valuable. The post was shared in two other subreddits, indicating that the content had relevance beyond the immediate subreddit.

4. "Good business idea?" (Score: 61). This post is a query about the viability of a business idea, shared in the form of a picture concept, this is a common and engaging topic in business-related forums. A fairly high number of comments (30) compared to the score indicates that the post stimulated a good amount of discussion, perhaps due to the community's interest in evaluating and giving feedback on business ideas.

5. "5 Exploding Products People Are Searching For" (Score: 60). The post shares insights on trending products, valuable information for entrepreneurs and marketers. A low number of comments (13) compared to the score might indicate that the post was more consumed for its informational content rather than discussion. One award suggests that at least some members found the content exceptionally valuable.

6. "I want to start a 24/7 study lounge" (Score: 48). The post discusses a business idea about starting a study lounge, a concept that can attract interest for its practicality and relevance to education and co-working spaces. The significant number of comments (43) suggests active community engagement, likely due to interest in the feasibility and logistics of such a venture.

7. "6 Exploding Products People Are Searching For" (Score: 47). Similar to a previous post, this one offers insights into trending products, which can be a valuable resource for entrepreneurs and marketers. A low number of comments (5) suggests that while the post was interesting enough to garner upvotes, it did not stimulate much discussion, possibly due to its straightforward informational nature.

8. "I just made \$1,000 by making a simple website..." (Score: 46). This post likely shares a personal success story or a case study about earning through website development, a topic that can be inspiring and informative for budding entrepreneurs. A moderate number of comments (14) suggests that the community found this story interesting, potentially due to the practical insights or inspiration it offered.

9. "Thinking about starting a pizza food truck (is it a good idea?)" (Score: 39). This post is a query about the viability of a specific business idea, which is a common topic of interest in business and entrepreneurship forums. A relatively high number of comments (36) indicates

that the community was keen to engage, offer advice, and discuss the prospects of such a business.

10. "A platform that summarizes long podcasts into short forms" (Score: 37). This post proposes a business idea focusing on short-form content, a trending concept in the current digital media landscape. A considerable number of comments (38) suggests that the idea sparked interest and discussion, possibly due to its relevance in the growing field of digital content consumption.

The subreddit demonstrates a keen interest in innovative ideas and specific business ventures, as evidenced by the attention given to posts about modified Air Tags, a list of business ideas, and various ventures like study lounges and food trucks. This indicates a community deeply engaged in discussing and advising on diverse business initiatives, showcasing a strong inclination towards learning and collaboration.

Posts that provide practical information or seek feedback on business concepts are particularly stimulating for engagement. This suggests that the community values the exchange of ideas and constructive feedback, making it an ideal environment for budding entrepreneurs and business enthusiasts.

Educational or informational content, especially on trending topics or key business concepts such as supply chains, is well-received. However, it's noted that these posts may not always spark extensive discussions. Similarly, insights into market trends or personal success stories draw attention, yet they might not always lead to in-depth conversations.

Overall, the subreddit functions as a dynamic platform for idea sharing, feedback seeking, and discussion on the practical aspects of various business ideas. There is a clear interest in understanding and leveraging current market trends, such as short-form content and trending products. This analysis underscores the subreddit's role as a hub for sharing innovative ideas, exploring the feasibility of business ventures, and providing practical insights into both trending products and fundamental business concepts.

4.4.3 Ecommerce

Analyzing the top posts from the e-commerce subreddit:

1. "Wix is the most trash website for building websites" (Score: 88). This post expresses dissatisfaction with Wix, a popular free website-building platform, highlighting potential issues and limitations. A moderate number of comments (31) suggests that this critique resonated with others' experiences or sparked a discussion about alternative platforms.

2. "If you had to start from Scratch..." (Score: 54). The post asks for strategies or approaches to starting an e-commerce business from scratch, a topic of broad interest to entrepreneurs and those in the e-commerce sector. A reasonable number of comments (35) suggests active community engagement, likely offering advice, sharing experiences, or discussing different starting strategies.

3. "I'm a guy running a girl orientated business" (Score: 49). This post discusses the unique perspective of a male entrepreneur running a business targeted at a female audience, which can be an interesting topic in terms of marketing and business strategy. A high number of comments (60) indicates significant community interest, possibly due to the unique perspective or discussions on gender dynamics in business.

4. "What are your e-commerce predictions for 2023?" (Score: 44). This post invites predictions about e-commerce trends for the upcoming year, a topic of great relevance for staying ahead in a rapidly evolving industry. A fair number of comments (38) suggest that the community was engaged in sharing their insights, expectations, and speculations about the future of e-commerce.

5. "Is Shopify that good? Why is it so popular for e-commerce?" (Score: 40). The post questions the popularity of Shopify, a leading e-commerce platform, and seeks insights into its widespread use and potential advantages. A high number of comments (90) indicates strong community interest, likely due to Shopify's prominence in the e-commerce world and the relevance of platform choice for businesses.

6. "E-commerce Industry news - Week of ...". There are several weekly compilations that are among the highest scoring posts and have similar engagements: Nov 14th, 2022 (Score: 37), Oct 31st, 2022 (Score: 36) and Nov 7th, 2022 (Score: 31). These posts seem to provide a weekly roundup of news in the e-commerce industry, offering valuable updates for those in the sector. A low number of comments (3) suggests that while the post was appreciated for its informational content, it did not stimulate much discussion.

7. "Whale spotting: does anyone in this subreddit..." (Score: 33). This post seems to inquire about successful or high revenue generating individuals in the subreddit, colloquially referred to as 'whales'. A relatively high number of comments (42) indicates that this topic sparked significant interest, possibly due to curiosity about successful e-commerce practices or a desire to learn from high achievers.

8. "ECommerce business valuation" (Score: 29). This post discusses taking over an e-commerce business and seeks advice on business valuation, a crucial aspect of business

management and investment. A high number of comments (37) suggests that this topic generated a lot of interest and discussion, likely due to its practical relevance and the complexity of business valuation.

In the subreddit, there is a notable trend of significant engagement in posts critiquing or questioning popular e-commerce platforms like Wix and Shopify. This reflects a community interest in optimizing online business tools and exploring effective e-commerce strategies. Topics that delve into starting businesses from Scratch or those targeting unique audiences generate active discussions, highlighting the community's focus on addressing common challenges and learning opportunities in the e-commerce space.

Discussions reflecting diverse entrepreneurial experiences, such as businesses targeting different genders, underscore the community's interest in varied perspectives and inclusive business practices. Posts that invite predictions or insights into future e-commerce trends demonstrate the community's eagerness to stay informed and adapt to the evolving landscape.

Regular updates on industry news, while well-received for their informational value, tend to spark limited discussion. However, inquiries about successful individuals or practices in e-commerce attract considerable interest, pointing to a community that is keen on learning from successful models and examples.

Overall, the community shows a consistent value for educational and informational content, especially in relation to industry news and updates. This analysis highlights the subreddit's role as a key platform for staying informed about industry trends, exchanging success stories, and engaging in discussions about practical challenges and strategies within the e-commerce sector.

4.4.4 Entrepreneur

Analyzing the posts from the Entrepreneur subreddit:

1. "I became a self made millionaire at 25 in a third world country" (Score: 1716). This post shares a personal success story of becoming a self-made millionaire, a highly inspirational topic, especially given the challenging context of a third-world country. A high number of comments (400) and awards (13) suggest that this story resonated deeply with the community, likely due to its motivational aspect and the insights it might provide into overcoming obstacles and achieving success. The story was shared in six other subreddit communities, possibly indicating that the story has broad appeal across different communities.

2. "How I made 47k selling an unsexy product I built on Shopify" (Score: 1527). This post appears to be a case study of a successful Shopify project, providing practical insights into e-commerce entrepreneurship. A substantial number of comments (205) and a good number of awards (5) show that the community found the post both engaging and valuable, likely due to its practical insights and the relatability of working with common e-commerce platforms.

3. "From \$1k Initial Investment To \$100 M Exit In 5 Years" (Score: 1288). This post seems to outline a highly successful entrepreneurial journey, starting with a modest investment and leading to a significant exit. The large number of comments (393) and an award indicate strong community interest, probably driven by the exceptional success of the venture and the desire of members to learn from such experiences.

4. "TRUE OR FALSE: Gen Z's not lazy – they're just not motivated by the same things Millennials and Boomers are" (Score: 1211). This post discusses generational differences in work motivation, a topic of significant interest in the context of evolving workplace dynamics. The highest number of comments (440) in this set suggests the topic sparked a lot of discussion, possibly due to its relevance to current trends in workplace culture and generational differences.

5. "What Suicidal Entrepreneurship taught me about life" (Score: 941). This post appears to share personal lessons from entrepreneurship, particularly dealing with extreme stress or mental health challenges, a topic of critical importance in the entrepreneurial community. A significant number of comments (173) and a high number of awards (15) suggest that the post deeply resonated with the community, likely due to its emotional depth and the importance of mental health in entrepreneurship.

6. "Can we get rid of the 'get rich quick' posts?" (Score: 928). This post appears to call for a shift in the subreddit's content towards more constructive and realistic business discussions, moving away from 'get rich quick' schemes. A significant number of comments (193) indicates strong community support or discussion about the quality and type of content preferred in the subreddit.

7. "Musk showing us how to speed run a business in a week and a half" (Score: 839). This post likely refers to Elon Musk's actions or strategies in business, viewed through the lens of rapidly achieving success or making significant decisions. A very high number of comments (769) reflects the community's strong interest in Musk's business tactics, possibly due to his status as a high-profile entrepreneur.

8. "Never do business with your friends" (Score: 788). Sharing a cautionary tale or advice against mixing business with friendship, a common dilemma in entrepreneurship. A substantial

number of comments (283) suggests that this advice or experience resonated with the community, sparking discussions about personal experiences and professional boundaries.

9. "What's the absolute worst business idea you've ever heard?" (Score: 737). This post invites sharing of bad business ideas, which can be both entertaining and educational, offering insights into common pitfalls in entrepreneurship. The highest number of comments (950) in this set, reflecting the community's eagerness to engage in a lighter, more humorous discussion while still deriving lessons from these ideas. The two awards, suggesting that the community found this thread not only engaging but also valuable in a learning context.

10. "Does it drive you crazy when people that are part of pyramid schemes call themselves entrepreneurs?" (Score: 659). This post discusses the frustration with people involved in pyramid schemes self-identifying as entrepreneurs, touching on the broader topic of what constitutes true entrepreneurship. A significant number of comments (310) indicates that this topic struck a chord, likely due to its relevance to the integrity and definition of entrepreneurship.

11. "When motivation ends, discipline begins." (Score: 659). This post seems to emphasize the importance of discipline over motivation in entrepreneurship, a critical mindset for long-term success. A moderate number of comments (86) indicates that this motivational advice resonated with the community, possibly sparking discussions about personal experiences and strategies for maintaining discipline.

12. "Cleared \$1.5 MM in revenue so far; 10x what we did last year" (Score: 631). Sharing a significant revenue milestone, this post likely serves as an inspirational success story and possibly includes insights into business growth strategies. A substantial number of comments (264) suggests active community interest, likely due to the desire to learn from the poster's success and strategies.

13. "Young entrepreneur here, parents think I'm worthless" (Score: 614). This post shares the personal struggle of a young entrepreneur facing skepticism or lack of support from parents, a relatable issue for many in the entrepreneurial journey. A high number of comments (345) indicates strong community empathy and support, likely including shared experiences and encouragement. Three awards, suggesting that the community found the post particularly relatable or worthy of support.

14. "How I fought back against a copycat business and won" (Score: 580). Detailing a battle against a business imitating their model, this post likely offers insights into handling competition and protecting one's business interests. A moderate number of comments (109)

suggests interest in strategies for dealing with copycats, a common challenge in entrepreneurship.

15. "In your opinion, what is the most straightforward way to get rich?" (Score: 553). This post asks for opinions on the most direct path to wealth, a topic that likely attracts a wide range of viewpoints and discussions on financial success. A very high number of comments (775), reflecting the community's eagerness to discuss various strategies and perspectives on achieving financial success. Two awards, indicating that the community found the discussion engaging and potentially valuable.

In synthesizing the various patterns and implications derived from the analysis of the Entrepreneur subreddit, we observe a multifaceted picture of the entrepreneurial community's interests and interactions. This comprehensive view encapsulates a range of topics that resonate deeply with the community, reflecting both their aspirations and challenges in the entrepreneurial journey.

The community is highly engaged by personal success stories, particularly those involving overcoming substantial challenges. This indicates a strong inclination towards inspirational content that underscores personal growth and achievement in entrepreneurship. There is a significant focus on case studies and practical insights for business success, using common tools and platforms. Simultaneously, the community shows a preference for quality content over sensational 'get rich quick' schemes, indicating a desire for realistic expectations in entrepreneurship.

Discussions that delve into generational differences, evolving workplace cultures, and the very definition of entrepreneurship stimulate considerable interest. This suggests an active engagement in understanding and adapting to changing dynamics in the business environment, as well as a concern for maintaining the authenticity of the entrepreneurial journey. Conversations about the mental health aspects of entrepreneurship, including stress management and personal struggles, resonate deeply, highlighting a broad recognition of these critical issues. This aspect underscores the community's acknowledgment of the psychological challenges inherent in entrepreneurial endeavors.

Posts related to high-profile entrepreneurs like Elon Musk, as well as personal stories or advice, particularly involving common entrepreneurial dilemmas, draw significant interest. This reflects a community eager to learn from both prominent figures and peer experiences. The engagement with posts sharing humorous or failed business ideas, along with discussions on personal challenges and seeking support, particularly from younger entrepreneurs,

illustrates a community that values learning through others' mistakes and emphasizes empathy and support.

Topics that question the integrity or definition of entrepreneurship and those discussing competition and wealth creation strategies spark considerable debate. This highlights the community's concern with addressing common challenges in entrepreneurship and exploring diverse paths to financial success.

Finally, posts addressing the importance of mindset, such as the significance of discipline, resonate with the entrepreneurial community, emphasizing the role of psychological factors in entrepreneurial success.

In conclusion, the Entrepreneur subreddit serves as a dynamic platform for sharing experiences, learning from both successes and failures, exploring generational and cultural dynamics in business, and addressing important issues like mental health and realistic expectations in entrepreneurship. The community's diverse interests, from seeking practical business strategies to engaging in deep discussions about entrepreneurial identity and motivation, reflect a comprehensive and nuanced understanding of the entrepreneurial journey.

4.4.5 EntrepreneurRA

Analyzing the top posts from the EntrepreneurRideAlong subreddit:

1. "From \$1k Initial Investment To \$100 M Exit In 5 Years" (Score: 262). This post appears to outline a highly successful entrepreneurial journey, starting with a modest investment and culminating in a significant exit. It likely provides insights into growth strategies and key decision-making. A moderate number of comments (28) indicates interest in the story, likely due to its inspirational nature and the practical lessons it might contain. One award suggests the community found the story particularly inspiring or valuable.

2. "\$950 dollars in recurring monthly profits created from cold calling" (Score: 172). Sharing a success story about generating profits through cold calling, this post likely offers insights into effective sales strategies and the potential of traditional marketing methods. A substantial number of comments (53) suggests active community interest, possibly for learning effective cold-calling techniques or understanding its potential in today's market. Two awards indicate that the post was not only engaging but also seen as particularly instructive or impressive.

3. "My site for location independent jobs got featured on Product Hunt" (Score: 120). This post discusses a site focused on remote work opportunities, a topic of increasing relevance, and

its feature on Product Hunt, a platform for product discovery. A lower number of comments (15) indicates some interest, possibly due to the growing trend of remote work and the entrepreneurial journey of getting featured on a prominent platform.

4. "How Dollar Shave Club Broke Gillette's Monopoly" (Score: 115). This post likely explores the business strategy of Dollar Shave Club and how it successfully challenged a market giant like Gillette, offering lessons in innovation and market disruption. A moderate number of comments (15) suggests interest in business strategy and market disruption stories.

5. "I've made animated summaries of 80+ of the best business books" (Score: 112). Offering animated summaries of business books, this post likely provides accessible and engaging educational content, useful for entrepreneurs and business enthusiasts. A lower number of comments (12) indicates some interest, likely due to the educational value of the content.

One award and two cross-posts suggest that the content was appreciated for its utility and relevance to broader audiences.

6. "4 things I've learned as a Shopify/Business freelance consultant" (Score: 112). This post likely shares valuable lessons and insights gained from experience as a freelance consultant in Shopify and business, offering practical advice and strategies. A moderate number of comments (20) suggests that the community found the insights useful, likely leading to discussions about similar experiences or additional questions.

7. "From \$0 to \$5,000/month Copywriting Agency in 5 Months" (Score: 91). Detailing the growth of a copywriting agency, this post probably offers insights into building a successful service-based business and scaling it quickly. A substantial number of comments (54) indicates strong community interest, likely driven by the desire to learn from the poster's strategies and experiences in growing a business.

8. "How to do promote an online adult site? My friend asked me to help" (Score: 84). This post inquires about promoting an online adult site, a niche yet significant area in digital marketing. A moderate number of comments (22) suggests some interest, likely due to the unique challenges associated with marketing in the adult industry.

9. "How to find beta testers? Link tree alternative" (Score: 63). Discussing the creation of a Link tree alternative and seeking beta testers, this post touches on product development and user testing, crucial steps in launching a digital product. A moderate number of comments (24), indicating interest in strategies for finding beta testers or discussing the viability of alternatives to popular digital tools.

10. "My site got its first sponsor for \$129/mo." (Score: 59). Sharing a milestone of securing a sponsor for a website, this post likely offers insights into monetization strategies for online platforms. A lower number of comments (12) suggests some interest, possibly from those curious about the process of acquiring sponsors or looking to share their own experiences.

11. "How to get rich" (Score: 57). This post discusses strategies and philosophies on wealth accumulation, a topic of perennial interest in entrepreneurial circles. The poster shares his path to gathering information through books and podcasts, but still feels unsure in what to do. A moderate number of comments (65) suggests the topic generated interest, likely due to its universal appeal and the variety of perspectives on wealth creation.

12. "I made 10k a month by emailing my existing customers" (Score: 57). Sharing a success story about generating significant revenue through email marketing, this post likely offers insights into effective customer engagement and retention strategies. A substantial number of comments (66) indicates strong community interest, possibly due to the practical insights into a successful marketing strategy.

13. "Crossed \$1000 in one month for my job board!" (Score: 53). Celebrating a revenue milestone for a job board, this post likely shares the journey and strategies used to achieve this success. A moderate number of comments (22) suggests that the community found the achievement noteworthy, possibly leading to discussions on strategies for monetizing online platforms.

14. "For those of you running agencies, what do you think?" (Score: 49). This post seeks advice or insights from those running agencies, potentially on operational, strategic, or market challenges. The author shares the scope of their own small business operations and how to either expand it or make it more efficient. A lower number of comments (12), indicating some interest, likely from those in the agency business or those curious about it.

15. "Elon Bankrupting Twitter + Facebooks 11k Employees Laid Off" (Score: 47). Discussing recent high-profile business events, this post likely delves into the implications of major corporate decisions and their impact on the business landscape. A moderate number of comments (14), suggesting interest in the broader business implications of these events and what lessons can be learned.

The EntrepreneurRideAlong subreddit community shows a strong interest in stories of significant business success, particularly those involving innovative strategies or substantial growth. Discussions on various paths to financial success, including wealth accumulation

strategies, are highly engaging and inspiring, indicating a focus on aspirational and achievable entrepreneurial goals.

Posts offering practical insights into effective business strategies, such as successful cold calling techniques or breaking market monopolies, attract considerable attention. Additionally, practical lessons from personal experiences in areas like consulting or running an agency are highly valued, underscoring a desire for actionable knowledge and real-world applications.

The subreddit shows a keen interest in discussions about emerging trends like remote work and entrepreneurial successes, especially those gaining recognition on platforms like Product Hunt. This reflects the community's focus on staying abreast of current business dynamics and the evolving landscape of entrepreneurship.

Providing educational content in accessible formats, such as animated book summaries, is particularly appreciated. This underscores the community's desire for continuous learning and development in a format that is engaging and easy to digest. Sharing successful business growth stories and celebrating revenue milestones in entrepreneurial ventures is a common theme. These stories serve as both inspiration and a learning resource, offering motivation and practical insights into various growth strategies.

Discussions about unique or niche market challenges, such as promoting adult sites, generate interest due to their specificity and the unique insights they can offer. Posts discussing aspects of product development, like seeking beta testers, also reflect the community's focus on building and improving digital products.

Sharing milestones like securing a sponsor or successful experiences with marketing tactics, such as email marketing, is appreciated. This highlights the community's interest in understanding and implementing effective monetization and marketing strategies.

Queries and discussions about running agencies, along with the impact of major events in the business world like corporate layoffs or high-profile bankruptcies, indicate a community interest in understanding the nuances of different business models and the broader implications of major corporate decisions.

Overall, the EntrepreneurRideAlong subreddit functions as a comprehensive platform for entrepreneurs to share and learn from practical business experiences, discuss effective strategies for business growth, explore niche market challenges, and understand various aspects of digital product development, monetization, and broader business dynamics. The community's engagement in these topics illustrates a deep interest in the practicalities of

entrepreneurship, the pursuit of financial success, and the continuous learning journey in the business world.

4.4.6 Lightbulb

The top posts from the Lightbulb subreddit are as follows:

1. "Let's get Elon to buy Facebook next." (Score: 283). This post suggests the idea of Elon Musk buying Facebook. It touches upon the impact of tech giants on social media and public discourse. A substantial number of comments (48) indicates that this idea sparked interest and discussion, possibly about the feasibility, implications, and broader impact of such an acquisition.

2. "There are many math problems that remain unsolved. Why not create a website..." (Score: 56). Proposing the creation of a website to crowdsource solutions to unsolved math problems, this idea taps into the potential of collective intelligence and the internet for academic pursuits. A moderate number of comments (26) suggests that the community found the concept interesting, likely discussing its potential, challenges, and similar existing platforms.

3. "A Website to generate Code, Regexes, Linux & PowerShell Commands" (Score: 52). This post proposes a tool for generating programming code, regular expressions, and command-line instructions, aiming to simplify and streamline these technical tasks. Limited engagement with only 1 comment, which might suggest that while the idea was appreciated for its utility, it did not provoke extensive discussion.

4. "Company that sells full-size replicas / look-alike of missiles..." (Score: 50). Suggests a company that sells replicas of missiles for decorative or educational purposes, this idea is unique and might cater to a specific interest group or educational sector. A moderate number of comments (10) suggests some curiosity or interest in the feasibility and market for such unusual products.

5. "A sound-to-vibration watch for deaf people." (Score: 49). Proposing a device that converts sound into vibrations, this idea aims to assist deaf people by providing sensory alerts for auditory information. A moderate number of comments (9) suggests that the idea was well-received, likely due to its potential to aid in accessibility and communication.

6. "A safe with a timer to avoid spending temptations" (Score: 42). Proposing a safe with a timer mechanism to prevent impulsive spending, this idea focuses on promoting financial discipline. A moderate number of comments (18) suggests that the community found the

concept interesting, likely discussing its practicality and potential effectiveness in managing personal finances.

7. "Business calculator for Quarterly Estimated Taxes" (Score: 39). Suggesting the development of a calculator specifically for estimating quarterly business taxes, this idea addresses a common challenge faced by entrepreneurs and small business owners. A lower number of comments (5), indicating some interest, possibly from those seeking solutions for tax estimation or those with experience in this area.

8. "GOOGLE MAPS VOICE GUIDANCE ALTERNATIVE USING RADIO WAVES" (Score: 38). This post proposes an alternative to Google Maps' voice guidance, potentially using radio waves, aiming to innovate in the navigation technology space. A moderate number of comments (10) indicates curiosity or interest in the feasibility and potential advantages of such a navigation system.

9. "Ideas for an app that helps to achieve one of the Sustainable Development Goals" (Score: 25). Seeking ideas for an app that contributes to achieving the United Nations' Sustainable Development Goals, this post aligns with global efforts for sustainable development. Limited engagement with only 1 comment, which might indicate that while the intention was appreciated, it lacked specific direction or focus to spark extensive discussion.

10. "3D puzzle art pieces" (Score: 25). Proposing the creation of 3D puzzle art pieces, this idea combines artistic creativity with the engaging activity of puzzle assembly. A low number of comments (3) suggests some interest, likely from those intrigued by unique art forms or seeking new ideas in the realm of creative hobbies.

The Lightbulb subreddit serves as a vibrant platform for the exchange and exploration of a wide array of ideas, ranging from technological impacts to creative concepts. Ideas related to major tech figures and social media platforms generate significant discussion, reflecting the community's keen interest in the broader impact of technology on society. This indicates an awareness of and curiosity about the evolving digital landscape and its societal implications.

Proposals for academic tools, like those assisting in solving math problems or generating code, as well as business-specific tools such as tax calculators, attract attention. This demonstrates a focus on innovation, problem-solving, and practical solutions in both academic and entrepreneurial spaces.

The community shows a strong interest in unique and niche product concepts, even those catering to a limited audience, as well as early-stage technological innovations like alternative navigation systems. This showcases an openness to unconventional ideas and a

curiosity about new technological possibilities. Ideas aiming to enhance accessibility, such as assistive devices like the sound-to-vibration watch for deaf people, resonate well with the community. This highlights an interest in inclusivity and technological solutions to real-world challenges, emphasizing a compassionate and solution-oriented approach.

Innovative ideas promoting financial discipline, like a time-locked safe, reflect a community focus on practical personal finance solutions. This suggests a keen interest in tools and concepts that aid in effective financial management.

Concepts that align with global sustainability efforts are appreciated, indicating a community concern for environmental and sustainable practices. However, these ideas may require more specificity to actively engage the community.

Unique concepts that combine art and hobby, such as 3D puzzle art, are of interest. This shows the community's openness to creative and leisure-oriented ideas, highlighting a broader appreciation for the intersection of art, innovation, and leisure.

In summary, the Lightbulb subreddit functions as a diverse forum for brainstorming and discussing a wide range of ideas. These span from technological impacts and innovations to unique product proposals, sustainability efforts, and creative expressions. The community's engagement with these concepts demonstrates a deep interest in innovative solutions, niche interests, practical tools for personal and business use, and a commitment to societal impact and creativity. This diversity of interests underscores the subreddit's role in fostering a collaborative and imaginative space for idea generation and discussion.

4.4.7 Sidehustle

Analyzing the top posts from the SideHustle subreddit:

1. "For anyone looking for a side hustle..." (Score: 173). This post offers suggestions or insights for those seeking side hustles, which are ways to earn extra income outside of one's primary job. The post might provide ideas, strategies, or resources for starting a side hustle. A substantial number of comments (48) indicates strong community interest, likely due to many people seeking additional income streams or entrepreneurial opportunities.

2. "Just lost my job and I only want to work for myself now..." (Score: 108). Sharing a personal situation of job loss and the desire to work independently, this post likely seeks advice on starting a side hustle or transitioning to self-employment. A high number of comments (88) suggests strong community support and discussion, likely offering advice, sharing similar experiences, or suggesting potential paths forward.

3. "I work full time at Walmart. I have two days off..." (Score: 96). The poster, who works full-time at Walmart, is looking for ideas or advice on side hustles that can be pursued during two days off per week, reflecting a common situation for many seeking additional income. A high number of comments (87) indicates that the community is eager to provide suggestions and share experiences about manageable side hustles for someone with limited free time.

4. "how can you make money online at 17 starting with no money?" (Score: 73). A 17-year-old seeks advice on making money online without initial capital, a query that reflects the growing interest among younger individuals in online entrepreneurship and digital side hustles. A substantial number of comments (91) suggests that the community is willing to offer guidance and support, likely sharing various online money-making opportunities suitable for beginners.

5. "Side Hustle/gig ideas" (Score: 73). This post seeks ideas for side hustles or gigs, which are ways to earn extra income or gain entrepreneurial experience. The highest number of comments (102) in this set, indicating a very active interest in discussing and sharing diverse ideas for side hustles, reflecting the community's focus on entrepreneurial creativity and opportunity exploration.

6. "Side hustle apps" (Score: 61). Discussing various apps that can be used for side hustles, this post likely offers information on digital tools and platforms that facilitate earning extra income. A moderate number of comments (21) suggests community interest in exploring and discussing different apps for side hustles, reflecting a trend towards leveraging technology in entrepreneurial ventures.

7. "What side hustles can I start whilst at uni to make some extra cash?" (Score: 43). A university student seeking ideas for side hustles that are feasible alongside academic commitments, a common situation for many students looking to earn extra income. A substantial number of comments (51) indicates strong community engagement, likely offering a variety of ideas and advice suitable for a student's schedule.

8. "Help me learn how to turn my skill/hobby into a side hustle" (Score: 40). Seeking advice on monetizing a skill or hobby, this post resonates with many who wish to turn their passions into profitable ventures. A high number of comments (62) suggests that the community is keen to offer guidance, share experiences, and provide tips on transforming hobbies into income-generating activities. One award, indicating that the community found the query particularly relatable or worthy of engagement.

9. "Is being an Amazon seller worth the time and money?" (Score: 36). Questioning the viability and profitability of becoming an Amazon seller, a common online business model. A substantial number of comments (45), indicating community interest in discussing the realities, challenges, and potential rewards of selling on Amazon.

The SideHustle subreddit serves as a dynamic platform for individuals interested in exploring and engaging with various side hustles and entrepreneurial opportunities.

The subreddit shows a high engagement in discussions about various side hustles, reflecting a broad interest in earning extra income through entrepreneurial ventures. This interest extends to leveraging apps and digital platforms, indicating a focus on using technology to facilitate entrepreneurial activities.

Posts about transitioning from traditional employment to self-employment or side hustles receive considerable attention and support. This underscores a community that is supportive of individuals seeking to shift towards more independent work structures. The subreddit is also responsive and supportive to young individuals, including university students, seeking advice on starting online businesses or side hustles. This indicates a trend towards early entrepreneurial interest and a desire to support academic commitments while earning extra income.

The community actively shares practical ideas and personal experiences, providing a rich resource for anyone looking to start a side hustle. Posts seeking advice on turning hobbies or skills into side hustles resonate well, indicating a trend towards personal passion-driven entrepreneurship. Discussions on short-term and trending side hustles are popular, showcasing the community's interest in staying current with market opportunities. Inquiries about the feasibility of e-commerce models, like selling on Amazon, generate considerable discussion, reflecting an interest in understanding the nuances and potential of online marketplaces.

In summary, the SideHustle subreddit functions as a comprehensive platform for sharing, discussing, and exploring a wide range of side hustles and entrepreneurial opportunities. The community focuses on practical advice, community support, and idea exchange, with a keen interest in leveraging digital solutions, supporting student-friendly side hustles, exploring current trends, and understanding the viability of popular business models. This engagement pattern demonstrates the subreddit's role in fostering a collaborative and informative environment for individuals seeking to embark on or enhance their side hustle and entrepreneurial endeavors.

4.4.8 *Smallbusiness*

Analyzing the top posts from the smallbusiness subreddit:

1. "I'm ready to sell my business. Can no longer deal with mean clients..." (Score: 532). Sharing the decision to sell a business due to challenges with difficult clients, this post likely discusses the emotional and practical aspects of running a small business and the decision to step away. A high number of comments (318) indicates strong community engagement, likely offering support, sharing similar experiences, or discussing strategies for dealing with challenging clients.

2. "Becoming tired of 'Is this a black-owned business?' questions" (Score: 509). Discusses the experience of running a small restaurant and addressing specific queries about ownership, this post touches on broader issues related to race and business ownership. An exceptionally high number of comments (819), indicating a very active discussion, likely reflecting on societal issues, customer relations, and the impact of such queries on business operations.

3. "Landlord's construction is partially blocking access to my store..." (Score: 303). Addressing a situation where construction is impacting business access, this post likely seeks advice on legal rights, negotiation strategies with the landlord, or alternative ways to maintain customer traffic. A moderate number of comments (92) suggests community interest in offering legal, practical, or strategic advice for dealing with the situation.

4. "Employee Retention is HARD!!" (Score: 262). Discussing the challenges of retaining employees, this post likely explores the difficulties small businesses face in maintaining a stable workforce, potentially seeking advice or sharing strategies for employee retention. A high number of comments (329), reflecting the community's interest in discussing employee retention strategies, sharing experiences, and offering advice.

5. "I broke today. So Lonely" (Score: 246). Expressing feelings of loneliness and emotional challenges as a small business owner, this post highlights the often-overlooked mental health aspect of entrepreneurship. A substantial number of comments (132), indicating community empathy and support, likely offering encouragement, sharing personal experiences, and discussing ways to cope with the emotional demands of running a business.

6. "Neighbor business is failing and I feel awful about it" (Score: 231). Expressing empathy for a neighboring business that is failing, this post likely discusses the emotional and community aspects of small business ownership. A high number of comments (108) indicates

that the community empathizes with this situation, possibly offering support, sharing similar experiences, or discussing ways to possibly help.

7. "I'm an introverted Business Owner with poor marketing skills" (Score: 214). Sharing the challenges faced as an introverted business owner lacking in marketing skills, this post seeks advice or empathy in dealing with these challenges. A substantial number of comments (111), indicating that the community is keen to offer guidance and support, reflecting on personal experiences and providing marketing tips.

8. "I got screwed by a client which now wants the money back" (Score: 212). Discussing a difficult situation with a client, including issues around payment and service expectations, this post likely seeks advice on legal rights, negotiation strategies, or ways to handle client disputes. A very high number of comments (199), reflecting active community engagement in offering advice, legal insights, and moral support for handling client disputes.

9. "Fired someone for the first time today" (Score: 212). Sharing the experience of having to fire an employee for the first time, this post likely addresses the emotional and managerial aspects of making difficult decisions as a business owner. A high number of comments (153), suggesting that the community empathizes with this challenge and is willing to share experiences and advice on handling such situations.

10. "Really sad USPS did not deliver my customers package on time" (Score: 211). Discusses the disappointment and challenges faced when a delivery service fails to meet expectations, affecting customer satisfaction and business reputation. A substantial number of comments (154), indicating community engagement in sharing experiences with delivery issues, offering advice on handling such situations, and discussing ways to mitigate the impact on business.

The SmallBusiness subreddit serves as a vital community for small business owners, characterized by discussions that encompass a wide array of challenges and experiences associated with running a business.

Posts discussing the emotional and mental health aspects of running a business, such as dealing with difficult clients or feeling lonely, resonate deeply with the community. This is complemented by posts expressing concern for fellow business owners and sharing emotional challenges, which are met with empathy and active community support. These interactions highlight the community's recognition of the psychological impacts of entrepreneurship and their commitment to providing emotional support.

Discussions around societal and racial issues within the context of business ownership generate significant interest and active debate. This reflects the community's engagement with broader societal dynamics as they relate to business, indicating a deep understanding of the complex interplay between business practices and social issues. Addressing practical challenges like issues with landlords, employee retention, marketing difficulties for introverted owners, client disputes, and personnel management also attracts considerable community interaction. This offers a space for sharing experiences, advice, and solutions, underlining the subreddit's role as a resource for practical business advice.

The community shows a strong willingness to support and engage with fellow small business owners, particularly in discussing challenges, offering advice, and sharing experiences. The value placed on learning from shared experiences, especially those involving difficult decisions or logistical challenges, underscores a culture of collective learning and support.

The subreddit is keen on offering practical advice and solutions, reflecting a collaborative approach to overcoming typical small business challenges. This aspect of the community demonstrates a proactive stance in problem-solving and knowledge sharing.

In summary, the SmallBusiness subreddit functions as a supportive and collaborative environment where small business owners can share experiences, seek advice, and provide practical solutions for common business challenges. The community's engagement in discussions ranging from practical business issues to emotional and societal challenges in entrepreneurship highlights its role as a comprehensive support system for small business owners. This environment fosters a sense of camaraderie, collective learning, and a shared commitment to navigating the multifaceted journey of small business ownership.

4.4.9 Startups

Analyzing the five posts from the Startups subreddit:

1. "Got a job offer but the pay is \$20K less than what I currently make" (Score: 193). Discusses a job offer in a startup with lower pay, this post likely delves into the trade-offs between salary and other benefits such as equity, company culture, or career growth opportunities. A high number of comments (141) indicates strong community interest, likely offering advice, sharing similar experiences, and discussing factors to consider beyond salary in a job decision.

2. "Share Your Startup - November 2022 - Upvote Thread" (Score: 193). A thread inviting members to share and promote their startups, providing a platform for visibility and community support. An exceptionally high number of comments (280), reflecting active participation by the community in showcasing their startups and engaging with others' ventures.

3. "Mistakes to avoid as a first-time founder" (Score: 179). Offering advice on common pitfalls and mistakes to avoid for first-time founders, this post likely includes practical insights and tips for navigating the early stages of a startup. A substantial number of comments (91), indicating community interest in learning from others' experiences and sharing wisdom on startup challenges.

4. "Is there an easy way to find the thousands of startups that fail each year?" (Score: 145). Inquires about methods to research and analyze failed startups, this post likely seeks insights into the reasons behind startup failures to learn and possibly identify untapped opportunities. A significant number of comments (116), reflecting the community's interest in understanding startup failures and the potential for learning from them.

5. "PSA: down markets are a perfect time to join a startup" (Score: 138). Suggesting that down markets offer ideal opportunities to join or start a new venture, this post likely discusses the advantages of starting or joining startups during economic downturns. A moderate number of comments (86), suggesting interest in discussing the strategic timing of entering the startup world and the potential benefits of doing so during economic downturns.

6. "Should I sell my startup?" (Score: 102). Discussing the consideration of selling a startup after years of development and pivots, this post likely explores the emotional and strategic aspects of such a decision, including valuation, future potential, and personal goals. A high number of comments (107) indicates that the community is eager to offer advice, share experiences, and discuss factors to consider in the decision to sell a startup.

7. "Costs to develop and maintain apps like Uber, Airbnb, etc." (Score: 87). Inquiring about the costs associated with developing and maintaining high-profile apps like Uber or Airbnb, this post likely seeks insights into the financial and technical resources needed for such ventures. A moderate number of comments (50), indicating interest in discussing the realities of app development costs, challenges, and potential scalability.

8. "How long have you been working on your startup?" (Score: 86). A question inviting members to share the duration of their startup journeys, likely providing a spectrum of experiences ranging from new ventures to more established businesses. A substantial number

of comments (136), reflecting the community's willingness to share their startup timelines and experiences, providing insights into the various stages of startup development.

9. "What are the most important things to mention in an elevator pitch?" (Score: 84). Seeking advice on crafting an effective elevator pitch, this post likely asks for tips on what key points to include to make a compelling and concise presentation of a business idea. A moderate number of comments (53), indicating community interest in sharing tips on effective communication and pitching strategies.

10. "Idea was scooped by someone else. What now?" (Score: 77). Discussing the challenge of seeing a business idea implemented by someone else, this post likely explores feelings of frustration and seeks advice on how to proceed, whether by pursuing the idea independently or considering other options. A high number of comments (103), reflecting the community's empathy and willingness to offer strategic advice on dealing with such situations.

11. "How do large tech companies build out and maintain their infrastructure?" (Score: 77). This post, likely posed by a software engineer, inquires about the methods large tech companies use to build and maintain their infrastructure, a crucial aspect of scaling a business. A substantial number of comments (72) suggests active community interest, likely offering insights into infrastructure development, scaling strategies, and technical best practices.

12. "Startups for Loners" (Score: 75). Discussing startup ideas suitable for individuals who prefer working alone, this post appeals to those seeking entrepreneurial paths that align with their personal working styles. A moderate number of comments (46), reflecting the community's interest in sharing ideas and experiences about startups that can be pursued independently.

13. "Found 1st client. Now what?" (Score: 75). Sharing the milestone of acquiring the first client, this post likely seeks advice on next steps, including client management, service delivery, and growth strategies. A substantial number of comments (35), indicating community eagerness to offer advice on handling early-stage client relationships and building on this initial success.

14. "I made my app, but I want to move faster without funding. Advice?" (Score: 72). Seeking advice on accelerating the growth of an app without external funding, this post addresses a common dilemma for startups looking to scale with limited resources. A high number of comments (87), suggesting strong community interest in discussing bootstrapping strategies, resource management, and growth hacking.

15. "offered 'founder' role at start-up about to close Series A funding" (Score: 71). Discussing an offer to join a startup as a founder just as its closing Series A funding, this post likely explores the implications, responsibilities, and considerations of such a role at this funding stage. A significant number of comments (64), reflecting the community's interest in offering insights into the dynamics of joining a startup at a critical funding milestone.

The Startups subreddit functions as a comprehensive platform for discussions surrounding the diverse facets of startup involvement, ranging from career decisions and strategic considerations to learning from experiences and managing technical challenges. The subreddit shows active engagement in discussions about job offers in startups, especially those involving pay cuts, reflecting an interest in weighing the holistic value of startup roles. Additionally, there's keen interest in the strategic timing and advantages of joining or starting a business, particularly in relation to market conditions. These discussions highlight the community's focus on making informed decisions in the volatile startup environment.

Threads that enable members to share and promote their startups foster strong community and networking within the startup ecosystem. Sharing personal experiences and timelines of working on startups further contributes to a sense of community and offers diverse perspectives on startup development. Posts offering advice on avoiding common mistakes as a founder are highly valued, indicative of a desire to learn from shared experiences and best practices. There's also a keen interest in understanding the reasons behind startup failures, suggesting a focus on learning from past mistakes to inform future strategies.

Discussions around selling a startup and addressing the challenge of seeing one's idea implemented by others are met with keen interest. These topics reflect the community's understanding of the complexities of such decisions and concerns about competition and the uniqueness of business ideas. Inquiries about app development costs, handling large company infrastructure, and bootstrapping strategies attract attention, highlighting the focus on the practicalities and challenges of creating scalable digital products and managing growth efficiently.

Posts seeking advice on elevator pitches, effective communication, and managing early client relationships underscore the importance placed on pitching skills and client relations in the startup ecosystem. Discussions about startups suitable for individuals who prefer working alone and insights into roles and responsibilities in funded startups during critical funding phases reflect the diversity of entrepreneurial styles and the operational and strategic aspects of funded startups.

In summary, the Startups subreddit serves as a pivotal platform for sharing experiences, seeking advice, and discussing various aspects of startup development and involvement. This includes strategic decision-making, financial planning, effective communication, dealing with competition, technical scaling challenges, and individualistic entrepreneurial paths. The community's engagement in these topics illustrates a deep interest in the practicalities, challenges, and diverse pathways within the startup world, fostering a collaborative and informative environment for both aspiring and experienced entrepreneurs.

4.5 Posts that have received Awards

Table2 shows the number of posts per subreddit that have received awards from their respective communities.

Table2. Awarded posts

subreddit	Count of subreddit
Entrepreneur	49
business	15
smallbusiness	7
Business_Ideas	6
ecommerce	5
EntrepreneurRideAlong	4
startups	3
sidehustle	1
Grand Total	90

4.5.1 Business

The top awarded posts in the dataset present a range of topics, indicative of the diverse interests and concerns within the business community. To delve deeper into the qualitative aspects, these posts will be subject to careful scrutiny, while also considering their engagement metrics:

1. "Twitter Mass Layoffs to Hit on Friday, Employees Brace for Impact" (Total Awards: 2, Score: 853, Upvotes: 853, Comments: 74). This post, although not original and personal content, highlights a significant and current event in the tech industry, specifically focusing on layoffs at Twitter. The impact of such corporate decisions on employees is a topic that evidently resonates with the audience, as reflected in the engagement and awards.

2. "U.S. workers have gotten way less productive. Nobody knows exactly why." (Total Awards: 2, Score: 664, Upvotes: 664, Comments: 248). The title addresses a broad economic concern about productivity in the U.S. workforce. Although also is a reposted current news article, this topic's relevance to a wide audience, especially in the context of economic trends and labor discussions, may have contributed to its high engagement and awards.

3. "Welcome to hell, Elon" (Total Awards: 2, Score: 554, Upvotes: 554, Comments: 25). This post, discussing Elon Musk's challenges, captures attention through its provocative title. The engagement suggests that high-profile business figures and their perceived challenges are of considerable interest to the community.

4. "Timeline of billionaire Elon Musk's bid to control Twitter" (Total Awards: 1, Score: 1243, Upvotes: 1243, Comments: 201). The timeline format, combined with the focus on a major figure like Elon Musk and a significant event (his bid for Twitter), likely contributed to the post's popularity and awards.

5. "Trends and Statistics SME's want to see" (Total Awards: 1, Score: 1081, Upvotes: 1081, Comments: 72). The text of this post suggests a direct engagement with the Reddit community: "Hi Reddit! as the year ends I was wondering which trends and statistics are most appealing to small and medium-sized enterprises." This direct address and relevant topic for business owners could explain the high level of engagement. Additionally, the poster promises to aid the business owners by creating well-researched "guides and reports".

6. "U.S. Supplier Price Increases Eased in October, Fed Report Says" (Total Awards: 1, Score: 693, Upvotes: 693, Comments: 108). Yet another relevant news topic that focuses on supplier prices and economic reports, indicating an interest in macroeconomic trends among the audience. The practical implications for businesses might have driven the engagement.

7. "US Inflation to Cool Only Slightly, Keeping Big Rate Hikes in Play" (Total Awards: 1, Score: 603, Upvotes: 603, Comments: 53). This post touches on a critical issue of inflation and its impact on monetary policy, a subject of broad relevance and concern in the business community.

8. "Want employees to come to the office? Pick up their commuting costs" (Total Awards: 1, Score: 565, Upvotes: 565, Comments: 184). This is another news article that prompts a discussion on workplace trends, particularly in the context of remote work and commuting. The practical nature of this advice may have resonated with business owners and employees alike.

9. "What are your approaches to market research" (Total Awards: 1, Score: 529, Upvotes: 529, Comments: 34). The text of this post is a direct inquiry into market research strategies: "I'm trying to figure out what would be a good approach to conduct market research for a new business idea." This post engages the audience through a practical, advice-seeking approach.

10. "What currency do you earn if your business is online and global" (Total Awards: 1, Score: 487, Upvotes: 487, Comments: 177). This post, asking about currency management in global online businesses, addresses a nuanced aspect of international e-commerce, reflecting the increasingly global nature of business.

In summary, the awarded posts tend to focus on significant economic trends, practical business advice, and high-profile business figures or events. The engagement metrics (score, upvotes, comments) alongside the awards suggest that the Reddit business community values content that is either highly relevant to current economic and corporate scenarios, offers practical advice, or involves prominent figures and significant events in the business world. This analysis reveals a complex interplay between content relevance, practicality, and timeliness in driving user engagement and recognition through awards. The community has shown interest in both original content as well as timely and relevant news articles.

4.5.2 Business_Ideas

The top awarded posts in the 'Business_Ideas' subreddit showcase a range of topics, reflecting the community's interest in entrepreneurial concepts and practical business advice. We will delve into these posts:

1. "3,634 ideas for you to steal." (Total Awards: 2, Score: 152, Upvotes: 152, Comments: 34). The author reports to have "[I've] been sharing ideas online since 2017. Big and small. Some of them are now real businesses." This post directs the reader towards the poster's website which hosts an ever-evolving comprehensive repository of business ideas, potentially serving as an inspiration or starting point for entrepreneurs. The engagement and awards indicate the value placed on a diverse and extensive list of actionable business concepts.

2. "I make modified Air Tags that are less than half the thickness of normal ones so they can easily fit in wallets, what do you guys think is a good name for this? So far I have Slim Tags but I feel that's a bit generic. It looks something like this." (Total Awards: 1, Score: 163, Upvotes: 163, Comments: 134). This post discusses an innovative approach to popular technology (Air Tags), focusing on cost-effectiveness and design. The practical application and potential market appeal of such an idea could be factors in its popularity and recognition.

3. "5 Exploding Products People Are Searching For" (Total Awards: 1, Score: 60, Upvotes: 60, Comments: 13). Is another compilation "Hey guys! I've got some more data to share. Here are 5 products that are rapidly gaining popularity." The post offers insights into trending products, and valuable information for anyone looking to capitalize on current market trends.

4. "Social media saved my little business" (Total Awards: 1, Score: 10, Upvotes: 10, Comments: 15). This personal story likely resonates with small business owners and entrepreneurs, illustrating the power of social media in business success: "Quick story... Hi everyone! I wanted to share how social media turned around my struggling business."

5. "business partner" (Total Awards: 1, Score: 4, Upvotes: 4, Comments: 2). This post is a direct request for collaboration, which may have drawn attention due to the opportunity it presents for networking and partnership. The casual tone and personal details likely predispose the reader to engage in the discussion "Hi guys, so I just moved to a different state and I'm looking for a business partner..."

6. "What Kind Of Business Can I Start For \$5K - \$10K!" (Total Awards: 1, Score: 1, Upvotes: 1, Comments: 108). This post seeks practical advice for starting a business within a specific budget, reflecting a common situation for many aspiring entrepreneurs.

These posts collectively highlight the community's interest in practical, actionable business ideas, personal success stories, and discussions on current market trends. The engagement and awards suggest that content providing tangible business insights, innovative concepts, or inspiring entrepreneurial journeys is highly valued in this subreddit. Such an analysis underscores the importance of relevance, innovation, and practicality in driving user engagement and recognition in the context of business ideas and entrepreneurship.

4.5.3 Entrepreneur

The top awarded posts in the 'Entrepreneur' subreddit cover a diverse range of entrepreneurial experiences and insights. We will conduct a thorough analysis of selected posts to elucidate the factors contributing to their recognition:

1. "What Suicidal Entrepreneurship taught me about life" (Total Awards: 15, Score: 941, Comments: 173). This deeply personal narrative likely resonates with entrepreneurs facing challenges, offering insights drawn from profound personal experiences. The author shares their experiences with the express purpose of reminding the reader to strive for life goals

outside of the workplace "edit: suicide triggers, be gentle with yourself... Here's what I learned about life and business from my darkest moments."

2. "I became a self made millionaire at 25 in a third world country" (Total Awards: 13, Score: 1716, Comments: 400). The story of overcoming adversity to achieve success in a challenging environment is inspirational and educational in nature, explaining its high level of engagement and awards: "I am from Central America, a tropical region where... I overcame challenges to achieve financial success."

3. "How I made 47k selling an unsexy product I built in my living room" (Total Awards: 5, Score: 1527, Comments: 205). This post appears to offer a practical, real-world case study of entrepreneurial success, which can be both motivating and informative for the community: "The ride's over. For better or worse the refinancing boom... Here's my journey and lessons learned."

4. "We Should Start a Gym, Bro!" (Total Awards: 3, Score: 348, Comments: 79). The post combines a popular interest (fitness) with business advice, potentially appealing to aspiring entrepreneurs in this niche: "If you have ever been serious about lifting weights... Here's a perspective on starting a fitness business."

5. "Email Marketing is easy. The EXACT email flows you need to know." (Total Awards: 3, Score: 130, Comments: 78). Providing actionable marketing strategies, this post offers valuable insights for entrepreneurs looking to improve their digital marketing: "Hey guys! Just wanted to share my journey and the email marketing strategies that worked for me."

6. "Never do business with your friends" (Total Awards: 3, Score: 788, Comments: 283). This post offers advice based on personal experience, addressing a common dilemma in entrepreneurship: "3 years ago one of my best friends... Here's what I learned about mixing business and friendship."

7. "Don't let your fear stop you from achieving your dreams" (Total Awards: 3, Score: 75, Comments: 33). This motivational post likely resonates with many who are hesitant to take the entrepreneurial leap due to fear: "Ever since I was a teen, I dreamt of becoming an entrepreneur... Overcoming fear was my biggest challenge."

8. "Young entrepreneur here, parents think I'm worthless because I'm not in college" (Total Awards: 3, Score: 614, Comments: 345). Addressing the conflict between traditional education paths and entrepreneurship, this post may strike a chord with younger members of the community: "Was just told by my dad that he wishes I wasn't his son because I chose entrepreneurship over college."

9. "Looking for someone to help me with my addiction rehab center" (Total Awards: 2, Score: 129, Comments: 131). This post, seeking collaboration for a socially impactful business, might attract attention due to its unique blend of entrepreneurship and social good: "Hi there, I've been making money online for around 5 years... I want to start an addiction rehab center."

10. "10 Link-building lessons from building 300+ backlinks in a year" (Total Awards: 2, Score: 69, Comments: 15). Providing specific, actionable advice on a crucial aspect of digital marketing (SEO), this post offers direct value to those looking to enhance their online presence: "Hey, guys! If you've ever tried link-building, you know it's tough... Here's what I learned."

11. "Two months ago I was homeless eating left overs from a 7/11. Now I'm making \$4k a month" (Total Awards: 2, Score: 494, Comments: 192). This post appears to be a personal success story, showcasing a significant turnaround and financial improvement, which likely resonates with the community's interest in transformative entrepreneurial journeys: "Seriously though, isn't this a place for us to share our stories and learn from each other?"

12. "I'm tired of the get rich quick questions." (Total Awards: 2, Score: 387, Comments: 121). This post seems to address a common sentiment in entrepreneurial circles, emphasizing the uniqueness of each entrepreneurial journey and critiquing the oversimplification of success stories: "Entrepreneurship is a personal journey. It's like a fingerprint, unique to each individual."

13. "Zero to One' – a book recommendation" (Total Awards: 1, Score: 387, Comments: 148). A book recommendation, especially one authored by a well-known entrepreneur, can be a valuable resource for the community, offering insights into successful business strategies: "Peter Thiel co-founded PayPal and was an early investor in Facebook. His book offers insights into startup strategy and innovation."

14. "What's a business with low risk you can buy for under 50k?" (Total Awards: 1, Score: 372, Comments: 559). This post seeks advice on low-risk business opportunities, a topic of significant interest for individuals looking to enter entrepreneurship with a cautious approach.

These posts collectively highlight the community's appreciation for personal entrepreneurial stories, practical business advice, motivational narratives, and innovative business ideas. The high engagement and awards suggest that content providing real-life entrepreneurial experiences, actionable insights, or inspiring success stories is highly valued in this subreddit. This analysis underscores the importance of authenticity, practicality, and inspiration in driving user engagement and recognition in the context of entrepreneurship.

4.5.4 EntrepreneurRideAlong'

In the 'EntrepreneurRideAlong' subreddit, the top awarded posts cover various aspects of entrepreneurship, from personal success stories to specific business strategies. Here's a qualitative analysis of these posts:

1. "\$950 dollars in recurring monthly profits created from cold calling." (Total Awards: 2, Score: 172, Comments: 53). This post likely resonates with entrepreneurs looking for practical, proven strategies for generating income. The focus on cold calling, a traditional yet challenging sales method, and the detailed account of personal success provide both inspiration and actionable insights: "Cold calling is not dead. I saw a post over the summer about a guy making \$8k a month... Here's how I did it."

2. "From \$1k Initial Investment To \$100 M Exit In 6 Years" (Total Awards: 1, Score: 262, Comments: 28). The post narrates a significant entrepreneurial success story, offering a detailed account of a journey from a modest initial investment to a substantial business sale. Such stories are often highly inspirational and educational for aspiring entrepreneurs: "In 2015, while Moiz Ali was buying an Axe deodorant, he realized... Here's his journey from starting with a \$1k investment to a \$100 million exit."

3. "I've made animated summaries of 80+ of the best business and self-improvement books." (Total Awards: 1, Score: 112, Comments: 12). This post offers a resourceful compilation of business and self-improvement insights in an accessible, animated format. It's valuable for community members seeking condensed knowledge from a range of influential books: "I hope you'll be able to watch these and get as much value as I did from these books."

4. "Roast My Idea - A New Kind of Podcast Note Taking" (Total Awards: 1, Score: 13, Comments: 29). This post invites community feedback on an innovative idea, blending the request for critique with the presentation of a potentially novel concept. Such interactions are key in entrepreneurial communities, where feedback and idea validation are crucial: "For those interested in the idea... Here's my concept for a new approach to taking notes from podcasts."

These posts demonstrate the community's appreciation for personal success stories, practical advice, innovative ideas, and resource sharing. The engagement and awards indicate that content providing tangible business insights, motivating success stories, or offering unique business concepts is highly valued. This analysis highlights the importance of practicality, inspiration, and community interaction in driving user engagement and recognition in the context of entrepreneurship.

4.5.5 Ecommerce

The top awarded posts in the 'ecommerce' subreddit highlight the following:

1. "E-commerce Industry news - Week of Nov 7th, 2022" (Total Awards: 1, Score: 31, Comments: 4). This post provides a compilation of industry news, offering valuable insights and updates for those involved in e-commerce. The provision of curated, relevant news can be a significant resource for busy professionals in the field: "Hi r/ecommerce, here's your weekly update on the e-commerce industry..."

2. "Is Shopify suitable for selling products that are not dropshipped?" (Total Awards: 1, Score: 9, Comments: 21). This post seeks advice on using Shopify for a specific business model, highlighting the community's role in offering platform-specific guidance and expertise: "I'm looking to start my own business selling bespoke furniture..."

3. "Losing people at checkout" (Total Awards: 1, Score: 8, Comments: 22). Addressing a common challenge in e-commerce (cart abandonment), this post likely resonates with many online retailers facing similar issues. The discussion could provide practical solutions and strategies: "It's been just shy of 3 weeks since opening our store, and we've noticed a high number of abandoned carts..."

4. "What payment gateway do you use?" (Total Awards: 1, Score: 8, Comments: 12). This post seeks community recommendations for payment gateways, a critical component of e-commerce operations. Such posts are valuable for gaining insights into the experiences and preferences of fellow e-commerce professionals: "I'm struggling to find one that is easy to set up and doesn't have high fees..."

5. "Reviews for a new e-commerce store - how do you get them?" (Total Awards: 1, Score: 2, Comments: 7). The post addresses a key challenge for new e-commerce ventures – garnering initial customer reviews. This is a significant topic as reviews can greatly influence consumer trust and sales. The poster asks for advice from the more experienced members of the community: "When starting a new e-commerce brand from scratch, how do you go about getting those first few reviews?"

These posts demonstrate the 'ecommerce' subreddit's focus on practical, operational aspects of running an e-commerce business. The community values post that provide industry updates, seek or offer advice on specific e-commerce platforms and tools, and discuss common challenges and solutions in the field. This analysis reveals a preference for content that is

directly applicable, informative, and supportive of the practical needs of e-commerce professionals

4.5.6 *Smallbusiness*

The top awarded posts in the 'smallbusiness' subreddit cover a range of topics relevant to small business operations and challenges. Here's a qualitative analysis of these posts:

1. "Where to find people who need logos designed?" (Total Awards: 2, Score: 104, Comments: 237). This post is a direct inquiry about marketing services, a common challenge for small businesses and freelancers. The engagement and awards indicate the community's interest in finding effective ways to connect with potential clients: "I make logos, banners, thumbnails, business cards, and more. Where can I find people who need these services?"

2. "How can I find clients for my small business, which is a local cleaning service?" (Total Awards: 1, Score: 76, Comments: 135). Similar to the first post, this one seeks advice on acquiring clients, specifically for a local service business. The practical nature of this query likely resonates with many small business owners: "Hello, I got fired from my job a few months ago and started a local cleaning service. How can I find clients?"

3. "A friend of mine is regularly flying to Peru, what products should he bring back to sell?" (Total Awards: 1, Score: 50, Comments: 98). This post explores ideas for import-based business opportunities, a topic that can be intriguing for entrepreneurs looking for new product ideas or market niches: "I know, I mean nothing illegal please. Just curious about potential products that could be profitable."

4. "Promote your business, week of November 7, 2022" (Total Awards: 1, Score: 18, Comments: 171). This post provides a platform for community members to promote their businesses, demonstrating the subreddit's role in supporting small business networking and exposure: "Post business promotion messages here including what you do and how it can benefit our community."

5. "Firing a good friend - advice needed" (Total Awards: 1, Score: 11, Comments: 39). This post discusses a challenging aspect of business management – balancing professional and personal relationships. The topic is likely relatable to many small business owners: "Tomorrow morning I'll be firing an employee and good friend. Any advice?"

6. "Business Name Ideas" (Total Awards: 1, Score: 2, Comments: 22). The post seeks creative input for a business name, a foundational step for many entrepreneurs. Such discussions can be engaging and helpful for those in the brainstorming phase of their ventures:

"Hi guys. I'm very new to entrepreneurship and struggling to come up with a business name. Any suggestions?"

7. "Edil Loan statement?" (Total Awards: 1, Score: 1, Comments: 2). This post seeks specific information about an Economic Injury Disaster Loan (EIDL) statement, reflecting the community's role in providing peer support on financial matters related to small business operations: "Does anyone know where to get my EIDL Loan statement?"

These posts demonstrate the community's focus on practical business challenges, such as client acquisition, product sourcing, business promotion, management dilemmas, and financial inquiries. The engagement and awards indicate that the 'smallbusiness' subreddit values content that offers practical advice, supports business development, and facilitates peer-to-peer assistance. This analysis highlights the importance of community-driven support and knowledge sharing in the small business domain

4.5.7 Startups

The top awarded posts in the 'startups' subreddit cover a range of topics pertinent to the startup ecosystem. Here's a qualitative analysis of these posts:

1. "Choices I have: jump into my own startup or look for a regular job?" (Total Awards: 1, Score: 67, Comments: 77). This post presents a common dilemma faced by many aspiring entrepreneurs: whether to pursue their startup dreams or opt for the security of a regular job. The engagement suggests that this is a relatable topic within the startup community. The Original post was later edited to express the poster's gratitude for the helpful input: "UPDATE: Many thanks to everyone, who shared their thoughts..."

2. "Feedback Fridays - A Friendly Feedback Exchange Thread" (Total Awards: 1, Score: 31, Comments: 113). This post seems to provide a platform for community members to share their projects or ideas and receive feedback. Such interactive threads are valuable for early-stage entrepreneurs seeking validation, advice, or new perspectives: "Welcome to this week's Feedback Thread..."

3. "Your thought on my Schedule (Solo-Founder)" (Total Awards: 1, Score: 22, Comments: 56). This post discusses the personal schedule of a solo-founder, a topic that resonates with many startup founders who struggle with time management and work-life balance. It invites advice and shares experiences on managing the demanding schedule of a startup founder: "Hi all, I am bootstrapping a startup and would like your thoughts on my schedule..."

These posts highlight the community's interest in personal entrepreneurial experiences, the value of peer feedback, and practical discussions on managing startup challenges. The engagement and awards suggest that content providing real-life insights, offering community support, and facilitating discussions on practical aspects of startup life is highly valued in this subreddit. This analysis underscores the importance of community, shared experiences, and practical advice in the startup ecosystem.

4.5.8 Sidehustle

There is only one occurrence of an awarded post in this subreddit for the examined period, nevertheless, this post can still provide valuable insights into the types of content that resonate with the community. Here's a qualitative analysis of the post:

1. "Help me learn how to turn my skill/hobby into a side hustle" (Total Awards Received: 1, Score: 40, Upvotes: 40, Comments: 62). This post is a request for advice on transitioning a personal skill or hobby into a side hustle. With this post, the author breaks the common template of giving geographical or biographical information and asking for suggestions about how to achieve extra income. This poster, however, provides their skills and interests and then asks for advice and suggestions: "Hi you all, I know a lot of people on here are trying to turn their skills or hobbies into a side hustle... I need some guidance on how to start." The engagement (comments and upvotes) and the award received indicate that the community values posts seeking practical advice and shared experiences related to starting and managing side hustles.

The focus on transforming personal skills or hobbies into a source of income is a central theme in the post. The author looks for inspiration, actionable steps, and support from others who have navigated similar paths. This single post, though not providing a broad dataset for analysis, underscores the importance of practical, relatable advice and community support in the realm of side hustles as well as the importance of standing out from the crowd.

4.6 Comments

The number of comments is an indicator of how engaging the post is, however, in order to see how relevant the comments are to the topic of the post a manual examination was performed.

Table3. The speed of commenting

days since posting	comments	percent
0	5371	51.35781
1	4585	43.84203
2	218	2.084529
4	81	0.774527
3	64	0.611972
5	36	0.344234
7	24	0.229489
8	21	0.200803
6	14	0.133869
10	7	0.066934

The majority of the comments respond to the post immediately to within 48 hours

The analysis focused on the interaction between the original poster (OP) and the commenters, specifically looking at whether the authors responded to comments and the nature of these interactions. The results of the manual evaluation of the OP's response to the comments can be seen in Fig. 1.

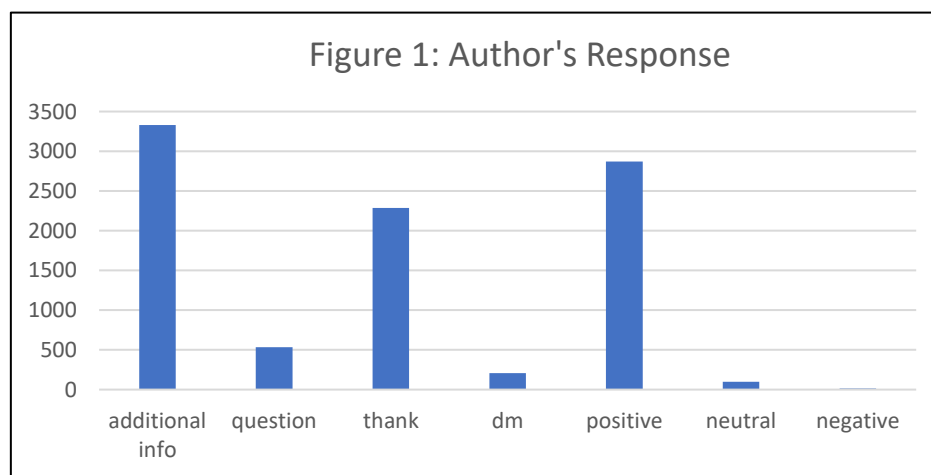


Fig. 1. Author's response

From the manual examination it became apparent that out of 70964 comments, 9365 were responses from the authors. Where 3331 were providing new information, 533 were asking questions, 2285 were thanking the commenter, 2869 were commenting on how good

the idea/suggestion was and 209 requested a 1 on 1 conversation with only a few comments being negative or neutral towards the commenters.

In order to garner the emotional connotation of the comments R's NRC library was used. As seen on the figure below, it is clear that the positive feelings far outweigh the negative emotions.

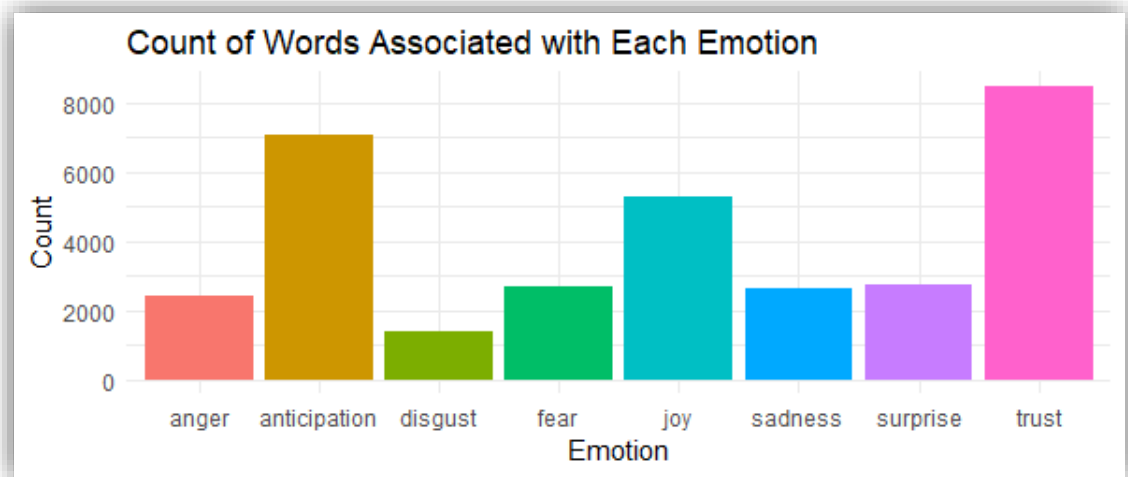


Fig. 2. Emotional temperature of the Author's response

Here's a summary of the observations:

In many cases, the authors responded to comments with lower scores. These comments often directly addressed the subject of the post or offered specific feedback, advice, or questions relevant to the author's situation or query. Frequently, higher-scored comments, which were more humorous, critical, or less directly related to the topic, did not receive responses from the authors. This pattern suggests that authors were more interested in engaging with comments that were more relevant or helpful to their specific inquiries. Additionally, although posting news or current events attracts a large number of comments and upvotes, the OP is much less likely to engage with the comments there, showing the clear preference for responses to their own stories, ideas or inquiries.

The level of interaction varied across different posts. Some authors showed a high level of engagement, especially in terms of acknowledging feedback, addressing specific inquiries, or providing further insights. Others chose not to engage with certain comments, possibly due to the nature of the comments or the authors' preferences.

In several posts, authors demonstrate a preference for engaging with more detailed, specific, or constructive feedback. They often responded to comments that directly contributed

to the discussion or addressed specific aspects of their queries. The nature of the authors' responses indicates that they were more inclined to engage with comments aligned with their interests, concerns, or specific queries, particularly those offering direct advice or posing relevant questions.

Each post exhibits different levels of author interaction. The focus is often on comments that provided specific insights, raised pertinent questions, or were directly relevant to the post's content, regardless of the comment scores. Some high-scoring comments did not receive responses from authors, indicating that scoring was not a primary factor in determining author engagement. The reasons for non-response could include the comment's relevance, the author's preference for engaging in different types of discussions, or the nature of the comment itself.

In summary, the analysis reveals a pattern where authors tend to engage more with comments that are directly relevant, offer specific feedback, or ask pertinent questions related to their posts, often irrespective of the comment scores. The level and nature of engagement vary depending on the author's interests, the specificity of the comments, and the relevance to the original post.

Due to the fact that most of the comments have received a positive score from the community, examining the ones with downvotes will provide a guideline to what pitfalls to avoid.

1. "Idea was scooped by someone else. What now?"

In the post the author expresses discouragement after finding a similar product already in development. The positive comments offered encouragement and strategic advice. The negative comments engaged in a debate about the value of ideas versus execution, can be perceived as off-topic or not constructive.

2. "I made my app but I want to move faster without outside investment. How do I compensate another engineer?"

The post discusses compensation strategies for a co-founder or second engineer. The positive comments included suggestions on equity and compensation. The negative comments involved debates about equity distribution, considered contentious or less helpful.

3. "HOW DO I MAKE MY EMPLOYEES CARE?"

The original poster seeks advice on inspiring passion and empowering employees. The author engaged with a few comments. The positive comments provided advice on employee motivation and engagement. The negative comments challenged the author's approach,

reflecting different opinions on management and employee relations, which might have been intended to be sarcastic.

4. "How I made 47k selling an unsexy product I built in 3 weeks"

The author narrates the journey of developing and selling a Python script. Most of the community showed admiration for the author's entrepreneurship and inquired further, meanwhile the negative comments focused on the perceived value of the product and the availability of free alternatives essentially implying.

5. "Buying a plane"

The poster considers purchasing a Cessna 172 for a business idea. The author actively participated in the discussion. While the positive comments provided practical advice about aircraft ownership, the negative comments criticized the author's decision to seek advice on a public forum and were skeptical about the business plan.

6. "Why do people buy this?"

The author questions the pricing strategies of certain clothing brands and actively responds to several comments. The positive comments discussed brand value and marketing strategies. The negative comments criticized consumer behavior and offered cynical views on the topic.

7. "Tik Tok's market valuation"

The author expresses skepticism about Tik Tok's market valuation, despite the numerous comments, OP chooses not to actively engage with the commenters. The positively received comments discussed the global influence and financial aspects of Tik Tok, while the negative comments deviated into political discussions or controversial viewpoints.

In summary, the negative evaluations of comments across these posts generally stem from factors like being off-topic, non-constructive, overly critical or cynical, engaging in contentious debates, or deviating into unrelated or polarizing topics, such as politics. These aspects are often not well-received in community discussions, especially when they do not contribute constructively to the original query or topic

4.8 Sentiment title

Due to the structure of Reddit's front page, where the title appears in full followed by a small excerpt of the text, we will be examining both the title and the text for their sentiment. The typical scoring system is used to indicate the sentiment, where negative values indicate negative sentiment, positive values indicate positive sentiment, and a score around 0 suggests neutral sentiment.

For example, titles such as:

- "Abdullah bin Zayed chairs meeting of Higher Committee of Human Fraternity" with a score of 3.90, indicates a strongly positive sentiment.
- Similarly, "What kind of work should I be seeking in the following sectors given my experience?" with a score of 3.50 also suggests a positive sentiment, possibly reflecting optimism or inquiry.
- "Will a 'score' based on the vendor's reconciled ledger increase accountability and trust among business partners?" also has a positive score of 3.45, indicating a constructive or inquisitive tone.

Upon analysis the dataset does not contain titles with very positive (sentiment score ≥ 4.0) and very negative (sentiment score ≤ -4.0) sentiments, it appears that there are no titles in the dataset that fall into these extreme categories. This lack of extremely positive or negative sentiments could indicate that the titles in the selected subreddits may generally exhibit more moderate sentiment and avoid extremes.

The titles in the dataset tend to have positive sentiment scores. The context of each title impacts its sentiment score. For instance, titles that pose questions or discuss constructive topics tend to have positive scores. The sentiment analysis seems to be based more on the linguistic structure rather than the specific content matter. Words that are generally seen as positive can lead to higher sentiment scores. This title might be perceived as slightly negative due to the reference to 'legal troubles', a phrase that often has negative associations. Titles that pose questions tend to be more neutral, as they are seeking information rather than expressing a sentiment. The sentiment is influenced by the context and wording. Words like 'idea' can add a positive twist, while phrases like 'legal troubles' might skew the sentiment towards negative.

By using R we can visually examine the emotions of the titles, as seen on the figure below trust, anticipation and joy are the prevalent feelings in the titles.

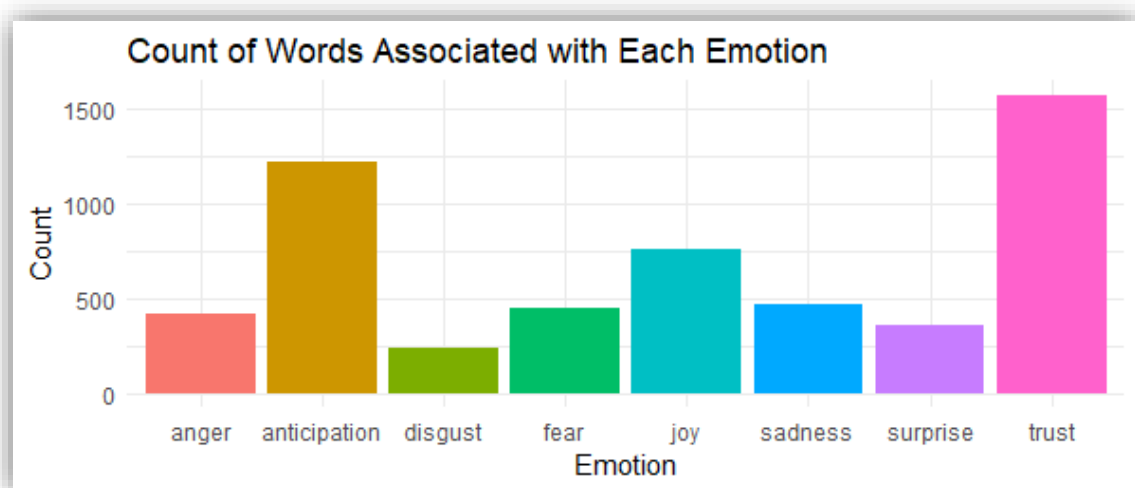


Fig. 3. Emotional temperature of the sentiment of the title

Sentiment analysis in these cases involves interpreting the language and context to understand the underlying tone or mood of the title. In conclusion, the sentiment analysis of Reddit post titles in this dataset seems to broadly categorize the tone and mood of the titles.

4.9 Sentiment of the text of the posts

Analyzing the sentiment of Reddit post texts provides insight into the emotional tone and context of the content. Here are some examples from the dataset:

Texts with positive sentiments often discuss solutions, ideas, or constructive feedback. They typically reflect optimism, satisfaction, or approval. Neutral texts are more factual or informational, lacking strong emotional overtones. These texts often include queries, general discussions, or neutral statements. Negative sentiments in texts usually arise from expressions of dissatisfaction, criticism, or concerns. They might include complaints, negative experiences, or pessimistic viewpoints.

The sentiment scores in the texts range from mildly negative to moderately positive. Texts with positive sentiment tend to be more frequent, reflecting a general trend of constructive or optimistic discussions in the selected subreddits. The emotional tone of the texts is determined by the choice of words, context, and the subjective experiences or opinions of the authors.

As seen on the figure below the sentiment of the text shows majority positive emotions.

Sentiment analysis of Reddit post texts is crucial for understanding the emotional undercurrents in online discussions, providing valuable insights into the perspectives and attitudes of the participants.

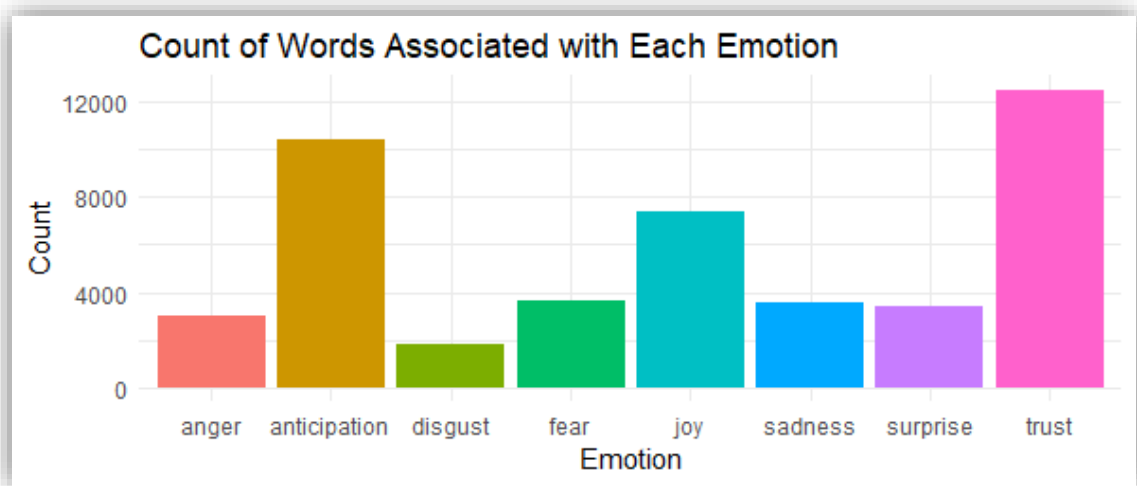


Fig. 4. Emotional temperature of the sentiment of the text

4.10 Sentiment of the comments

The sentiment analysis of Reddit comments provides insights into the emotional tone and context of user discussions. Here are some examples from the dataset:

1. Comment: "You figure out how to successfully and credibly quantify esg impact..."

With a score of 1.60, this comment reflects a positive sentiment. It suggests an encouraging or constructive tone, likely discussing the feasibility of quantifying environmental, social, and governance (ESG) impacts.

2. Comment: "Sounds like a lot of fluff, would be simpler, easier, more transparent to..."

This comment has a slightly positive sentiment. Despite the initial critical tone ("a lot of fluff"), it seems to provide constructive suggestions, which contribute to the positive sentiment.

3. Comment: "I agree, but try to get 3 scientists to agree on scope of emissions..."

The score of 0.90 indicates a mild positive sentiment. The comment appears to involve agreement with a preceding point, but also highlights the challenges involved, balancing positive and negative aspects.

4. Comment: "E S G are three distinct areas. Environment can specifically..."

With a negative score of -0.90, this comment likely expresses disagreement or criticism regarding the categorization or handling of ESG areas.

5. Comment: "UN has 17 sustainability goals. Start by assessing goals..."

The score of 1.00 suggests a positive sentiment, probably offering helpful advice or insights regarding sustainability goals.

Many comments exhibit positive sentiments, reflecting constructive discussions or supportive suggestions. Comments with negative sentiments usually contain criticisms or disagreements, providing a counterbalance in discussions. Some comments display a balance of positive and negative sentiments, indicating nuanced discussions or debates.

Although the emotional connotation for the sentiment of the comments is more balanced, still the positive feelings outweigh the negative.

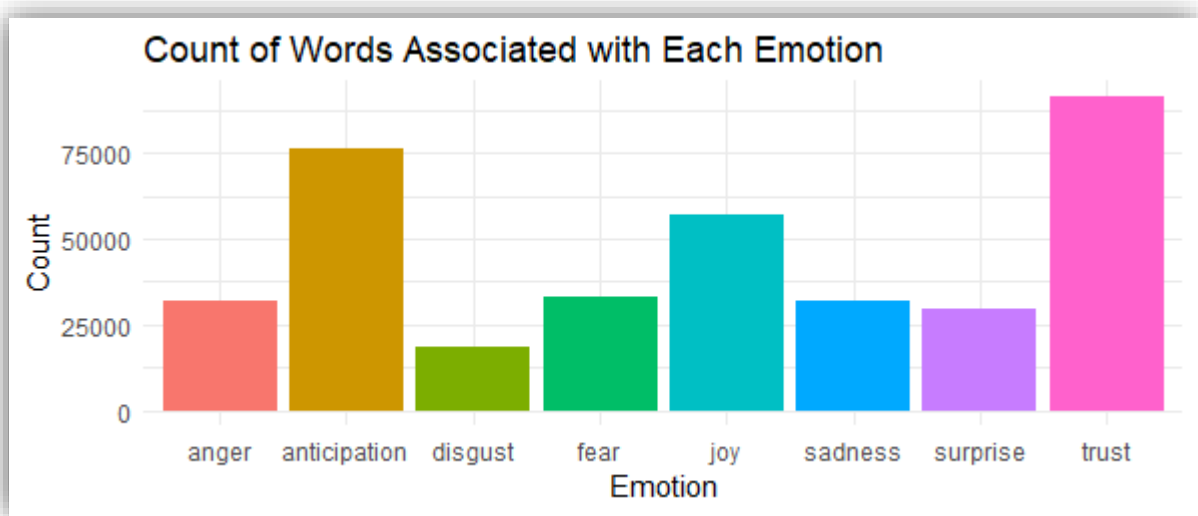


Fig. 5. Emotional temperature of the sentiment all comments

These insights demonstrate how sentiment analysis of Reddit comments can reveal the emotional undertones and dynamics within online conversations.

4.11 Quantitative

All the collected data were analyzed using statistical data analysis methods. The data was described using descriptive statistical methods. To do this, the following indicators were used: average, median, standard deviation, minimum, maximum, and range.

Statistical hypotheses were formulated, which were then tested using statistical criteria. Hypothesis testing is carried out at a significance level of 0.05. The normality of the data distribution was checked using the Kolmogorov-Smirnov and Shapiro-Wilk criteria. In cases where the data obeys the normal distribution law, the parametric ANOVA method is used. Otherwise, the nonparametric method is the Kruskal-Wallis test was implemented.

The calculations were performed in the IBM SPSS Statistics 27 program.

4.11.1 The engagement score of the posts (all posts)

There is a need to look at the score indicator and analyze whether there are differences in the level of score values depending on the subreddit of the post.

Table 5 below shows the main descriptive statistics of the score indicator, depending on the Subreddit of the post.

Table 5. Score statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	685	85,74	2,00	235,761	0	1918	1918
Business_Ideas	384	5,62	2,00	20,837	0	315	315
ecommerce	481	4,91	3,00	7,473	0	88	88
Entrepreneur	998	33,34	3,00	129,311	0	1716	1716
EntrepreneurRideAlong	406	7,72	2,00	21,774	0	262	262
Lightbulb	30	25,93	9,50	52,009	0	283	283
sidehustle	61	21,59	13,00	29,998	0	173	173
smallbusiness	998	12,92	2,00	39,691	0	532	532
startups	147	25,38	13,00	35,675	0	193	193
Total	4190	28,26	2,00	119,802	0	1918	1918

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the score indicator changes. It is also seen that the value of the average is higher than the median. This suggests that in each Subreddit, there are individual posts that have been given very high ratings. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the score indicator does not change depending on the Subreddit of the post

H1: The value of the score indicator varies depending on the Subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 6 below.

Table 6. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	4190
Test Statistic	276,505 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the score indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, we can see which comparison pairs are statistically significantly different. The results of the check are presented in Table 7.

Table 7. Pairwise Comparisons of Subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
Business_Ideas-EntrepreneurRideAlong	-39,561	85,144	-0,465	0,642
Business_Ideas-business	338,803	76,252	4,443	0,000
Business_Ideas-smallbusiness	-447,377	71,828	-6,228	0,000
Business_Ideas-ecommerce	-556,537	81,854	-6,799	0,000
Business_Ideas-Entrepreneur	-720,303	71,828	-10,028	0,000
Business_Ideas-Lightbulb	-895,439	226,749	-3,949	0,000
Business_Ideas-startups	-1314,855	116,010	-11,334	0,000
Business_Ideas-sidehustle	-1345,938	164,862	-8,164	0,000
EntrepreneurRideAlong-business	299,242	74,916	3,994	0,000
EntrepreneurRideAlong-smallbusiness	-407,817	70,409	-5,792	0,000
EntrepreneurRideAlong-ecommerce	516,976	80,612	6,413	0,000
EntrepreneurRideAlong-Entrepreneur	680,742	70,409	9,668	0,000
EntrepreneurRideAlong-Lightbulb	-855,878	226,303	-3,782	0,000
EntrepreneurRideAlong-startups	-1275,295	115,136	-11,076	0,000
EntrepreneurRideAlong-sidehustle	-1306,377	164,249	-7,954	0,000
business-smallbusiness	-108,574	59,348	-1,829	0,067
business-ecommerce	-217,734	71,155	-3,060	0,002
business-Entrepreneur	-381,500	59,348	-6,428	0,000

business-Lightbulb	-556,636	223,110	-2,495	0,013
business-startups	-976,052	108,725	-8,977	0,000
business-sidehustle	-1007,135	159,820	-6,302	0,000
smallbusiness-ecommerce	109,159	66,392	1,644	0,100
smallbusiness-Entrepreneur	272,926	53,545	5,097	0,000
smallbusiness-Lightbulb	448,062	221,637	2,022	0,043
smallbusiness-startups	-867,478	105,670	-8,209	0,000
smallbusiness-sidehustle	898,561	157,757	5,696	0,000
ecommerce-Entrepreneur	-163,767	66,392	-2,467	0,014
ecommerce-Lightbulb	-338,902	225,086	-1,506	0,132
ecommerce-startups	-758,319	112,725	-6,727	0,000
ecommerce-sidehustle	-789,401	162,567	-4,856	0,000
Entrepreneur-Lightbulb	-175,136	221,637	-0,790	0,429
Entrepreneur-startups	-594,552	105,670	-5,627	0,000
Entrepreneur-sidehustle	-625,635	157,757	-3,966	0,000
Lightbulb-startups	-419,416	239,629	-1,750	0,080
Lightbulb-sidehustle	-450,499	266,727	-1,689	0,091
startups-sidehustle	31,083	182,171	0,171	0,865

The table shows that most comparison pairs differ statistically significantly ($p\text{-value} < 0.05$). This means that the rating that people gave to the posts varies depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant ($p\text{-value} > 0.05$). This means that the rating that people have given to the post does not depend on the subreddit of the post in these comparison pairs.

4.11.2 *The engagement score of the post with awards.*

There is a need to look at the score indicator and analyze whether there are differences in the level of score values depending on the Subreddit, when the post has awards.

Table 8 below shows the main descriptive statistics of the score indicator, depending on the subreddit of the post.

Table 8. Descriptive statistics

subreddits	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	15	529,67	554,00	357,387	0	1243	1243
Business_Ideas	6	65,00	35,00	74,887	1	163	162
ecommerce	5	11,60	8,00	11,194	2	31	29
Entrepreneur	49	319,76	168,00	397,890	2	1716	1714

Entrepreneur RideAlong	4	139,75	142,00	104,596	13	262	249
sidehustle	1	40,00	40,00		40	40	0
smallbusiness	7	37,43	18,00	40,282	1	104	103
startups	3	40,00	31,00	23,812	22	67	45
Total	90	278,24	129,50	364,588	0	1716	1716

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the score indicator changes. There were no posts in the lightbulb Subreddit that have an award, and there was only one post in the sidehustle Subreddit, so these categories will not participate in further analysis. We will now articulate statistical hypotheses:

H0: The value of the score indicator does not change depending on the subreddit of the post

H1: The value of the score indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was confirmed using the Shapiro-Wilk criterion ($p\text{-value} > 0.05$) partially, in some groups. The volume of compared samples is small. Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in the table below (Table 9).

Table 9. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	89
Test Statistic	26,823 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected ($p\text{-value} < 0.05$) and an alternative hypothesis accepted. The value of the score indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 10.

Table 10. Pairwise Comparisons of Subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
ecommerce-smallbusiness	-7,129	15,127	-0,471	0,637
ecommerce-Business_Ideas	11,533	15,643	0,737	0,461
ecommerce-startups	-12,700	18,867	-0,673	0,501
ecommerce-EntrepreneurRideAlong	-28,450	17,330	-1,642	0,101
ecommerce-Entrepreneur	-34,016	12,129	-2,805	0,005
ecommerce-business	50,000	13,341	3,748	0,000
smallbusiness-Business_Ideas	4,405	14,373	0,306	0,759
smallbusiness-startups	-5,571	17,827	-0,313	0,755
smallbusiness-EntrepreneurRideAlong	21,321	16,192	1,317	0,188
smallbusiness-Entrepreneur	26,888	10,439	2,576	0,010
smallbusiness-business	42,871	11,825	3,625	0,000
Business_Ideas-startups	-1,167	18,268	-0,064	0,949
Business_Ideas-EntrepreneurRideAlong	-16,917	16,676	-1,014	0,310
Business_Ideas-Entrepreneur	-22,483	11,174	-2,012	0,044
Business_Ideas-business	38,467	12,479	3,082	0,002
startups-EntrepreneurRideAlong	15,750	19,731	0,798	0,425
startups-Entrepreneur	21,316	15,365	1,387	0,165
startups-business	37,300	16,339	2,283	0,022
EntrepreneurRideAlong-Entrepreneur	5,566	13,434	0,414	0,679
EntrepreneurRideAlong-business	21,550	14,538	1,482	0,138
Entrepreneur-business	15,984	7,623	2,097	0,036

The table shows that most comparison pairs do not differ statistically significantly (p-value > 0.05). This means that the rating that people gave to a post that has an award does not differ depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically significant (p-value < 0.05). Statistically significant differences were revealed for the following comparison pairs: ecommerce-Entrepreneur; ecommerce-business; smallbusiness-Entrepreneur; smallbusiness-business; Business_Ideas-Entrepreneur; Business_Ideas-business; startups-business; Entrepreneur-business. This means that the rating that people have given to a post that has an award depends on the subreddit of the post in these comparison pairs

.4.11.3 Comments (all posts).

There is a need to look at the number of comments that people have written under each post and analyze whether there are differences in the number of comments depending on the Subreddit of the post.

The table below (Table 11) shows the main descriptive statistics for the number of comments, depending on the subreddit of the post.

Table 11. Descriptive statistics

subreddits	N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	685	19,02	2,00	57,961	0	571	571
Business_Ideas	384	7,60	5,00	11,460	0	134	134
ecommerce	481	8,68	5,00	10,858	0	90	90
Entrepreneur	998	31,85	9,00	82,318	0	950	950
EntrepreneurRideAlong	406	6,15	3,00	9,900	0	66	66
Lightbulb	30	6,60	4,00	9,690	0	48	48
sidehustle	61	27,08	22,00	23,214	0	102	102
smallbusiness	998	17,60	6,00	40,905	0	819	819
startups	147	30,58	21,00	34,700	0	280	280
Total	4190	18,69	6,00	52,264	0	950	950

Based on the calculated averages, it can be assumed that depending on the subreddit of the post, the number of comments varies. It is also seen that some values of the mean are higher than the median. This suggests that in some categories of posts, there are individual posts that have been given a lot of comments. Our next step is to create statistical hypotheses:

H0: The number of comments does not change depending on the subreddit of the post

H1: The number of comments varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in the table below.

Table 12. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	4190
Test Statistic	580,811 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The number of comments varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 13.

Table 13. Pairwise Comparisons of Subreddit

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
EntrepreneurRideAlong-business	44,175	75,620	0,584	0,559
EntrepreneurRideAlong-Lightbulb	-158,418	228,430	-0,694	0,488
EntrepreneurRideAlong-Business_Ideas	367,537	85,944	4,276	0,000
EntrepreneurRideAlong-ecommerce	478,715	81,369	5,883	0,000
EntrepreneurRideAlong-smallbusiness	-809,637	71,070	-11,392	0,000
EntrepreneurRideAlong-Entrepreneur	1011,043	71,070	14,226	0,000
EntrepreneurRideAlong-sidehustle	-1632,872	165,792	-9,849	0,000
EntrepreneurRideAlong-startups	-1701,842	116,218	-14,644	0,000
business-Lightbulb	-114,242	225,206	-0,507	0,612
business-Business_Ideas	-323,361	76,968	-4,201	0,000
business-ecommerce	-434,540	71,823	-6,050	0,000
business-smallbusiness	-765,462	59,905	-12,778	0,000
business-Entrepreneur	-966,867	59,905	-16,140	0,000
business-sidehustle	-1588,697	161,321	-9,848	0,000
business-startups	-1657,667	109,746	-15,105	0,000
Lightbulb-Business_Ideas	209,119	228,879	0,914	0,361
Lightbulb-ecommerce	320,298	227,201	1,410	0,159
Lightbulb-smallbusiness	-651,219	223,719	-2,911	0,004

Lightbulb-Entrepreneur	852,625	223,719	3,811	0,000
Lightbulb-sidehustle	-1474,454	269,233	-5,477	0,000
Lightbulb-startups	-1543,424	241,880	-6,381	0,000
Business_Ideas-ecommerce	-111,179	82,623	-1,346	0,178
Business_Ideas-smallbusiness	-442,100	72,503	-6,098	0,000
Business_Ideas-Entrepreneur	-643,506	72,503	-8,876	0,000
Business_Ideas-sidehustle	-1265,335	166,411	-7,604	0,000
Business_Ideas-startups	-1334,305	117,100	-11,395	0,000
ecommerce-smallbusiness	-330,921	67,016	-4,938	0,000
ecommerce-Entrepreneur	-532,327	67,016	-7,943	0,000
ecommerce-sidehustle	-1154,157	164,095	-7,033	0,000
ecommerce-startups	-1223,126	113,784	-10,750	0,000
smallbusiness-Entrepreneur	201,406	54,048	3,726	0,000
smallbusiness-sidehustle	823,235	159,239	5,170	0,000
smallbusiness-startups	-892,205	106,662	-8,365	0,000
Entrepreneur-sidehustle	-621,829	159,239	-3,905	0,000
Entrepreneur-startups	-690,799	106,662	-6,476	0,000
sidehustle-startups	-68,970	183,883	-0,375	0,708

The table shows that most comparison pairs differ statistically significantly ($p\text{-value} < 0.05$). This means that the number of comments that people put to the post varies depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant ($p\text{-value} > 0.05$). No statistically significant differences were found for the following comparison pairs: EntrepreneurRideAlong-business; EntrepreneurRideAlong-Lightbulb; business-Lightbulb; Lightbulb-Business_Ideas; Lightbulb-ecommerce; Business_Ideas-ecommerce; sidehustle-startups. This means that the number of comments that people have put to the post does not depend on the Subreddit of the post in these comparison pairs.

4.11.4 Comments on the posts that have awards.

There is a need to look at the number of comments that people have written under each post and analyze whether there are differences in the number of comments depending on the subreddit of the post when the post has awards.

Table 14 below shows the main descriptive statistics for the number of comments, depending on the subreddit of the post.

Table 14. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	15	83,73	53,00	80,454	4	248	244
Business_Ideas	6	51,00	24,50	55,800	2	134	132
ecommerce	5	13,20	12,00	8,106	4	22	18
Entrepreneur	49	187,45	146,00	195,865	0	950	950
EntrepreneurRideAlong	4	30,50	28,50	16,902	12	53	41
sidehustle	1	62,00	62,00		62	62	0
smallbusiness	7	100,57	98,00	86,068	2	237	235
startups	3	82,00	77,00	28,827	56	113	57
Total	90	132,74	77,50	162,524	0	950	950

Based on the calculated averages, it can be assumed that depending on the subreddit of the post, the number of comments varies. There were no posts in the lightbulb Subreddit that have an award, and there was only one post in the sidehustle Subreddit, so these categories will not participate in further analysis. The study's approach includes the formulation of the following statistical hypotheses:

H0: The number of comments does not change depending on the subreddit of the post

H1: The number of comments varies depending on the subreddit of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was confirmed using the Shapiro-Wilk criterion ($p\text{-value} > 0.05$) partially, in some groups. The volume of compared samples is small. Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 15 below.

Table 15. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	89
Test Statistic	19,011 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	0,004
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p -value < 0.05) and an alternative hypothesis accepted. The number of comments varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 16.

Table 16. Pairwise Comparisons of Subreddit

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
ecommerce-EntrepreneurRideAlong	-12,350	17,329	-0,713	0,476
ecommerce-Business_Ideas	14,683	15,643	0,939	0,348
ecommerce-business	25,500	13,340	1,912	0,056
ecommerce-smallbusiness	-29,886	15,126	-1,976	0,048
ecommerce-startups	-32,267	18,866	-1,710	0,087
ecommerce-Entrepreneur	-40,539	12,128	-3,343	0,001
EntrepreneurRideAlong-Business_Ideas	2,333	16,675	0,140	0,889
EntrepreneurRideAlong-business	13,150	14,537	0,905	0,366
EntrepreneurRideAlong-smallbusiness	-17,536	16,192	-1,083	0,279
EntrepreneurRideAlong-startups	-19,917	19,730	-1,009	0,313
EntrepreneurRideAlong-Entrepreneur	28,189	13,434	2,098	0,036
Business_Ideas-business	10,817	12,479	0,867	0,386
Business_Ideas-smallbusiness	-15,202	14,372	-1,058	0,290
Business_Ideas-startups	-17,583	18,267	-0,963	0,336
Business_Ideas-Entrepreneur	-25,855	11,173	-2,314	0,021
business-smallbusiness	-4,386	11,825	-0,371	0,711
business-startups	-6,767	16,338	-0,414	0,679
business-Entrepreneur	-15,039	7,623	-1,973	0,049
smallbusiness-startups	-2,381	17,827	-0,134	0,894
smallbusiness-Entrepreneur	10,653	10,438	1,021	0,307
startups-Entrepreneur	8,272	15,365	0,538	0,590

The table shows that most comparison pairs do not differ statistically significantly (p -value > 0.05). This means that the number of comments that people put on a post that has an award does not differ depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically significant (p -value < 0.05). Statistically significant differences were revealed for the following comparison pairs: e

commerce-small business; e commerce-Entrepreneur; EntrepreneurRideAlong-Entrepreneur; Business_Ideas-Entrepreneur; business-Entrepreneur. This means that the number of comments that people put on a post that has an award depends on the subreddit of the post in these comparison pairs.

4.11.5 Sentiment of the title (all posts).

This study considers the sentiment of the title and analyze whether there are differences in the level of values of the sentiment depending on the subreddit of the posts.

Table 17 below shows the sentiment of each the subreddit.

Table 17. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	685	0,063	0,000	0,786	-3,250	3,500	6,750
Business_Ideas	384	0,235	0,000	0,563	-1,500	3,900	5,400
ecommerce	481	0,181	0,000	0,580	-2,100	2,900	5,000
Entrepreneur	998	0,283	0,000	0,639	-3,250	3,150	6,400
EntrepreneurRideAlong	406	0,343	0,000	0,636	-1,400	3,150	4,550
Lightbulb	30	0,363	0,250	0,709	-0,750	2,800	3,550
sidehustle	61	0,360	0,250	0,526	-0,750	1,700	2,450
smallbusiness	998	0,224	0,000	0,576	-1,750	2,900	4,650
startups	147	0,335	0,250	0,658	-1,250	2,800	4,050
Total	4190	0,226	0,000	0,643	-3,250	3,900	7,150

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the title indicator changes. The calculations show that the average value is greater than the median. This means that in all categories of posts there are more positive values than negative values in the sentiment of the title indicator. We shall develop statistical hypotheses:

H0: The value of the sentiment of the title indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the title indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 18 below.

Table 18. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	4190
Test Statistic	71,797 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the title indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 19.

Table 19. Pairwise Comparisons of the subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-ecommerce	-190,685	69,602	-2,740	0,006
business-smallbusiness	-290,601	58,053	-5,006	0,000
business-Business_Ideas	-298,667	74,588	-4,004	0,000
business-Entrepreneur	-397,659	58,053	-6,850	0,000
business-EntrepreneurRideAlong	-462,162	73,282	-6,307	0,000
business-Lightbulb	-479,689	218,243	-2,198	0,028
business-startups	-487,810	106,353	-4,587	0,000
business-sidehustle	-590,426	156,333	-3,777	0,000
ecommerce-smallbusiness	-99,916	64,944	-1,538	0,124
ecommerce-Business_Ideas	107,982	80,069	1,349	0,177
ecommerce-Entrepreneur	-206,974	64,944	-3,187	0,001
ecommerce-EntrepreneurRideAlong	-271,477	78,853	-3,443	0,001
ecommerce-Lightbulb	-289,004	220,176	-1,313	0,189
ecommerce-startups	-297,125	110,266	-2,695	0,007
ecommerce-sidehustle	-399,741	159,021	-2,514	0,012
smallbusiness-Business_Ideas	8,066	70,261	0,115	0,909
smallbusiness-Entrepreneur	107,058	52,377	2,044	0,041
smallbusiness-EntrepreneurRideAlong	171,561	68,873	2,491	0,013
smallbusiness-Lightbulb	189,088	216,802	0,872	0,383
smallbusiness-startups	-197,209	103,365	-1,908	0,056
smallbusiness-sidehustle	299,825	154,316	1,943	0,052
Business_Ideas-Entrepreneur	-98,992	70,261	-1,409	0,159
Business_Ideas-EntrepreneurRideAlong	-163,495	83,287	-1,963	0,050
Business_Ideas-Lightbulb	-181,022	221,803	-0,816	0,414

Business_Ideas-startups	-189,143	113,479	-1,667	0,096
Business_Ideas-sidehustle	-291,759	161,266	-1,809	0,070
Entrepreneur-EntrepreneurRideAlong	-64,503	68,873	-0,937	0,349
Entrepreneur-Lightbulb	-82,030	216,802	-0,378	0,705
Entrepreneur-startups	-90,151	103,365	-0,872	0,383
Entrepreneur-sidehustle	-192,767	154,316	-1,249	0,212
EntrepreneurRideAlong-Lightbulb	-17,527	221,367	-0,079	0,937
EntrepreneurRideAlong-startups	-25,648	112,625	-0,228	0,820
EntrepreneurRideAlong-sidehustle	-128,264	160,666	-0,798	0,425
Lightbulb-startups	-8,120	234,401	-0,035	0,972
Lightbulb-sidehustle	-110,737	260,908	-0,424	0,671
startups-sidehustle	102,616	178,197	0,576	0,565

The table shows that most comparison pairs do not differ statistically significantly (p -value > 0.05). This means that the sentiment of the title indicator does not differ depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically significant (p -value < 0.05). Statistically significant differences were revealed for the following comparison pairs: business-e commerce; business-smallbusiness; business-Business_Ideas; business-Entrepreneur; business-EntrepreneurRideAlong; business-Lightbulb; business-startups; business-sidehustle; ecommerce-Entrepreneur; ecommerce-EntrepreneurRideAlong; ecommerce-startups; ecommerce-sidehustle; smallbusiness-Entrepreneur; smallbusiness-EntrepreneurRideAlong. This means that the value of the sentiment of the title indicator depends on the subreddit of the post in these comparison pairs.

4.11.6 *Sentiment of the title of posts with awards.*

There is a need to look at the sentiment of the title indicator and analyze whether there are differences in the level of values of sentiment of the title depending on the subreddit of the post, when the post has awards.

Table 20 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 20 Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	15	-0,180	0,000	0,872	-3,200	0,500	3,700
Business_Ideas	6	0,600	0,650	0,999	-0,750	2,250	3,000
ecommerce	5	0,310	0,000	0,907	-0,750	1,600	2,350

Entrepreneur	49	0,120	0,000	0,713	-1,500	2,100	3,600
EntrepreneurRideAlong	4	0,988	0,650	1,629	-0,500	3,150	3,650
sidehustle	1	0,800	0,800		0,800	0,800	0,000
smallbusiness	7	0,379	0,000	0,474	0,000	0,950	0,950
startups	3	0,500	0,000	0,866	0,000	1,500	1,500
Total	90	0,192	0,000	0,828	-3,200	3,150	6,350

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the title indicator changes. The calculations show that in most cases the average value is greater than the median. This means that there are more positive values in these categories of posts than negative values in the sentiment of the title indicator. In the business subreddit, the average value is less than the median. This means that there were more negative values in this subreddit than positive ones. There were no posts in the lightbulb subreddit that have an award, and there was only one post in the sidehustle subreddit, so these categories will not participate in further analysis. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the sentiment of the title indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the title indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Shapiro-Wilk criterion ($p\text{-value} < 0.05$). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 21 below.

Table 21. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	89
Test Statistic	6,186 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	0,403
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be accepted (p-value > 0.05). The value of the sentiment of the title indicator does not depend on the subreddit of the post that has awards.

4.11.7 Sentiment of the text (all posts).

This study considers the sentiment of the text indicator and analyze whether there are differences in the level of values of sentiment of the text depending on the subreddit of the post.

Table 22 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 22. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	685	1,122	0,000	2,198	-5,25	16	21,25
Business_Ideas	384	2,590	2,000	2,799	-2,5	18,45	20,95
ecommerce	481	2,393	1,600	3,483	-2,2	38,75	40,95
Entrepreneur	998	3,628	2,600	4,559	-7,35	51,2	58,55
EntrepreneurRideAlong	406	4,094	3,100	4,500	-2,3	31,05	33,35
Lightbulb	30	2,070	1,225	3,208	-1	16,2	17,2
sidehustle	61	3,018	2,100	4,168	-1,35	27,8	29,15
smallbusiness	998	2,651	2,050	2,973	-5,1	21,95	27,05
startups	147	4,224	3,750	3,091	-2,5	15,5	18
Total	4190	2,795	1,900	3,667	-7,35	51,2	58,55

Based on the calculated average values, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the text indicator changes. The calculations show that the average value is greater than the median. This means that in all categories of posts there are more positive values than negative values in terms of sentiment of the text. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the sentiment of the text indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the text indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-

Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 23 below.

Table 23. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	4190
Test Statistic	454,410 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the text indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 24.

Table 24. Pairwise Comparisons of subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-Lightbulb	-484,223	225,370	-2,149	0,032
business-ecommerce	-678,536	71,876	-9,440	0,000
business-Business_Ideas	-823,701	77,024	-10,694	0,000
business-smallbusiness	-857,502	59,949	-14,304	0,000
business-sidehustle	-868,350	161,439	-5,379	0,000
business-Entrepreneur	-1091,109	59,949	-18,201	0,000
business-EntrepreneurRideAlong	-1150,266	75,675	-15,200	0,000
business-startups	-1522,303	109,827	-13,861	0,000
Lightbulb-ecommerce	194,312	227,367	0,855	0,393
Lightbulb-Business_Ideas	339,478	229,047	1,482	0,138
Lightbulb-smallbusiness	-373,279	223,883	-1,667	0,095
Lightbulb-sidehustle	-384,127	269,429	-1,426	0,154
Lightbulb-Entrepreneur	606,885	223,883	2,711	0,007
Lightbulb-EntrepreneurRideAlong	666,043	228,596	2,914	0,004
Lightbulb-startups	-1038,080	242,057	-4,289	0,000
ecommerce-Business_Ideas	145,165	82,684	1,756	0,079
ecommerce-smallbusiness	-178,966	67,065	-2,669	0,008
ecommerce-sidehustle	-189,815	164,215	-1,156	0,248

ecommerce-Entrepreneur	-412,573	67,065	-6,152	0,000
ecommerce-EntrepreneurRideAlong	-471,730	81,428	-5,793	0,000
ecommerce-startups	-843,767	113,867	-7,410	0,000
Business_Ideas-smallbusiness	-33,801	72,556	-0,466	0,641
Business_Ideas-sidehustle	-44,650	166,533	-0,268	0,789
Business_Ideas-Entrepreneur	-267,408	72,556	-3,686	0,000
Business_Ideas-EntrepreneurRideAlong	-326,565	86,007	-3,797	0,000
Business_Ideas-startups	-698,602	117,185	-5,962	0,000
smallbusiness-sidehustle	10,849	159,356	0,068	0,946
smallbusiness-Entrepreneur	233,607	54,088	4,319	0,000
smallbusiness-EntrepreneurRideAlong	292,764	71,122	4,116	0,000
smallbusiness-startups	-664,801	106,740	-6,228	0,000
sidehustle-Entrepreneur	222,758	159,356	1,398	0,162
sidehustle-EntrepreneurRideAlong	281,915	165,913	1,699	0,089
sidehustle-startups	-653,952	184,017	-3,554	0,000
Entrepreneur-EntrepreneurRideAlong	-59,157	71,122	-0,832	0,406
Entrepreneur-startups	-431,194	106,740	-4,040	0,000
EntrepreneurRideAlong-startups	-372,037	116,303	-3,199	0,001

The table shows that most comparison pairs differ statistically significantly ($p\text{-value} < 0.05$). This means that the sentiment of the text indicator differs depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant ($p\text{-value} > 0.05$). No statistically significant differences were found for the following comparison pairs: Lightbulb-e commerce; Lightbulb-Business_Ideas; Lightbulb-smallbusiness; Lightbulb-sidehustle; e commerce-Business_Ideas; e commerce-sidehustle; Business_Ideas-smallbusiness; Business_Ideas-sidehustle; smallbusiness-sidehustle; sidehustle-Entrepreneur; sidehustle-EntrepreneurRideAlong; Entrepreneur-EntrepreneurRideAlong. This means that the value of the sentiment of the text indicator does not depend on the subreddit of the post in these comparison pairs.

4.11.8 Sentiment of the text of posts with awards.

There is a need to look at the sentiment of the text indicator and analyze whether there are differences in the level of values of sentiment of the text depending on the subreddit of the post, when the post has awards.

Table 25 below shows the main descriptive statistics of the sentiment of the text indicator, depending on the subreddit of the post.

Table 25. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	15	1,350	0,000	2,920	-0,250	9,500	9,750
Business_Ideas	6	1,242	1,200	1,385	-0,450	3,150	3,600
ecommerce	5	8,360	4,200	10,657	0,900	27,100	26,200
Entrepreneur	49	6,346	3,800	8,441	-1,050	40,350	41,400
EntrepreneurRideAlong	4	9,525	10,700	5,353	2,200	14,500	12,300
sidehustle	1	5,750	5,750		5,750	5,750	0,000
smallbusiness	7	2,043	2,650	1,621	-0,650	3,850	4,500
startups	3	6,300	7,850	3,083	2,750	8,300	5,550
Total	90	5,083	2,950	7,268	-1,050	40,350	41,400

Based on the calculated average values, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the text indicator changes. There were no posts in the lightbulb subreddit that have an award, and there was only one post in the sidehustle subreddit, so these categories will not participate in further analysis. We shall develop statistical hypotheses:

H0: The value of the sentiment of the text indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the text indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Shapiro-Wilk criterion ($p\text{-value} < 0.05$). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 26 below.

Table 26. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	89
Test Statistic	21,879 ^a
Degree Of Freedom	6
Asymptotic Sig.(2-sided test)	0,001
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p -value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the text indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 27.

Table 27. Pairwise Comparisons of subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-Business_Ideas	-3,850	12,464	-0,309	0,757
business-smallbusiness	-12,838	11,811	-1,087	0,277
business-Entrepreneur	-26,838	7,614	-3,525	0,000
business-ecommerce	-33,967	13,324	-2,549	0,011
business-startups	-37,933	16,319	-2,325	0,020
business-EntrepreneurRideAlong	-45,267	14,520	-3,118	0,002
Business_Ideas-smallbusiness	-8,988	14,355	-0,626	0,531
Business_Ideas-Entrepreneur	-22,988	11,160	-2,060	0,039
Business_Ideas-ecommerce	-30,117	15,624	-1,928	0,054
Business_Ideas-startups	-34,083	18,245	-1,868	0,062
Business_Ideas-EntrepreneurRideAlong	-41,417	16,655	-2,487	0,013
smallbusiness-Entrepreneur	14,000	10,426	1,343	0,179
smallbusiness-ecommerce	21,129	15,108	1,398	0,162
smallbusiness-startups	-25,095	17,805	-1,409	0,159
smallbusiness-EntrepreneurRideAlong	32,429	16,172	2,005	0,045
Entrepreneur-ecommerce	7,129	12,114	0,588	0,556
Entrepreneur-startups	-11,095	15,346	-0,723	0,470
Entrepreneur-EntrepreneurRideAlong	-18,429	13,417	-1,373	0,170
ecommerce-startups	-3,967	18,843	-0,211	0,833
ecommerce-EntrepreneurRideAlong	-11,300	17,309	-0,653	0,514
startups-EntrepreneurRideAlong	7,333	19,707	0,372	0,710

The table shows that most comparison pairs do not differ statistically significantly (p -value > 0.05). This means that the sentiment of the text indicator does not differ depending on the subreddit of the post that has awards. However, there are several comparison pairs where these differences are statistically significant (p -value < 0.05). Statistically significant

differences were revealed for the following comparison pairs: business-Entrepreneur; business-commerce; business-startups; business-EntrepreneurRideAlong; Business_Ideas-Entrepreneur; Business_Ideas-EntrepreneurRideAlong; smallbusiness-EntrepreneurRideAlong. This means that the value of the sentiment of the text indicator depends on the subreddit of the post that has awards in these comparison pairs.

4.11.9 Sentiment of the comments (all posts).

There is a need to look at the sentiment of the text indicator for the comments left on posts and analyze whether there are differences in the level of values of the sentiment of the text indicator of comments depending on the subreddit of the post.

Table 28 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 28. Descriptive statistics

Subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	12363	0,246	0,000	1,387	-13,30	16,45	29,75
Business_Ideas	2775	0,980	0,600	1,730	-11,30	21,15	32,45
ecommerce	4044	1,119	0,675	1,811	-6,85	16,10	22,95
Entrepreneur	28972	1,106	0,600	1,927	-11,75	31,55	43,30
EntrepreneurRideAlong	2411	1,278	0,750	1,935	-4,80	18,15	22,95
Lightbulb	198	0,456	0,250	1,149	-2,35	4,85	7,20
Sidehustle	1128	1,094	0,750	1,673	-2,00	11,00	13,00
smallbusiness	16789	1,141	0,750	1,988	-9,35	27,85	37,20
startups	4112	1,776	1,150	2,335	-4,40	18,30	22,70
Total	72792	1,005	0,600	1,907	-13,30	31,55	44,85

Based on the calculated average values, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the text indicator changes. The calculations show that the average value of the indicator is greater than the median. This means that in all categories of posts there are more positive values than negative values in terms of sentiment of the text. We shall develop statistical hypotheses:

H0: The value of the sentiment of the text indicator for comments does not change depending on the subreddit of the post

H1: The value of the sentiment of the text indicator for comments varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 29 below.

Table 29. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	72792
Test Statistic	3616,763 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the text indicator for left comments to posts varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 30.

Table 30. Pairwise Comparisons of Subreddit

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-Lightbulb	-3158,818	1501,644	-2,104	0,035
business-Business_Ideas	-9801,955	440,342	-22,260	0,000
business-Entrepreneur	-10860,694	225,194	-48,228	0,000
business-sidehustle	-11169,608	652,011	-17,131	0,000
business-ecommerce	-11302,906	379,749	-29,764	0,000
business-smallbusiness	-11754,744	248,433	-47,316	0,000
business-EntrepreneurRideAlong	-13053,500	466,700	-27,970	0,000
business-startups	-17771,840	377,375	-47,093	0,000
Lightbulb-Business_Ideas	6643,138	1541,994	4,308	0,000
Lightbulb-Entrepreneur	7701,876	1494,844	5,152	0,000
Lightbulb-sidehustle	-8010,790	1615,229	-4,960	0,000
Lightbulb-ecommerce	8144,089	1525,796	5,338	0,000
Lightbulb-smallbusiness	-8595,927	1498,521	-5,736	0,000
Lightbulb-EntrepreneurRideAlong	9894,682	1549,727	6,385	0,000
Lightbulb-startups	-14613,023	1525,207	-9,581	0,000
Business_Ideas-Entrepreneur	-1058,739	416,562	-2,542	0,011
Business_Ideas-sidehustle	-1367,653	740,223	-1,848	0,065
Business_Ideas-ecommerce	-1500,951	516,741	-2,905	0,004

Business_Ideas-smallbusiness	-1952,789	429,570	-4,546	0,000
Business_Ideas-EntrepreneurRideAlong	-3251,544	583,627	-5,571	0,000
Business_Ideas-startups	-7969,885	514,999	-15,476	0,000
Entrepreneur-sidehustle	-308,914	636,193	-0,486	0,627
Entrepreneur-ecommerce	442,212	351,898	1,257	0,209
Entrepreneur-smallbusiness	-894,050	203,327	-4,397	0,000
Entrepreneur-EntrepreneurRideAlong	-2192,806	444,333	-4,935	0,000
Entrepreneur-startups	-6911,146	349,335	-19,784	0,000
sidehustle-ecommerce	133,298	705,860	0,189	0,850
sidehustle-smallbusiness	-585,136	644,785	-0,907	0,364
sidehustle-EntrepreneurRideAlong	1883,892	756,200	2,491	0,013
sidehustle-startups	-6602,232	704,586	-9,370	0,000
ecommerce-smallbusiness	-451,838	367,204	-1,230	0,219
ecommerce-EntrepreneurRideAlong	-1750,593	539,378	-3,246	0,001
ecommerce-startups	-6468,934	464,254	-13,934	0,000
smallbusiness-EntrepreneurRideAlong	1298,756	456,551	2,845	0,004
smallbusiness-startups	-6017,096	364,749	-16,497	0,000
EntrepreneurRideAlong-startups	-4718,341	537,710	-8,775	0,000

The majority of subreddit pairs show statistically significant differences, as indicated by low significance values (Sig.). For example, comparisons involving “business” with other subreddits like “Business_Ideas”, “Entrepreneur”, and “ecommerce” have significance levels of 0.000, indicating extremely strong statistical evidence of differences.

High absolute values of the Standardized Test Statistic indicate a strong effect size. For instance, the comparison between “business” and “Entrepreneur” has a standardized statistic of -48.228, which is quite substantial, emphasizing the strong difference between these communities.

Certain pairs, like “business-Entrepreneur” and “business-smallbusiness”, stand out with extremely high standardized test statistics and very low significance values. These pairs represent the most pronounced differences among the subreddit pairs analyzed.

Understanding Audience Preferences: The differences highlighted in the analysis could be reflective of varying audience preferences and behaviors across these communities. Understanding these nuances is crucial for anyone looking to engage these distinct audiences effectively.

In conclusion, the pairwise comparison of subreddits reveals significant differences in the metric analyzed, with some notable exceptions. These findings provide crucial insights into the distinct nature of each subreddit community, underscoring the importance of tailored strategies for content creation, marketing, and community engagement

4.11.10 Correlation analysis

To compare the number of comments and sentiment analysis in posts as well as the reddit score, we will use correlation analysis. Since the data does not obey the normal distribution law, the Spearman's rho coefficient was used.

Table 31. Correlation analysis

			Comments	Sentiment_title	Sentiment of the text	Score
Spearman's rho	Comments	Correlation Coefficient	1000	0,016	,068**	,572**
		Sig. (2-tailed)		0,292	0,000	0,000
		N	4190	4190	4190	4190
	Sentiment_title	Correlation Coefficient	0,016	1,000	,167**	-0,024
		Sig. (2-tailed)	0,292		0,000	0,128
		N	4190	4190	4190	4190
	Sentiment of the text	Correlation Coefficient	,068**	,167**	1,000	,042**
		Sig. (2-tailed)	0,000	0,000		0,006
		N	4190	4190	4190	4190
	Score	Correlation Coefficient	,572**	-0,024	,042**	1,000
		Sig. (2-tailed)	0,000	0,128	0,006	
		N	4190	4190	4190	4190

The results of the analysis show that there is a good positive relationship between the number of comments and score ($\rho=0.572$). An increase in the values of one indicator leads to an increase in the values of the other. The dependence of sentiment of the title on the number of comments is statistically insignificant ($p=0.292$). The dependence of sentiment of the text on the number of comments is statistically significant ($p=0.000$), but this relationship is weak, because the value of the rho coefficient $=0.068$.

Sentiment of the title shows a weak positive correlation with the sentiment of the text ($\rho = 0.167$), which is statistically significant ($\text{Sig.} = 0.000$). This suggests that the sentiments of the title and the text are somewhat aligned, albeit weakly.

The correlation between sentiment of the title and engagement score is very weak and

negative ($\rho = -0.024$) and not statistically significant ($\text{Sig.} = 0.128$). This implies that the sentiment of the title has no significant linear relationship with the score of a post. The correlation between sentiment of the text and score, on the other hand, is weak but positive ($\rho = 0.042$) and statistically significant ($\text{Sig.} = 0.006$). This suggests a very slight tendency for posts with certain sentiments in their text to score differently, although the effect is minimal.

The strong correlation between comments and scores underscores a key aspect of social media dynamics: posts that engage users (reflected in comments) are likely to be more popular (reflected in scores). This has implications for content strategy, suggesting the importance of creating engaging, conversation-provoking content.

The minimal impact of the title sentiment on the comments and scores suggests that while titles may capture initial attention, they do not significantly drive user engagement or post popularity. The weak but significant correlation between the sentiment of the text and comments hints that the content's emotional tone might slightly influence engagement, although its impact is not strong.

These findings can help content creators, entrepreneurs as well as marketers in crafting their strategies. While sentiment is an aspect of content, its influence on engagement and popularity appears limited. Therefore, focusing on other aspects of the post, such as its relevance, informativeness, or ability to spark discussion, might be more effective. For researchers and analysts, these correlations provide a nuanced understanding of user interaction on social media platforms. The findings suggest that user engagement and post popularity are multi-faceted phenomena that cannot be fully explained by sentiment analysis alone.

In conclusion, Table 31 reveals a complex interplay between comments, sentiment, and scores. The most significant finding is the moderate to strong correlation between comments and scores, suggesting that engagement drives popularity. The influence of sentiment, both in the title and the text, on user engagement and post popularity is relatively minimal, highlighting the need for a broader approach to understanding and enhancing user interaction on social media platforms.

4.11.11 Industries

After a process of manual coding of the unique posts, the keywords were combined into larger categories representing different industries. This has allowed us to determine the fields of interests of the respective subreddit communities.

Conjugacy tables (combination tables) were constructed as a means of representing the joint distribution of two variables designed to investigate the relationship between them. Pearson's chi-squared criterion was used to test the hypothesis that there is a connection between the two features (the subreddit of posts depending on the industry category). In cases where small frequencies were present in the constructed conjugacy tables, the exact Fisher criterion was used. Hypothesis testing is carried out at a significance level of 0.05.

Calculations were performed using the IBM SPSS Statistics program.

Table 32. The number of posts by subreddit that mention Technology

category * Technology Crosstabulation					
			Technology		Total
			0	1	
subreddit	business	Count	631	54	685
		% within subreddit	92,1%	7,9%	100,0%
	Business_Ideas	Count	288	96	384
		% within subreddit	75,0%	25,0%	100,0%
	ecommerce	Count	416	65	481
		% within subreddit	86,5%	13,5%	100,0%
	Entrepreneur	Count	709	289	998
		% within subreddit	71,0%	29,0%	100,0%
	EntrepreneurRideAlong	Count	293	113	406
		% within subreddit	72,2%	27,8%	100,0%
	Lightbulb	Count	25	5	30
		% within subreddit	83,3%	16,7%	100,0%
	sidehustle	Count	53	8	61
		% within subreddit	86,9%	13,1%	100,0%
	smallbusiness	Count	816	182	998
		% within subreddit	81,8%	18,2%	100,0%
	startups	Count	72	75	147
		% within subreddit	49,0%	51,0%	100,0%
Total		Count	3303	887	4190
		% within subreddit	78,8%	21,2%	100,0%

Table 32 provides a detailed crosstabulation of the number of posts mentioning "Technology" across various subreddits. The table is structured to show counts and percentages within each subreddit for posts that either mention technology (indicated as '1') or do not mention technology (indicated as '0').

The subreddit-specific analysis for the mention of technology across various business-related subreddits reveals a spectrum of interest levels in this topic. In the “business” subreddit, out of 685 posts, 92.1% do not mention technology, while 7.9% do, showing technology as a minor but notable topic. “Business_Ideas”, however, indicates a higher relative interest in technology, with 25% of posts mentioning it. “ecommerce” has a moderate focus on technology, with 13.5% of posts mentioning it. This reflects the importance of technology in the e-commerce sector. “Entrepreneur” shows more common mentions of technology, with 29% of posts discussing it, highlighting its relevance in the entrepreneurial journey. “EntrepreneurRideAlong” follows a similar pattern to “Entrepreneur”, with 27.8% of posts mentioning technology, indicating its significance in entrepreneurial discussions. “Lightbulb”, though a smaller subreddit, shows 16.7% of posts discussing technology, suggesting its relevance in innovative ideas.

“Sidehustle” has 13.1% of posts mentioning technology, indicating a moderate focus on this topic. “Smallbusiness” shows a significant interest in technology, with 18.2% of posts mentioning it, reflecting the role of technology in small business operations and strategies. “Startups” exhibits the highest relative interest in technology among these subreddits, with 51% of posts mentioning it, underscoring the centrality of technology in the startup ecosystem.

Overall, the analysis indicates that technology is a topic of varying interest across these business-related subreddits, ranging from a minor focus in forums like “Business” to a significant emphasis in “Startups”. This insight is valuable for stakeholders in the technology sector, suggesting the need for tailored engagement strategies to effectively interact with these specific online business communities.

In summary, Table 32 reveals insightful trends about the prevalence and variance of technology discussions across different business-related subreddits. These insights are crucial for understanding audience interests and tailoring content and engagement strategies on these platforms.

Table 33. The number of posts by subreddit that mention Food and Beverage

category * Food and Beverage Crosstabulation					
			Food and Beverage		Total
			0	1	
subreddit	business	Count	668	17	685
		% within subreddit	97,5%	2,5%	100,0%

Business_Ideas	Count	366	18	384
	% within subreddit	95,3%	4,7%	100,0%
ecommerce	Count	477	4	481
	% within subreddit	99,2%	0,8%	100,0%
Entrepreneur	Count	947	51	998
	% within subreddit	94,9%	5,1%	100,0%
EntrepreneurRideAlong	Count	399	7	406
	% within subreddit	98,3%	1,7%	100,0%
Lightbulb	Count	28	2	30
	% within subreddit	93,3%	6,7%	100,0%
sidehustle	Count	60	1	61
	% within subreddit	98,4%	1,6%	100,0%
smallbusiness	Count	935	63	998
	% within subreddit	93,7%	6,3%	100,0%
startups	Count	142	5	147
	% within subreddit	96,6%	3,4%	100,0%
Total	Count	4022	168	4190
	% within subreddit	96,0%	4,0%	100,0%

Table 33 provides a crosstabulation of the number of posts mentioning "Food and Beverage" across the selected business subreddits.

In the “business” subreddit, out of 685 posts, 97.5% do not mention Food and Beverage, indicating a very limited focus on these topics in this forum. “Business_Ideas” shows a slightly higher, yet still minor, interest with 4.7% of posts mentioning Food and Beverage. “Ecommerce” exhibits a minimal focus on Food and Beverage topics, with only 0.8% of posts discussing them. This suggests that these subjects are not central to e-commerce-related discussions. “Entrepreneur”, however, shows a marginal but noticeable interest in Food and Beverage, with 5.1% of posts mentioning these topics.

“EntrepreneurRideAlong” reflects very little focus on Food and Beverage, with only 1.7% of posts discussing them. “Lightbulb” has a minimal focus on these topics, with 6.7% of posts mentioning Food and Beverage. In “Sidehustle”, only 1.6% of posts mention Food and Beverage, indicating that these topics are not a major focus in this subreddit. “Smallbusiness” shows some interest in Food and Beverage subject matters, with 6.3% of posts mentioning them, suggesting its relevance in small business discussions. In “Startups”, Food and Beverage topics are mentioned in 3.4% of posts, indicating a limited but existing interest in these topics within the startup community.

Overall, the analysis indicates that Food and Beverage subjects generally receive limited attention across these business-related subreddits. While there is some interest in forums like “Smallbusiness” and “Entrepreneur”, the majority of these subreddits do not focus significantly on Food and Beverage topics. This insight is useful for those in the food and beverage industry or those looking to engage with these specific online business communities, highlighting the need for targeted strategies to effectively capture interest.

Table 34. The number of posts by subreddit that mention Marketing

category * Marketing Crosstabulation					
			Marketing		Total
			0	1	
subreddit	business	Count	647	38	685
		% within subreddit	94,5%	5,5%	100,0%
	Business_Ideas	Count	341	43	384
		% within subreddit	88,8%	11,2%	100,0%
	ecommerce	Count	401	80	481
		% within subreddit	83,4%	16,6%	100,0%
	Entrepreneur	Count	827	171	998
		% within subreddit	82,9%	17,1%	100,0%
	EntrepreneurRideAlong	Count	335	71	406
		% within subreddit	82,5%	17,5%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%
	sidehustle	Count	54	7	61
		% within subreddit	88,5%	11,5%	100,0%
	smallbusiness	Count	869	129	998
		% within subreddit	87,1%	12,9%	100,0%
	startups	Count	125	22	147
		% within subreddit	85,0%	15,0%	100,0%
Total		Count	3628	562	4190
		% within subreddit	86,6%	13,4%	100,0%

Table 34 presents the number of posts mentioning "Marketing" across the subreddits.

In the “business” subreddit, out of 685 posts, 94.5% do not mention Marketing, suggesting that it is not a primary focus within this subreddit. However, “Business_Ideas” shows a fair level of engagement with 11.2% of posts discussing Marketing. “Ecommerce” demonstrates a relatively higher focus on Marketing, with 16.6% of posts mentioning it. This

aligns with the nature of e-commerce where marketing strategies are crucial. “Entrepreneur” also shows a notable interest in Marketing, with 17.1% of the posts discussing it.

Similarly, “EntrepreneurRideAlong” exhibits interest in Marketing, with 17.5% of posts mentioning these topics, indicating its relevance in the entrepreneurial journey. In contrast, “Lightbulb” has very minimal mentions of Marketing, with only 3.3% of posts discussing it. “Sidehustle” shows some engagement with Marketing subjects, with 11.5% of posts mentioning them. “Smallbusiness” indicates a moderate interest in Marketing, with 12.9% of posts discussing these topics, suggesting its importance in small business operations. In “Startups”, 15% of posts mention Marketing, reflecting a significant interest in these strategies among startups.

Overall, the analysis indicates that Marketing is a topic of varying interest across these business-related subreddits, from being a relatively higher focus in forums like “Ecommerce” and “Entrepreneur” to a more modest or minimal focus in others like “business” and “Lightbulb”. This insight is valuable for marketing professionals and stakeholders, suggesting the need for tailored strategies to engage effectively within these specific online business communities.

Table 35. The number of posts by subreddit that mention Shipping and Logistics

category * Shipping and Logistics Crosstabulation					
			Shipping and Logistics		Total
			0	1	
subreddit	business	Count	635	50	685
		% within subreddit	92,7%	7,3%	100,0%
	Business_Ideas	Count	330	54	384
		% within subreddit	85,9%	14,1%	100,0%
	ecommerce	Count	361	120	481
		% within subreddit	75,1%	24,9%	100,0%
	Entrepreneur	Count	834	164	998
		% within subreddit	83,6%	16,4%	100,0%
	EntrepreneurRideAlong	Count	342	64	406
		% within subreddit	84,2%	15,8%	100,0%
	Lightbulb	Count	28	2	30
		% within subreddit	93,3%	6,7%	100,0%
	sidehustle	Count	55	6	61
		% within subreddit	90,2%	9,8%	100,0%

	smallbusiness	Count	849	149	998
		% within subreddit	85,1%	14,9%	100,0%
	startups	Count	123	24	147
		% within subreddit	83,7%	16,3%	100,0%
Total	Count	3557	633	4190	
	% within subreddit	84,9%	15,1%	100,0%	

Table 35 is concerned with "Shipping and Logistics" across the different subreddits. In "business", out of 685 posts, 92.7% do not discuss Shipping and Logistics, while 7.3% do, indicating a modest level of interest in the topic within this subreddit. In contrast, "Business_Ideas" shows a relatively higher interest, with 14.1% of posts mentioning shipping and logistics.

"Ecommerce" has a significant focus on Shipping and Logistics, reflected by 24.9% of posts mentioning these topics. This is consistent with the nature of e-commerce, where shipping and logistics are integral components. "Entrepreneur" exhibits a notable interest, with 16.4% of posts discussing shipping and logistics.

"EntrepreneurRideAlong" shows a moderate interest in Shipping and Logistics, with 15.8% of posts mentioning these topics. This suggests a relevant focus on these areas in this entrepreneurial community. "Lightbulb" has a minimal focus on shipping and logistics, with only 6.7% of posts mentioning it.

"Sidehustle" demonstrates a limited engagement with Shipping and Logistics, with 9.8% of posts discussing these subjects. "Smallbusiness", on the other hand, shows a significant interest in Shipping and Logistics, with 14.9% of posts mentioning them, indicating the importance of these topics in small business operations. In "Startups", 16.3% of posts mention Shipping and Logistics, reflecting a substantial interest in these areas in the startup community.

Overall, the analysis indicates varied interest levels in Shipping and Logistics across these business-related subreddits. Forums like "Ecommerce" and "Smallbusiness" have a strong focus, while others like "Business" and "Lightbulb" show more modest engagement. This insight is useful for stakeholders in the shipping and logistics sector, suggesting the need for nuanced engagement strategies within these specific online business communities.

Table 36. The number of posts by subreddit that mention Commerce

category * Commerce Crosstabulation						
			Commerce		Total	
			0	1		
subreddit	business	Count	640	45	685	
		% within subreddit	93,4%	6,6%	100,0%	
	Business_Ideas	Count	342	42	384	
		% within subreddit	89,1%	10,9%	100,0%	
	ecommerce	Count	315	166	481	
		% within subreddit	65,5%	34,5%	100,0%	
	Entrepreneur	Count	850	148	998	
		% within subreddit	85,2%	14,8%	100,0%	
	EntrepreneurRideAlong	Count	352	54	406	
		% within subreddit	86,7%	13,3%	100,0%	
	Lightbulb	Count	28	2	30	
		% within subreddit	93,3%	6,7%	100,0%	
	sidehustle	Count	58	3	61	
		% within subreddit	95,1%	4,9%	100,0%	
	smallbusiness	Count	844	154	998	
		% within subreddit	84,6%	15,4%	100,0%	
	startups	Count	125	22	147	
		% within subreddit	85,0%	15,0%	100,0%	
	Total		Count	3554	636	4190
			% within subreddit	84,8%	15,2%	100,0%

Table 36 provides a crosstabulation of the number of posts mentioning "Commerce" across the various subreddits. In the "business" subreddit, out of 685 posts, 93.4% do not mention Commerce, with 6.6% addressing the topic, indicating a moderate interest in Commerce. "Business_Ideas" shows a fair level of engagement with Commerce topics, with 10.9% of posts mentioning them, suggesting an active interest in this area.

"Ecommerce", as expected, has a strong focus on Commerce, with 34.5% of posts mentioning it. This is consistent with the nature of this subreddit, where Commerce is a central theme. In "Entrepreneur", there's a noticeable interest in Commerce subjects, with 14.8% of posts discussing them. "EntrepreneurRideAlong" demonstrates a moderate interest in Commerce, with 13.3% of the posts mentioning Commerce topics. This indicates a relevant

but not overwhelming focus on Commerce in this entrepreneurial space. “Lightbulb” has a minimal focus on Commerce, with only 6.7% of posts mentioning it.

“Sidehustle” shows a limited engagement with Commerce topics, with only 4.9% of posts discussing them, indicating that Commerce is not a major focus in this subreddit. “Smallbusiness”, however, shows a significant interest in Commerce, with 15.4% of posts mentioning Commerce themes. This suggests that Commerce is a relevant and frequently discussed topic in the small business community. In the “Startups” subreddit, 15% of posts mention Commerce, indicating a substantial interest in this subject among startup-focused discussions.

Overall, the analysis indicates varying levels of interest in Commerce topics across these business-related subreddits, ranging from strong focus in forums like “Ecommerce” and “Smallbusiness” to more moderate interest in others like “Business” and “EntrepreneurRideAlong”. This insight is valuable for stakeholders in the commerce sector, highlighting the need for tailored engagement strategies in these specific online business communities.

Table 37. The number of posts by subreddit that mention Health and Wellness

category * Health and Wellness Crosstabulation					
			Health and Wellness		Total
			0	1	
subreddit	business	Count	680	5	685
		% within subreddit	99,3%	0,7%	100,0%
	Business_Ideas	Count	368	16	384
		% within subreddit	95,8%	4,2%	100,0%
	ecommerce	Count	478	3	481
		% within subreddit	99,4%	0,6%	100,0%
	Entrepreneur	Count	974	24	998
		% within subreddit	97,6%	2,4%	100,0%
	EntrepreneurRideAlong	Count	397	9	406
		% within subreddit	97,8%	2,2%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%
	sidehustle	Count	61	0	61
		% within subreddit	100,0%	0,0%	100,0%
	smallbusiness	Count	978	20	998
		% within subreddit	98,0%	2,0%	100,0%

	startups	Count	146	1	147
		% within subreddit	99,3%	0,7%	100,0%
Total		Count	4111	79	4190
		% within subreddit	98,1%	1,9%	100,0%

Table 37 presents a crosstabulation of the number of posts mentioning the "Health and Wellness" category across the subreddits. In the "business" subreddit, out of 685 posts, a significant 99.3% do not discuss Health and Wellness, with only 0.7% addressing this topic, indicating a very limited discussion on Health and Wellness within this business-focused forum. Similarly, "Business_Ideas" shows a minor interest in Health and Wellness, with only 4.2% of posts mentioning it.

The "Ecommerce" subreddit demonstrates a minimal focus on Health and Wellness topics, with 99.4% of posts not discussing them. In "Entrepreneur", the interest in Health and Wellness is slightly higher but still marginal, with 2.4% of posts mentioning the area. "EntrepreneurRideAlong" exhibits a similar trend, with 2.2% of posts discussing Health and Wellness, suggesting little focus on this area. "Lightbulb", a subreddit focused on innovative ideas, shows that only one post (3.3%) discusses Health and Wellness, underlining the topic's peripheral status in these discussions.

Notably, "Sidehustle" completely lacks any mention of Health and Wellness in its posts, indicating no focus on this topic within the subreddit. "Smallbusiness" demonstrates some interest in Health and Wellness subjects, with 2% of posts mentioning them, suggesting a degree of relevance. However, in the "Startups" subreddit, the mention of Health and Wellness is extremely rare, with only 0.7% of posts discussing it, reflecting a very limited focus on these topics in the startup community.

Overall, this analysis indicates that Health and Wellness matters are not predominantly discussed in these business-related subreddits, with the majority of the forums showing very limited to minimal focus on these subjects. This insight is important for stakeholders in the Health and Wellness sector, highlighting the need for more targeted strategies to engage these specific online business communities effectively.

Table 38. The number of posts by subreddit that mention Education

category * Education Crosstabulation					
			Education		Total
			0	1	
subreddit	business	Count	677	8	685
		% within subreddit	98,8%	1,2%	100,0%
	Business_Ideas	Count	374	10	384
		% within subreddit	97,4%	2,6%	100,0%
	ecommerce	Count	472	9	481
		% within subreddit	98,1%	1,9%	100,0%
	Entrepreneur	Count	965	33	998
		% within subreddit	96,7%	3,3%	100,0%
	EntrepreneurRideAlong	Count	395	11	406
		% within subreddit	97,3%	2,7%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%
	sidehustle	Count	56	5	61
		% within subreddit	91,8%	8,2%	100,0%
	smallbusiness	Count	977	21	998
		% within subreddit	97,9%	2,1%	100,0%
	startups	Count	141	6	147
		% within subreddit	95,9%	4,1%	100,0%
Total	Count	4086	104	4190	
	% within subreddit	97,5%	2,5%	100,0%	

Table 38 offers a crosstabulation of the number of posts mentioning "Education" across the selected subreddits. In "business", a vast majority of 98.8% of posts do not mention Education, indicating a very limited focus on this topic within the subreddit. "Business_Ideas" shows a slightly higher interest in Education, with 2.6% of posts discussing it, but this still remains marginal.

"Ecommerce" and "EntrepreneurRideAlong" subreddits demonstrate a similar trend, with only 1.9% and 2.7% of posts mentioning Education, respectively. This suggests a minimal focus on Education topics within these forums. "Entrepreneur" exhibits a slightly higher engagement, with 3.3% of posts mentioning Education, indicating a somewhat more notable but still limited interest.

In “Lightbulb”, only one post (3.3%) discusses Education, underlining the topic’s peripheral status in this subreddit. “Sidehustle” shows a relatively higher engagement, with 8.2% of posts mentioning Education, although it’s still not a primary focus. “Smallbusiness” has a moderate, though not substantial, interest in Education, with 2.1% of posts mentioning it. In contrast, “Startups” shows a relatively higher interest, with 4.1% of posts discussing Education, suggesting some relevance of the topic in this entrepreneurial space.

Overall, the analysis indicates that Education is not a central subject in these business-related subreddits, with mentions ranging from very limited to moderately limited across different forums. This insight is important for those in the educational sector or looking to integrate educational topics into business discussions, highlighting the need for targeted strategies to engage these specific online business communities effectively.

Table 39. The number of posts by subreddit that mention Travel

category * Travel Crosstabulation					
			Travel		Total
			0	1	
subreddit	business	Count	682	3	685
		% within subreddit	99,6%	0,4%	100,0%
	Business_Ideas	Count	378	6	384
		% within subreddit	98,4%	1,6%	100,0%
	ecommerce	Count	477	4	481
		% within subreddit	99,2%	0,8%	100,0%
	Entrepreneur	Count	981	17	998
		% within subreddit	98,3%	1,7%	100,0%
	EntrepreneurRideAlong	Count	401	5	406
		% within subreddit	98,8%	1,2%	100,0%
	Lightbulb	Count	30	0	30
		% within subreddit	100,0%	0,0%	100,0%
	sidehustle	Count	60	1	61
		% within subreddit	98,4%	1,6%	100,0%
	smallbusiness	Count	984	14	998
		% within subreddit	98,6%	1,4%	100,0%
	startups	Count	144	3	147
		% within subreddit	98,0%	2,0%	100,0%
Total	Count	4137	53	4190	
	% within subreddit	98,7%	1,3%	100,0%	

Table 39 is a crosstabulation of the number of posts mentioning "Travel" across various subreddits. The table classifies posts into those that mention Travel (indicated as "1") and those that do not (indicated as "0").

In the "business" subreddit, out of 685 posts, a predominant 99.6% do not discuss Travel, with only a minimal 0.4% addressing this topic. This demonstrates an extremely limited focus on Travel within the Business-oriented discussions. The "Business_Ideas" subreddit shows a slightly higher, yet still marginal, interest in Travel, with 1.6% of posts mentioning the subject. This suggests a very peripheral engagement with Travel in the context of business ideas.

The "Ecommerce" subreddit follows a similar trend, with 99.2% of posts not mentioning Travel and only 0.8% discussing it, indicating a minimal focus on Travel topics. This could reflect the nature of the discourse in this subreddit, where Travel might not be a central theme. "Entrepreneur" and "EntrepreneurRideAlong" subreddits demonstrate a very limited interest in Travel, with only 1.7% and 1.2% of posts mentioning it, respectively. This indicates that while Travel might be relevant to a small segment of these communities, it is not a primary topic of discussion.

The "Lightbulb" subreddit, focused on innovative ideas, shows no posts discussing Travel, highlighting a complete lack of focus on this topic in these innovation-centered discussions. In contrast, "Sidehustle" has a slightly higher mention of Travel in 1.6% of posts, although it remains a peripheral theme. "Smallbusiness" shows a moderate, though still limited, interest in Travel, with 1.4% of posts mentioning these topics. This could reflect the relevance of Travel in the context of small business operations and strategies. However, in the "Startups" subreddit, only 2% of posts mention Travel, suggesting that while there is some interest, it remains a secondary topic.

In summary, the analysis across these subreddits indicates that Travel areas are not predominantly discussed in these business-related online communities. The consistently low percentage of posts mentioning Travel across various forums suggests that Travel is not a primary concern within these online business discussions. This insight is crucial for stakeholders in the Travel industry or those looking to integrate Travel-related themes into business discussions, indicating the need for more targeted or innovative engagement strategies to spark interest in Travel within these specific online business communities.

Table 40. The number of posts by subreddit that mention Entertainment

category * Entertainment Crosstabulation					
			Entertainment		Total
			0	1	
subreddit	business	Count	673	12	685
		% within subreddit	98,2%	1,8%	100,0%
	Business_Ideas	Count	355	29	384
		% within subreddit	92,4%	7,6%	100,0%
	ecommerce	Count	449	32	481
		% within subreddit	93,3%	6,7%	100,0%
	Entrepreneur	Count	940	58	998
		% within subreddit	94,2%	5,8%	100,0%
	EntrepreneurRideAlong	Count	372	34	406
		% within subreddit	91,6%	8,4%	100,0%
	Lightbulb	Count	27	3	30
		% within subreddit	90,0%	10,0%	100,0%
	sidehustle	Count	61	0	61
		% within subreddit	100,0%	0,0%	100,0%
	smallbusiness	Count	960	38	998
		% within subreddit	96,2%	3,8%	100,0%
	startups	Count	143	4	147
		% within subreddit	97,3%	2,7%	100,0%
Total		Count	3980	210	4190
		% within subreddit	95,0%	5,0%	100,0%

Table 40 provides a crosstabulation of the number of posts mentioning "Entertainment". In the "business" subreddit, a comprehensive analysis of 685 posts reveals that a vast majority, 98.2%, do not discuss Entertainment, with only a meager 1.8% addressing this topic. This indicates a very limited focus on Entertainment within the Business-oriented discussions. The trend is slightly different in the "Business_Ideas" subreddit, where 7.6% of posts mention Entertainment, suggesting a higher, though still moderate, interest in the theme.

The "Ecommerce" subreddit shows a similar pattern, with 93.3% of posts not mentioning Entertainment and 6.7% discussing it, indicating a minor focus on Entertainment subjects. This suggests that while Entertainment is not a central theme, it is still relevant to a small segment of this community. "Entrepreneur" shows a slightly higher engagement with Entertainment topics, with 5.8% of posts mentioning them. This indicates a limited but notable interest in Entertainment within the entrepreneurial community. Similarly,

“EntrepreneurRideAlong” shows a marginal focus on Entertainment, with 8.4% of the posts mentioning these topics.

The “Lightbulb” subreddit, which is centered on innovative ideas, shows that 10% of its posts discuss Entertainment, suggesting a somewhat higher interest in this topic within this innovative space. On the other hand, “Sidehustle” completely lacks any mention of Entertainment in its posts, indicating no focus on this area within the subreddit. “Smallbusiness” demonstrates a moderate interest in Entertainment topics, with 3.8% of posts mentioning them. This could indicate the relevance of Entertainment in the context of small business operations and strategies. However, in the “Startups” subreddit, only 2.7% of posts mention Entertainment, suggesting that while there is some interest, it remains a peripheral topic.

Overall, the analysis of these subreddits indicates that Entertainment subjects are not predominantly discussed in these business-related online communities. The varying levels of interest, ranging from very limited to moderate across different forums, suggest that Entertainment holds some relevance but is not a primary focus of discussion. This insight is vital for stakeholders in the Entertainment industry or those seeking to integrate Entertainment topics into business discussions, suggesting the need for tailored strategies to effectively engage these specific online business communities.

Table 41. The number of posts by subreddit that mention Ecology

category * Eco-friendly Crosstabulation					
			Eco-friendly		Total
			0	1	
subreddit	business	Count	680	5	685
		% within subreddit	99,3%	0,7%	100,0%
	Business_Ideas	Count	375	9	384
		% within subreddit	97,7%	2,3%	100,0%
	ecommerce	Count	476	5	481
		% within subreddit	99,0%	1,0%	100,0%
	Entrepreneur	Count	991	7	998
		% within subreddit	99,3%	0,7%	100,0%
	EntrepreneurRideAlong	Count	401	5	406
		% within subreddit	98,8%	1,2%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%
	sidehustle	Count	59	2	61

		% within subreddit	96,7%	3,3%	100,0%
	smallbusiness	Count	983	15	998
		% within subreddit	98,5%	1,5%	100,0%
	startups	Count	143	4	147
		% within subreddit	97,3%	2,7%	100,0%
	Total	Count	4137	53	4190
% within subreddit		98,7%	1,3%	100,0%	

Table 41 shows the number of "Eco-friendly" posts across the selected subreddits. In the "business" subreddit, out of 685 posts, a staggering 99.3% do not mention Eco-friendly areas, while only 0.7% do. This significant skew indicates a very limited focus on Eco-friendly topics within this subreddit. Similarly, in "Business_Ideas", 97.7% of posts do not mention Eco-friendly areas, with only a marginal 2.3% addressing them. This pattern suggests only a slight interest in ecological topics within the realm of business ideas.

The "Ecommerce" subreddit shows a similar trend, with 99% of posts not discussing Eco-friendly topics. This might reflect the nature of discourse in this subreddit, where the focus might be more on commercial aspects rather than sustainability. "Entrepreneur" also exhibits a very limited interest in Eco-friendly themes, with 99.3% of posts not mentioning them, mirroring the trend seen in the "Business" subreddit. In "EntrepreneurRideAlong", the focus on Eco-friendly topics is slightly higher, with 1.2% of posts mentioning them, but still remains minimal. This indicates that while Eco-friendly considerations might be relevant to a small segment of this community, they are not a central subject of discussion.

In contrast, "Lightbulb" and "Sidehustle" subreddits show a slightly higher engagement with Eco-friendly topics. In "Lightbulb", 3.3% of posts mention ecological areas, while in "Sidehustle", the percentage is the same. This could indicate a slightly higher interest in sustainability within these more innovative and entrepreneurial spaces. "Smallbusiness" shows some interest in Eco-friendly topics, with 1.5% of posts mentioning them. This could reflect the growing awareness and importance of sustainability in small businesses. However, in the "Startups" subreddit, only 2.7% of posts mention Eco-friendly topics, suggesting that while there is some acknowledgment of sustainability, it remains a peripheral subject.

In summary, the analysis of these subreddits reveals that Eco-friendly topics are not a widely discussed subject in the selected business-related forums. The consistently low percentage of posts mentioning sustainable themes across these platforms indicates that sustainability is not a primary concern within these online business communities. This insight

might be crucial for stakeholders in the sustainability sector, suggesting the need for more targeted strategies to elevate the importance of Eco-friendly practices in these business-focused discussions.

Table 42. The number of posts by subreddit that mention Fashion and Beauty

category * Fashion and Beauty Crosstabulation					
			Fashion and Beauty		Total
			0	1	
subreddit	business	Count	681	4	685
		% within subreddit	99,4%	0,6%	100,0%
	Business_Ideas	Count	379	5	384
		% within subreddit	98,7%	1,3%	100,0%
	ecommerce	Count	468	13	481
		% within subreddit	97,3%	2,7%	100,0%
	Entrepreneur	Count	974	24	998
		% within subreddit	97,6%	2,4%	100,0%
	EntrepreneurRideAlong	Count	401	5	406
		% within subreddit	98,8%	1,2%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%
	sidehustle	Count	61	0	61
		% within subreddit	100,0%	0,0%	100,0%
	smallbusiness	Count	981	17	998
		% within subreddit	98,3%	1,7%	100,0%
	startups	Count	145	2	147
		% within subreddit	98,6%	1,4%	100,0%
Total	Count	4119	71	4190	
	% within subreddit	98,3%	1,7%	100,0%	

Table 42 presents a crosstabulation of the number of posts mentioning "Fashion and Beauty" across the various subreddits. Delving into subreddit-specific analyses reveals some interesting trends. In the "business" subreddit, for instance, an overwhelming 99.4% of the posts do not cover Fashion and Beauty topics, with only a negligible 0.6% addressing them. This indicates an extremely limited focus on Fashion and Beauty within this business-oriented forum. A similar pattern is observed in "Business_Ideas" and "Entrepreneur" subreddits, where Fashion and Beauty are mentioned in only 1.3% and 2.4% of the posts, respectively, highlighting a marginal interest in these subjects.

The “Ecommerce” subreddit shows a slightly higher, yet still minor focus on Fashion and Beauty, with 2.7% of posts mentioning these topics. This could be attributed to the relevance of Fashion and Beauty in the e-commerce sector, though it still remains a peripheral area. In contrast, “Sidehustle” completely lacks any mention of Fashion and Beauty in its posts, indicating no focus on these topics within this community.

Other subreddits like “EntrepreneurRideAlong”, “Smallbusiness”, and “Startups” demonstrate a similar pattern, with mentions of Fashion and Beauty being minimal (1.2%, 1.7%, and 1.4% respectively). This trend suggests that while Fashion and Beauty might be of some relevance to these communities, they are not primary subjects. Interestingly, “Lightbulb”, a subreddit focused on innovative ideas, has almost no posts (only 3.3%) discussing Fashion and Beauty, underscoring the peripheral status of these topics in discussions centered around innovation and creativity.

In summary, Table 42 reveals that Fashion and Beauty are not frequently discussed areas in the selected business-related subreddits. The consistently low percentage of posts mentioning Fashion and Beauty across various forums suggests these subjects are not of primary interest within these online business communities. This information is vital for stakeholders in the Fashion and Beauty industry, indicating the need for more targeted or innovative engagement strategies to spark interest in these topics within these business-focused online platforms.

Table 43. The number of posts by subreddit that mention real estate

category * real estate Crosstabulation					
			real estate		Total
			0	1	
subreddit	business	Count	680	5	685
		% within subreddit	99,3%	0,7%	100,0%
	Business_Ideas	Count	376	8	384
		% within subreddit	97,9%	2,1%	100,0%
	ecommerce	Count	480	1	481
		% within subreddit	99,8%	0,2%	100,0%
	Entrepreneur	Count	980	18	998
		% within subreddit	98,2%	1,8%	100,0%
	EntrepreneurRideAlong	Count	400	6	406
		% within subreddit	98,5%	1,5%	100,0%
	Lightbulb	Count	29	1	30
		% within subreddit	96,7%	3,3%	100,0%

	sidehustle	Count	61	0	61
		% within subreddit	100,0%	0,0%	100,0%
	smallbusiness	Count	983	15	998
		% within subreddit	98,5%	1,5%	100,0%
	startups	Count	144	3	147
		% within subreddit	98,0%	2,0%	100,0%
Total	Count	4133	57	4190	
	% within subreddit	98,6%	1,4%	100,0%	

Table 43 provides a crosstabulation of posts across various business-related subreddits, focusing on the mention of Real Estate. This analysis segregates posts into two categories: those mentioning Real Estate (coded as “1”) and those not mentioning it (coded as “0”). The overall distribution of the data in the table is quite telling. Out of a total of 4190 posts, a significant majority of 4133 posts do not mention Real Estate, amounting to about 98.6%, while only 57 posts, approximately 1.4%, discuss this topic. This overwhelming majority indicates that Real Estate is not a primary focus within these business forums.

When breaking down the data by subreddit, some nuanced differences emerge, though the general trend of limited focus on Real Estate remains consistent. In the “Business” subreddit, for instance, an overwhelming 99.3% of the posts do not discuss Real Estate, with a mere 0.7% mentioning it, illustrating a very limited interest in Real Estate within this forum. Similarly, “Business_Ideas” and “Entrepreneur” subreddits show marginal interest in Real Estate, with only 2.1% and 1.8% of the posts mentioning it, respectively.

A striking observation is seen in “Ecommerce” and “Sidehustle” subreddits, where none of the posts mention Real Estate, underscoring a complete lack of focus on this topic in these discussions. “EntrepreneurRideAlong” and “Smallbusiness” exhibit a slightly higher, though still minimal, interest in Real Estate, with 1.5% of posts in each mentioning it. This minimal representation suggests that while Real Estate might be relevant to a small segment of these communities, it is not a central topic of discussion.

In subreddits like “Lightbulb” and “Startups”, the mention of Real Estate is also minimal, with 3.3% and 2% respectively. This indicates that while there is some acknowledgment of Real Estate in these innovative and entrepreneurial spaces, it remains a peripheral subject.

In summary, Table 43 reveals that Real Estate is not a widely discussed topic in the selected business-related subreddits. The consistently low percentages of posts mentioning

Real Estate across various forums reflect a general lack of focus on this subject. For professionals in the Real Estate sector, this might suggest the need for targeted engagement strategies to stir interest in this subject within these online business communities.

Table.44 The number of posts by subreddit that mention Finance and Banking

category * Finance and Banking Crosstabulation					
			Finance and Banking		Total
			0	1	
subreddit	business	Count	629	56	685
		% within subreddit	91,8%	8,2%	100,0%
	Business_Ideas	Count	334	50	384
		% within subreddit	87,0%	13,0%	100,0%
	ecommerce	Count	445	36	481
		% within subreddit	92,5%	7,5%	100,0%
	Entrepreneur	Count	844	154	998
		% within subreddit	84,6%	15,4%	100,0%
	EntrepreneurRideAlong	Count	344	62	406
		% within subreddit	84,7%	15,3%	100,0%
	Lightbulb	Count	30	0	30
		% within subreddit	100,0%	0,0%	100,0%
	sidehustle	Count	53	8	61
		% within subreddit	86,9%	13,1%	100,0%
	smallbusiness	Count	875	123	998
		% within subreddit	87,7%	12,3%	100,0%
	startups	Count	102	45	147
		% within subreddit	69,4%	30,6%	100,0%
Total	Count	3656	534	4190	
	% within subreddit	87,3%	12,7%	100,0%	

We will conduct a comparative analysis of the post distribution across various industry categories based on the originating subreddit using the chi-square statistical test, as illustrated in Table 45.

Table 45. Chi-square results

	Chi-Square Value	Asymptotic Significance (2-sided)
Technology	226,181	0,000
Food and Beverage	41,221	0,000
Marketing	63,439	0,000

Shipping and Logistics	73,895	0,000
Commerce	192,370	0,000
Health and Wellness	24,324	0,002
Education	19,005	0,015
Travel	7,600	0,474
Entertainment	43,647	0,000
Eco-friendly	13,842	0,086
Fashion and Beauty	13,541	0,095
real estate	12,159	0,144
Finance and Banking	80,412	0,000

The test results show that statistically significant differences are observed in most industry categories depending on the subreddit of posts ($p < 0.05$).

No statistically significant links were found in the directions of Travel, Eco-friendly, Fashion and Beauty, real estate ($p > 0.05$), i.e. in these areas the distribution of the number of posts by industry category does not depend on the subreddit of posts.

In conclusion, the chi-square analysis reveals significant differences in the distribution of posts by industry category across different subreddits, with certain industries showing a strong association with specific subreddits. This analysis is crucial for understanding the dynamics of user interests and community engagement on social media platforms, providing valuable insights for content strategy, marketing, and community management.

4.12 Development of the topic of Artificial intelligence through time

The advent of ChatGPT, a sophisticated tool in the realm of artificial intelligence, marked a significant moment in the discussions within the AI community on Reddit. Therefore we used it as a case study to show the impact of new outside developments on the communities and their response the stimuli. We want to explore the evolving dynamics of these discussions by conducting a comparative analysis of the discourse before and after the introduction of ChatGPT. Focusing specifically on the artificial intelligence posts in the selected subreddit, this study aims to uncover how the introduction of ChatGPT has influenced the themes, focus, and general sentiment within this online community.

This analysis confirms that the conversation around AI shifted noticeably following the launch of ChatGPT, with a greater emphasis on specific technologies and their applications in various domains

4.12.1 Qualitative analysis

To perform a qualitative analysis of the top posts before the launch of ChatGPT, we will focus on the themes, content, and sentiments expressed in these posts. Let us start by examining the top posts based on engagement metrics before the launch.

There is a need to look at the details of these posts, including their titles and text, and conduct a qualitative analysis.

Here are the top posts before the launch of ChatGPT based on score, along with a qualitative analysis of their content and themes:

1. *"To all the founders who depend on Google and SEO to get leads and clients - be careful"*

(Subreddit: Entrepreneur, Score: 325, Sentiment Score: Title: 0.0, Text: 9.55)

The post discusses the risks and challenges of relying heavily on Google and SEO for business leads and client acquisition. The author emphasizes the importance of diversification in marketing strategies.

This post likely resonated with entrepreneurs and business owners due to its practical advice on marketing strategies, especially in the context of digital marketing's evolving landscape. The first-person account "Due to the nature of my work - owning a large digital marketing agency... it's important to diversify your lead gen sources." also provides with real-world experience and knowledge on the subject

2. *"TikTok is launching Annoying Ads + Instagram's Outage"*

(Subreddit: Entrepreneur, Score: 268, Sentiment Score: Title: -0.7, Text: 5.95)

This post appears to have garnered attention due to its coverage of current events and developments in major social media platforms, which are of interest to entrepreneurs and marketers. It discusses various updates in the social media world, including TikTok's advertising strategies and Instagram's technical issues.

3. *"What should my price be"*

(Subreddit: Business, Score: 268, Sentiment Score: Title: 0.0, Text: 1.40)

The author seeks advice from the Reddit community on pricing strategies for a social media management service: "Once again I am asking you, the great people of reddit..." This

post's engagement might be attributed to its interactive nature, inviting community input on a common business challenge-pricing strategy.

4. *"\$10,000 in 20-Days Side Hustle Experiment"*

(Subreddit: Entrepreneur, Score: 200, Sentiment Score: Title: 0.0, Text: 0.40)

The author shares a personal experiment to earn \$10,000 in 20 days through various side hustles. "I like money (who doesn't), and I'm always looking for new ways to make more of it." The post likely drew interest due to its relatable goal of generating income through side hustles, a popular topic among entrepreneurs and those seeking financial independence.

5. *"Elon Bankrupting Twitter + Facebooks 11k Employee Layoff"*

(Subreddit: Entrepreneur, Score: 169, Sentiment Score: Title: 0.0, Text: 11.50)

This post covers major news events including Elon Musk's influence on Twitter and Facebook's employee layoffs. The high engagement on this post can be attributed to its focus on significant and controversial events in the tech industry, which are of keen interest to the entrepreneurial community.

These posts collectively reflect a wide range of interests within the business and entrepreneurial communities, from practical advice and personal experiences to discussions of major industry events. They show an active engagement with current trends, challenges, and opportunities in the business world.

The top posts after the launch of ChatGPT based on score, along with a qualitative analysis of their content and themes:

1. *"The 11 best (actually free) AI tools to launch, scale, and run your business."*

(Subreddit: Entrepreneur, Score: 1354, Sentiment Score: Title: 1.90, Text: 24.05)

The post compiles a list of free AI tools useful for entrepreneurs in launching, scaling, and managing their business: "I've seen a bunch of lists of the best AI tools focused on theory, not practice." This post's popularity can be attributed to its practical utility, offering actionable resources for business owners and startups interested in leveraging AI technology.

2. *"10 most impressive companies that have generated millions in revenue off simple ideas."*

(Subreddit: Entrepreneur, Score: 1296, Sentiment Score: Title: 0.75, Text: 3.25)

This post discusses various companies that have achieved significant revenue from seemingly simple business ideas. The appeal of this post lies in its showcase of successful

businesses that have flourished from straightforward concepts, inspiring entrepreneurs and innovators.

3. *"Start at the top: Why 'expensive' CEOs should be the first ones replaced by AI."*

(Subreddit: Business, Score: 1087, Sentiment Score: Title: -0.25, Text: 0.00)

The post shares an article that argues for the replacement of high-cost CEOs with AI, discussing the potential cost-efficiency and effectiveness of AI in executive roles. The engagement on this post may stem from its provocative stance on AI replacing high-level corporate positions, sparking debate and discussion about the future of AI in leadership.

4. *"My (23M) first \$10k month installing internal GPT for businesses."*

(Subreddit: Entrepreneur, Score: 1058, Sentiment Score: Title: 0.00, Text: 7.25)

The author shares their personal success story of earning \$10k in a month by installing GPT (Generative Pre-trained Transformer) models for businesses: "It all started in this very own subreddit just a month ago." This post likely resonated with readers due to its inspirational story of entrepreneurial success, particularly in the trending field of AI and GPT models.

These posts collectively reflect the entrepreneurial community's keen interest in digital content strategies, practical AI applications, inspiring business stories, and discussions on the evolving role of AI in business and leadership.

The first mentions of the practical uses of ChatGPT are first observed a little more than a month from the official release of the program (November 30, 2022). Here are the details of the first mentions of ChatGPT in the dataset, sorted by date:

1. Date: 2022-12-04: *"The top business books to read- Recommendations by ChatGPT"*

(Subreddit: Entrepreneur, Score: 82, Sentiment Score: Title: 0.8, Text: 5.15)

The post discusses book recommendations provided by ChatGPT, indicating an early exploration of its capabilities in generating meaningful content: "I gave ChatGPT the following prompt... [on book recommendations]."

2. Date: 2022-12-05: *"Marketing Recap: ChatGPT AI Vs Google, BeReal Strategy"*

(Subreddit: EntrepreneurRideAlong, Score: 7, Sentiment Score: Title: 0.8, Text: 12.30)

This post includes a marketing update that covers ChatGPT, comparing it with Google's offerings and discussing its potential impact.

3. Date: 2022-12-06: *"Looking to talk about ideas for ChatGPT, anyone interested?"*

(Subreddit: Sidehustle, Score: 0, Sentiment Score: Title: 0.4, Text: 0.25)

The author expresses interest in discussing potential ideas and applications for ChatGPT.

4. Date: 2022-12-08: *"Google Launching New Algorithm + Instagram Shadowbans - Weekly Marketing Updates with ChatGPT AI"*

(Subreddit: Entrepreneur, Score: 25, Sentiment Score: Title: 1.3, Text: 11.70)

The post offers weekly marketing updates, including insights generated by ChatGPT, focusing on Google's new algorithm and Instagram's policies.

5. Date: 2022-12-09: *"ChatGPT"*

(Subreddit: EntrepreneurRideAlong, Score: 0, Sentiment Score: Title: 0.0, Text: 1.20)

The post seems to be an open call for discussions about ChatGPT, highlighting the growing interest in this AI model: "Hey entrepreneurs, looking for people just to talk about ChatGPT."

These early mentions of ChatGPT in various subreddits showcase the initial curiosity and interest in exploring its capabilities, potential applications, and impact on fields like marketing and entrepreneurship. The sentiment scores and engagement levels provide an additional layer of insight into how these early discussions were received by the community.

Here are the details of the highest scoring posts mentioning ChatGPT:

1. Date: 2023-05-04: *"The 11 best (actually free) AI tools to launch, scale, and run your business"*

(Subreddit: Entrepreneur, Score: 1354, Sentiment Score: Title: 1.9, Text: 24.05)

The post lists and discusses eleven free AI tools, including ChatGPT, which can be beneficial for launching, scaling, and managing a business: "I've seen a bunch of lists of the best AI tools focused on theory, not practice." This post likely resonated with entrepreneurs seeking practical, cost-effective AI solutions for their businesses, with ChatGPT being highlighted as a key tool.

2. Date: 2023-03-28: *"Made \$940 in 3 days with the help of ChatGPT"*

(Subreddit: Entrepreneur, Score: 992, Sentiment Score: Title: 0.0, Text: 4.05)

The author shares their experience of generating income using ChatGPT, showcasing its practical application in a business context: "5 days ago I joined the HustleGPT challenge..." This post's high engagement likely stems from its real-world application of ChatGPT, offering a tangible example of AI's potential in entrepreneurship.

3. Date: 2023-04-05: "*How ChatGPT coded 95% of my app*",
(Subreddit: Entrepreneur, Score: 928, Sentiment Score: Title: 0.0, Text: 6.70)

The poster discusses how they utilized ChatGPT to code a significant portion of their application, demonstrating AI's utility in software development: "I've tried and failed a few times building similar apps..." The emphasis on ChatGPT's coding capabilities and its practical use in app development likely drove interest and engagement in this post.

4. Date: 2023-05-10: "*ChatGPT Is Powered by Human Contractors Getting Paid \$10-\$14/hr*"
(Subreddit: Business, Score: 864, Sentiment Score: Title: 0.0, Text: NA)

This post discusses the human labor aspect behind ChatGPT, focusing on the pay rate of contractors involved in its development. Due to the fact that it is a link to another article, the poster has chosen to leave the text blank. The topic offers a behind-the-scenes look at AI development, touching on ethical and economic aspects, which might have sparked significant discussion.

5. Date: 2023-05-23: "*I have reviewed over 900+ AI Tools for my directory; here are the best ones (including ChatGPT)*"
(Subreddit: Entrepreneur, Score: 849, Sentiment Score: Title: 0.5, Text: 23.05)

The author shares insights from reviewing over 900 AI tools, including ChatGPT, providing a comprehensive resource for entrepreneurs as well as simultaneously recommending his business: "As one of the co-founders at AI Scout..." This comprehensive review of AI tools, with a mention of ChatGPT, likely provided valuable information for those interested in AI technologies, contributing to its high score.

These posts illustrate the varied interest in ChatGPT, from its practical applications in business and software development to discussions about its creation and the broader AI tool ecosystem. The high engagement on these posts reflects the growing interest and enthusiasm in the capabilities and implications of AI tools like ChatGPT

4.12.2 Quantitative analysis

All the collected data were analyzed using statistical data analysis methods. The data was described using descriptive statistics methods. To do this, the following indicators were used: average, median, standard deviation, minimum, maximum, range.

Statistical hypotheses were formulated, which were then tested using statistical criteria. Hypothesis testing is carried out at a significance level of 0.05. The normality of the data distribution was checked using the Kolmogorov-Smirnov and Shapiro-Wilk criteria. In the case when the data obeys the normal distribution law, the parametric ANOVA method is used. Otherwise - nonparametric methods Kruskal-Wallis Test and Mann-Whitney U Test.

The calculations were performed in the IBM SPSS Statistics 27 program.

Score of the AI related post (all posts).

There is a need to look at the score indicator and analyze whether there are differences in the level of score values depending on the subreddit of the post.

Table 47 below shows the main descriptive statistics of the score indicator, depending on the subreddit of the post.

Table 47. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	123	37,55	3,00	142,149	0	1087	1087
Business_Ideas	258	4,57	2,00	8,752	0	84	84
ecommerce	148	11,97	5,00	16,786	0	98	98
Entrepreneur	485	86,03	13,00	202,476	0	2026	2026
EntrepreneurRideAlong	459	23,02	6,00	50,074	0	567	567
Lightbulb	43	9,02	2,00	13,407	0	55	55
sidehustle	99	19,95	5,00	45,416	0	329	329
smallbusiness	311	7,77	1,00	41,797	0	433	433
startups	234	11,39	2,00	24,361	0	218	218
Total	2160	31,16	3,00	110,651	0	2026	2026

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the score indicator changes. It is also seen that the value of the average is higher than the median. This suggests that in each subreddit of posts, there are individual posts that have been given very high ratings. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the score indicator does not change depending on the subreddit of the post

H1: The value of the score indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 48 below.

Table 48. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	2160
Test Statistic	380,791 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the score indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 49.

Table 49: Pairwise Comparisons of subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
smallbusiness-Business_Ideas	207,305	52,226	3,969	0,000
smallbusiness-Lightbulb	290,929	100,904	2,883	0,004
smallbusiness-startups	-337,879	53,670	-6,295	0,000
smallbusiness-business	366,927	66,059	5,554	0,000
smallbusiness-sidehustle	479,721	71,568	6,703	0,000
smallbusiness-EntrepreneurRideAlong	547,801	45,549	12,027	0,000
smallbusiness-ecommerce	576,576	61,932	9,310	0,000
smallbusiness-Entrepreneur	791,759	45,053	17,574	0,000
Business_Ideas-Lightbulb	-83,624	102,156	-0,819	0,413
Business_Ideas-startups	-130,574	55,987	-2,332	0,020

Business_Ideas-business	159,621	67,955	2,349	0,019
Business_Ideas-sidehustle	-272,416	73,321	-3,715	0,000
Business_Ideas-EntrepreneurRideAlong	-340,496	48,258	-7,056	0,000
Business_Ideas-ecommerce	-369,271	63,951	-5,774	0,000
Business_Ideas-Entrepreneur	-584,454	47,790	-12,230	0,000
Lightbulb-startups	-46,950	102,901	-0,456	0,648
Lightbulb-business	75,997	109,873	0,692	0,489
Lightbulb-sidehustle	-188,792	113,270	-1,667	0,096
Lightbulb-EntrepreneurRideAlong	256,872	98,909	2,597	0,009
Lightbulb-ecommerce	285,647	107,442	2,659	0,008
Lightbulb-Entrepreneur	500,830	98,681	5,075	0,000
startups-business	29,048	69,071	0,421	0,674
startups-sidehustle	141,842	74,357	1,908	0,056
startups-EntrepreneurRideAlong	209,922	49,817	4,214	0,000
startups-ecommerce	238,697	65,135	3,665	0,000
startups-Entrepreneur	453,880	49,364	9,195	0,000
business-sidehustle	-112,795	83,739	-1,347	0,178
business-EntrepreneurRideAlong	-180,875	62,969	-2,872	0,004
business-ecommerce	-209,649	75,670	-2,771	0,006
business-Entrepreneur	-424,833	62,611	-6,785	0,000
sidehustle-EntrepreneurRideAlong	68,080	68,725	0,991	0,322
sidehustle-ecommerce	96,855	80,524	1,203	0,229
sidehustle-Entrepreneur	312,038	68,398	4,562	0,000
EntrepreneurRideAlong-ecommerce	28,775	58,625	0,491	0,624
EntrepreneurRideAlong-Entrepreneur	243,958	40,386	6,041	0,000
ecommerce-Entrepreneur	-215,183	58,240	-3,695	0,000

The table shows that most comparison pairs differ statistically significantly ($p\text{-value} < 0.05$). This means that the rating that people gave to the post varies depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant ($p\text{-value} > 0.05$). No statistically significant differences were found for the following comparison pairs: Business_Ideas-Lightbulb; Lightbulb-startups; Lightbulb-business; Lightbulb-sidehustle; startups-business; startups-sidehustle; business-sidehustle;

sidehustle-EntrepreneurRideAlong; sidehustle-ecommerce; EntrepreneurRideAlong-ecommerce. This means that the rating that people have given to the post does not depend on the subreddit of the post in these comparison pairs.

Score (all posts) by the date of publication of the post.

There is a need to look at the score indicator and analyze whether there are differences in the level of score values by post categories depending on the date of publication of the post.

Table 50 below shows the main descriptive statistics of the score indicator, depending on the date of publication of the post.

Table 50 Descriptive statistics

		N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	before 30.11.22	9	30,67	1,00	89,004	0	268	268
	after 30.11.22	114	38,10	3,00	145,776	0	1087	1087
	Total	123	37,55	3,00	142,149	0	1087	1087
Business_Ideas	before 30.11.22	22	2,91	2,00	2,975	0	11	11
	after 30.11.22	236	4,72	2,00	9,094	0	84	84
	Total	258	4,57	2,00	8,752	0	84	84
ecommerce	before 30.11.22	8	14,75	14,50	13,350	2	37	35
	after 30.11.22	140	11,81	5,00	16,987	0	98	98
	Total	148	11,97	5,00	16,786	0	98	98
Entrepreneur	before 30.11.22	25	71,28	34,00	89,165	2	325	323
	after 30.11.22	460	86,83	12,00	206,884	0	2026	2026
	Total	485	86,03	13,00	202,476	0	2026	2026
EntrepreneurRideAlong	before 30.11.22	28	13,64	7,50	16,813	0	57	57
	after 30.11.22	431	23,63	6,00	51,447	0	567	567
	Total	459	23,02	6,00	50,074	0	567	567
Lightbulb	before 30.11.22	5	19,00	20,00	21,378	0	52	52
	after 30.11.22	38	7,71	2,00	11,807	0	55	55
	Total	43	9,02	2,00	13,407	0	55	55
sidehustle	before 30.11.22	-	-	-	-	-	-	-
	after 30.11.22	99	19,95	5,00	45,416	0	329	329
	Total	99	19,95	5,00	45,416	0	329	329
Smallbusinessness	before 30.11.22	6	6,00	5,00	5,367	1	16	15
	after 30.11.22	305	7,81	1,00	42,201	0	433	433
	Total	311	7,77	1,00	41,797	0	433	433

startups	before 30.11.22	7	7,71	2,00	7,804	1	20	19
	after 30.11.22	227	11,51	2,00	24,694	0	218	218
	Total	234	11,39	2,00	24,361	0	218	218

Based on the calculated averages, it can be assumed that, depending on the date of the post, the value of the score indicator changes. It is also seen that the value of the average is higher than the median in most cases. This suggests that in each subreddit of posts there are individual posts that have been given very high ratings. It is essential to verify the assumption that the value of the score indicator for different categories of posts does not change depending on the date of publication of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p -value < 0.05). Therefore, a nonparametric U Mann-Whitney test will be used for further analysis.

The results of hypothesis testing are presented in Table 51 below.

Table 51. Results

	Mann-Whitney U	Wilcoxon W	Test Statistic	Standard Error	Standardized Test Statistic	Asymptotic Sig (2-sided test)
business	678,000	7233,000	678,000	102,099	1,616	0,106
Business_Ideas	2678,500	30644,500	2678,500	329,051	0,251	0,802
ecommerce	448,000	10318,000	448,000	117,346	-0,954	0,340
Entrepreneur	4627,500	110657,500	4627,500	681,466	-1,647	0,100
EntrepreneurRideAlong	6204,500	99300,500	6204,500	678,077	0,251	0,801
Lightbulb	74,000	815,000	74,000	25,909	-0,811	0,418
sidehustle	-	-	-	-	-	-
smallbusiness	335,500	47000,500	335,500	207,347	-2,795	0,005
startups	670,000	26548,000	670,000	174,932	-0,712	0,477

The results of the analysis show that the value of the score indicator differs statistically significantly ($p < 0.05$) depending on the date of publication of posts only by the subreddit of smallbusiness posts. For the remaining categories of posts, no statistically significant differences in the score indicator were revealed, depending on the date of publication.

Comments (all AI posts).

There is a need to look at the number of comments that people have written under each post and analyze whether there are differences in the number of comments depending on the subreddit of the post.

Table 52 below shows the main descriptive statistics for the number of comments, depending on the subreddit of the post.

Table 52 Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	123	13,88	3,00	34,056	0	261	261
Business_Ideas	258	6,61	4,00	7,294	0	49	49
ecommerce	148	7,95	4,00	10,502	0	64	64
Entrepreneur	485	38,46	12,00	74,077	0	586	586
EntrepreneurRideAlong	459	15,47	4,00	29,792	0	214	214
Lightbulb	43	6,33	3,00	8,445	0	42	42
sidehustle	99	15,67	7,00	26,295	0	206	206
smallbusiness	311	8,14	3,00	22,176	0	189	189
startups	234	18,79	10,00	25,892	0	263	263
Total	2160	18,10	5,00	42,536	0	586	586

Based on the calculated averages, it can be assumed that depending on the subreddit of the post, the number of comments varies. It is also seen that some values of the mean are higher than the median. This suggests that in some categories of posts, there are individual posts that have been given a lot of comments. We shall develop statistical hypotheses:

H0: The number of comments does not change depending on the subreddit of the post

H1: The number of comments varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion ($p\text{-value} < 0.05$). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 53 below.

Table 53. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	2160
Test Statistic	191,814 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The number of comments varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 54.

Table 54. Pairwise Comparisons of subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
smallbusiness-Lightbulb	43,143	101,221	0,426	0,670
smallbusiness-business	82,693	66,266	1,248	0,212
smallbusiness-Business_Ideas	107,902	52,390	2,060	0,039
smallbusiness-ecommerce	135,719	62,126	2,185	0,029
smallbusiness-EntrepreneurRideAlong	144,167	45,692	3,155	0,002
smallbusiness-sidehustle	339,249	71,792	4,725	0,000
smallbusiness-Entrepreneur	466,266	45,195	10,317	0,000
smallbusiness-startups	-498,221	53,838	-9,254	0,000
Lightbulb-business	39,550	110,217	0,359	0,720
Lightbulb-Business_Ideas	64,760	102,476	0,632	0,527
Lightbulb-ecommerce	92,577	107,779	0,859	0,390
Lightbulb-EntrepreneurRideAlong	101,024	99,219	1,018	0,309
Lightbulb-sidehustle	-296,107	113,625	-2,606	0,009
Lightbulb-Entrepreneur	423,124	98,990	4,274	0,000
Lightbulb-startups	-455,078	103,224	-4,409	0,000
business-Business_Ideas	-25,209	68,168	-0,370	0,712
business-ecommerce	-53,026	75,907	-0,699	0,485
business-EntrepreneurRideAlong	-61,473	63,166	-0,973	0,330
business-sidehustle	-256,556	84,002	-3,054	0,002
business-Entrepreneur	-383,573	62,807	-6,107	0,000

business-startups	-415,528	69,288	-5,997	0,000
Business_Ideas-ecommerce	-27,817	64,151	-0,434	0,665
Business_Ideas-EntrepreneurRideAlong	-36,264	48,409	-0,749	0,454
Business_Ideas-sidehustle	-231,347	73,551	-3,145	0,002
Business_Ideas-Entrepreneur	-358,364	47,940	-7,475	0,000
Business_Ideas-startups	-390,319	56,162	-6,950	0,000
ecommerce-EntrepreneurRideAlong	-8,447	58,808	-0,144	0,886
ecommerce-sidehustle	-203,530	80,776	-2,520	0,012
ecommerce-Entrepreneur	-330,547	58,423	-5,658	0,000
ecommerce-startups	-362,502	65,339	-5,548	0,000
EntrepreneurRideAlong-sidehustle	-195,083	68,941	-2,830	0,005
EntrepreneurRideAlong-Entrepreneur	322,100	40,513	7,951	0,000
EntrepreneurRideAlong-startups	-354,054	49,973	-7,085	0,000
sidehustle-Entrepreneur	127,017	68,612	1,851	0,064
sidehustle-startups	-158,972	74,590	-2,131	0,033
Entrepreneur-startups	-31,954	49,518	-0,645	0,519

The table shows that most comparison pairs differ statistically significantly ($p\text{-value} < 0.05$). This means that the number of comments that people put to the post varies depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant ($p\text{-value} > 0.05$). No statistically significant differences were found for the following comparison pairs: smallbusiness-Lightbulb; smallbusiness-business; Lightbulb-business; Lightbulb-Business_Ideas; Lightbulb-ecommerce; Lightbulb-EntrepreneurRideAlong; business-Business_Ideas; business-ecommerce; business-EntrepreneurRideAlong; Business_Ideas-ecommerce; Business_Ideas-EntrepreneurRideAlong; ecommerce-EntrepreneurRideAlong; sidehustle-Entrepreneur; Entrepreneur-startups. This means that the number of comments that people put on the post does not depend on the subreddit of the post in these comparison pairs.

Comments (all AI posts) by the date of publication of the post.

There is a need to look at the number of comments that people have written under each post and analyze whether there are differences in the number of comments depending on the date of publication of the post. The analysis will be carried out on different subreddits of posts.

Table 55 below shows the main descriptive statistics of the comments indicator, depending on the date of publication of the post.

Table 55 Descriptive statistics

		N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	before 30.11.22	9	3,67	2,00	3,841	1	11	10
	after 30.11.22	114	14,68	4,00	35,245	0	261	261
	Total	123	13,88	3,00	34,056	0	261	261
Business_Ideas	before 30.11.22	22	3,64	2,00	4,403	0	15	15
	after 30.11.22	236	6,89	5,00	7,453	0	49	49
	Total	258	6,61	4,00	7,294	0	49	49
ecommerce	before 30.11.22	8	4,88	3,50	3,271	2	10	8
	after 30.11.22	140	8,13	4,50	10,748	0	64	64
	Total	148	7,95	4,00	10,502	0	64	64
Entrepreneur	before 30.11.22	25	35,12	24,00	34,473	1	138	137
	after 30.11.22	460	38,64	11,00	75,654	0	586	586
	Total	485	38,46	12,00	74,077	0	586	586
Entrepreneur RideAlong	before 30.11.22	28	10,36	3,00	19,515	0	99	99
	after 30.11.22	431	15,80	4,00	30,326	0	214	214
	Total	459	15,47	4,00	29,792	0	214	214
Lightbulb	before 30.11.22	5	2,80	2,00	1,643	1	5	4
	after 30.11.22	38	6,79	3,50	8,875	0	42	42
	Total	43	6,33	3,00	8,445	0	42	42
sidehustle	before 30.11.22	-	-	-	-	-	-	-
	after 30.11.22	99	15,67	7,00	26,295	0	206	206
	Total	99	15,67	7,00	26,295	0	206	206
Smallbusiness	before 30.11.22	6	7,33	6,50	7,711	1	22	21
	after 30.11.22	305	8,16	3,00	22,371	0	189	189
	Total	311	8,14	3,00	22,176	0	189	189
startups	before 30.11.22	7	30,00	19,00	37,112	0	108	108
	after 30.11.22	227	18,44	10,00	25,507	0	263	263
	Total	234	18,79	10,00	25,892	0	263	263

Based on the calculated averages, it can be assumed that depending on the date of the post, the number of comments varies. It is also seen that the value of the average is higher than the median. This suggests that in each subreddit of posts, there are individual posts that had a large number of comments. It is essential to verify the assumption that the value of the number of comments on different categories of posts does not change depending on the date of publication of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p -value < 0.05). Therefore, a nonparametric U Mann-Whitney test will be used for further analysis.

The results of hypothesis testing are presented in Table 56 below.

Table 56. Results

	Mann-Whitney U	Wilcoxon W	Test Statistic	Standard Error	Standardized Test Statistic	Asymptotic Sig.(2-sided test)
business	595,000	7150,000	595,000	102,355	0,801	0,423
Business_Ideas	3476,000	31442,000	3476,000	333,370	2,640	0,008
ecommerce	601,000	10471,000	601,000	117,521	0,349	0,727
Entrepreneur	4482,500	110512,500	4482,500	681,696	-1,859	0,063
EntrepreneurRide Along	6517,000	99613,000	6517,000	676,189	0,714	0,475
Lightbulb	117,000	858,000	117,000	26,237	0,839	0,402
sidehustle	-	-	-	-	-	-
smallbusiness	734,000	47399,000	734,000	214,037	-0,846	0,398
startups	674,500	26552,500	674,500	176,253	-0,681	0,496

The results of the analysis show that the number of comments differs statistically significantly ($p < 0.05$) depending on the date of publication of posts only in the Business_Ideas subreddit. There were no statistically significant differences in the number of comments for the remaining categories of posts, depending on the date of publication.

Sentiment of the title (AI posts).

This study considers the sentiment of the title indicator and analyze whether there are differences in the level of values of sentiment of the title depending on the subreddit of the post.

Table 57 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 57. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	123	0,367	0,400	0,608	-1,55	2,00	3,55
Business_Ideas	258	0,355	0,000	0,571	-0,75	2,35	3,10
ecommerce	148	0,203	0,000	0,522	-1,70	3,00	4,70
Entrepreneur	485	0,367	0,250	0,635	-1,70	2,70	4,40
EntrepreneurRideAlong	459	0,320	0,100	0,630	-1,70	2,75	4,45
Lightbulb	43	0,294	0,000	0,759	-1,25	2,30	3,55
sidehustle	99	0,298	0,000	0,571	-1,25	2,30	3,55
smallbusiness	311	0,392	0,050	0,573	-0,85	2,45	3,30
startups	234	0,276	0,050	0,629	-2,30	2,30	4,60
Total	2160	0,334	0,050	0,609	-2,30	3,00	5,30

Based on the calculated averages, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the title indicator changes. The calculations show that the average value is greater than the median in most categories. This means that in all categories of posts there are more positive values than negative values in the sentiment of the title indicator. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the sentiment of the title indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the title indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 58 below.

Table 58. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	2160
Test Statistic	18,234 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,020
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the title indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 59.

Table 59. Pairwise Comparisons of subreddit

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
ecommerce-sidehustle	-106,830	78,487	-1,361	0,173
ecommerce-Lightbulb	-123,256	104,725	-1,177	0,239
ecommerce-startups	-125,051	63,488	-1,970	0,049
ecommerce-EntrepreneurRideAlong	-151,481	57,142	-2,651	0,008
ecommerce-Business_Ideas	167,515	62,333	2,687	0,007
ecommerce-Entrepreneur	-204,275	56,767	-3,598	0,000
ecommerce-smallbusiness	-210,714	60,366	-3,491	0,000
ecommerce-business	221,151	73,756	2,998	0,003
sidehustle-Lightbulb	16,426	110,406	0,149	0,882
sidehustle-startups	-18,222	72,476	-0,251	0,801
sidehustle-EntrepreneurRideAlong	44,652	66,987	0,667	0,505
sidehustle-Business_Ideas	60,686	71,467	0,849	0,396
sidehustle-Entrepreneur	97,445	66,668	1,462	0,144
sidehustle-smallbusiness	-103,884	69,758	-1,489	0,136
sidehustle-business	114,322	81,622	1,401	0,161
Lightbulb-startups	-1,796	100,299	-0,018	0,986
Lightbulb-EntrepreneurRideAlong	28,226	96,407	0,293	0,770
Lightbulb-Business_Ideas	44,260	99,572	0,444	0,657
Lightbulb-Entrepreneur	81,019	96,186	0,842	0,400
Lightbulb-smallbusiness	-87,458	98,353	-0,889	0,374
Lightbulb-business	97,896	107,094	0,914	0,361
startups-EntrepreneurRideAlong	26,430	48,557	0,544	0,586
startups-Business_Ideas	42,464	54,571	0,778	0,436
startups-Entrepreneur	79,223	48,115	1,647	0,100
startups-smallbusiness	85,662	52,313	1,637	0,102
startups-business	96,100	67,324	1,427	0,153
EntrepreneurRideAlong-Business_Ideas	16,034	47,037	0,341	0,733
EntrepreneurRideAlong-Entrepreneur	52,793	39,365	1,341	0,180

EntrepreneurRideAlong-smallbusiness	-59,232	44,397	-1,334	0,182
EntrepreneurRideAlong-business	69,670	61,376	1,135	0,256
Business_Ideas-Entrepreneur	-36,759	46,581	-0,789	0,430
Business_Ideas-smallbusiness	-43,198	50,906	-0,849	0,396
Business_Ideas-business	53,636	66,237	0,810	0,418
Entrepreneur-smallbusiness	-6,439	43,914	-0,147	0,883
Entrepreneur-business	16,877	61,028	0,277	0,782
smallbusiness-business	10,438	64,389	0,162	0,871

The table shows that most comparison pairs do not differ statistically significantly (p -value > 0.05). This means that the sentiment of the title indicator does not differ depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically significant (p -value < 0.05). Statistically significant differences were revealed for the following comparison pairs: ecommerce-startups; ecommerce-EntrepreneurRideAlong; ecommerce-Business_Ideas; ecommerce-Entrepreneur; ecommerce-smallbusiness; ecommerce-business. This means that the value of the sentiment of the title indicator depends on the subreddit of the post in these comparison pairs.

Sentiment of the title (all AI posts) by the date of publication of the post

This study considers the sentiment of the title indicator and analyze whether there are differences in the level of values of sentiment of the title depending on the date of publication of the post. The analysis will be carried out on different subreddits of posts.

Table 60 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the date of publication of the post.

Table 60. Descriptive statistics

		N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	before 30.11.22	9	0,278	0,000	0,441	0,00	1,00	1,00
	after 30.11.22	114	0,375	0,425	0,621	-1,55	2,00	3,55
	Total	123	0,367	0,400	0,608	-1,55	2,00	3,55
Business_Ideas	before 30.11.22	22	0,286	0,075	0,456	-0,50	1,55	2,05
	after 30.11.22	236	0,361	0,000	0,581	-0,75	2,35	3,10
	Total	258	0,355	0,000	0,571	-0,75	2,35	3,10
ecommerce	before 30.11.22	8	0,275	0,000	0,489	0,00	1,40	1,40
	after 30.11.22	140	0,199	0,000	0,526	-1,70	3,00	4,70
	Total	148	0,203	0,000	0,522	-1,70	3,00	4,70

Entrepreneur	before 30.11.22	25	0,072	0,000	0,444	-0,75	1,60	2,35
	after 30.11.22	460	0,383	0,300	0,640	-1,70	2,70	4,40
	Total	485	0,367	0,250	0,635	-1,70	2,70	4,40
Entrepreneur RideAlong	before 30.11.22	28	0,229	0,000	0,678	-0,75	2,00	2,75
	after 30.11.22	431	0,326	0,100	0,627	-1,70	2,75	4,45
	Total	459	0,320	0,100	0,630	-1,70	2,75	4,45
Lightbulb	before 30.11.22	5	0,430	0,600	0,671	-0,75	0,85	1,60
	after 30.11.22	38	0,276	0,000	0,776	-1,25	2,30	3,55
	Total	43	0,294	0,000	0,759	-1,25	2,30	3,55
sidehustle	before 30.11.22	-	-	-	-	-	-	-
	after 30.11.22	99	0,298	0,000	0,571	-1,25	2,30	3,55
	Total	99	0,298	0,000	0,571	-1,25	2,30	3,55
Smallbusiness	before 30.11.22	6	0,208	0,125	0,246	0,00	0,50	0,50
	after 30.11.22	305	0,396	0,050	0,578	-0,85	2,45	3,30
	Total	311	0,392	0,050	0,573	-0,85	2,45	3,30
startups	before 30.11.22	7	-0,100	0,000	0,412	-1,00	0,30	1,30
	after 30.11.22	227	0,288	0,100	0,631	-2,30	2,30	4,60
	Total	234	0,276	0,050	0,629	-2,30	2,30	4,60

Based on the calculated averages, it can be assumed that depending on the date of the post, the sentiment of the title indicator changes. It is also seen that the value of the average is higher than the median in most cases. This suggests that in each subreddit of posts, there are individual posts that had a large value of the sentiment of the title indicator. It is essential to verify the assumption that the value of the sentiment of the title indicator for different categories of posts does not change depending on the date of publication of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion ($p\text{-value} < 0.05$). Therefore, a nonparametric U Mann-Whitney test will be used for further analysis.

The results of hypothesis testing are presented in Table 61 below.

Table 61. Results

Subreddit	Mann-Whitney U	Wilcoxon W	Test Statistic	Standard Error	Standardized Test Statistic	Asymptotic Sig.(2-sided test)
business	578,500	7133,500	578,500	101,540	0,645	0,519
Business_Ideas	2539,500	30505,500	2539,500	316,919	-0,178	0,859
ecommerce	508,500	10378,500	508,500	100,536	-0,512	0,608
Entrepreneur	7629,500	113659,500	7629,500	672,949	2,793	0,005

Entrepreneur RideAlong	6900,000	99996,000	6900,000	665,034	1,302	0,193
Lightbulb	72,500	813,500	72,500	26,014	-0,865	0,405
sidehustle	-	-	-	-	-	-
smallbusiness	1034,500	47699,500	1034,500	208,044	0,574	0,566
startups	1100,000	26978,000	1100,000	171,901	1,777	0,076

The results of the analysis show that the sentiment of the title indicator statistically significantly differs ($p < 0.05$) depending on the date of publication of posts only by the subreddit of Entrepreneur posts. There were no statistically significant differences in the sentiment of the title indicator for the remaining subreddits of posts, depending on the publication date.

Sentiment of the text (all AI posts).

This study considers the sentiment of the text indicator and analyze whether there are differences in the level of values of sentiment of the text depending on the subreddit of the post.

Table 62 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 62. Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	123	2,528	0,000	5,478	-2,00	34,60	36,60
Business_Ideas	258	5,617	3,875	6,741	-1,70	55,00	56,70
ecommerce	148	7,065	3,125	9,658	-0,65	44,60	45,25
Entrepreneur	485	8,108	5,300	9,614	-3,95	81,35	85,30
EntrepreneurRideAlong	459	6,690	4,800	7,283	-0,80	46,90	47,70
Lightbulb	43	3,007	1,250	4,636	-1,35	16,20	17,55
sidehustle	99	4,788	2,600	7,326	0,00	51,10	51,10
smallbusiness	311	5,301	3,850	5,702	-2,10	38,05	40,15
startups	234	5,536	3,525	7,093	-2,65	81,35	84,00
Total	2160	6,183	3,900	7,783	-3,95	81,35	85,30

Based on the calculated average values, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the text indicator changes. The calculations show that the average value is greater than the median. This means that in all categories of

posts there are more positive values than negative values in terms of sentiment of the text. The study's approach includes the formulation of the following statistical hypotheses:

H0: The value of the sentiment of the text indicator does not change depending on the subreddit of the post

H1: The value of the sentiment of the text indicator varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 63 below.

Table 63. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	2160
Test Statistic	111,730 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p-value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the text indicator varies depending on the subreddit of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 64.

Table 64. Pairwise Comparisons of subreddits

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-Lightbulb	-114,391	110,291	-1,037	0,300
business-sidehustle	-347,160	84,058	-4,130	0,000
business-ecommerce	-438,578	75,958	-5,774	0,000
business-smallbusiness	-448,962	66,311	-6,771	0,000
business-Business_Ideas	-471,009	68,214	-6,905	0,000
business-startups	-481,471	69,334	-6,944	0,000
business-EntrepreneurRideAlong	-521,112	63,208	-8,244	0,000
business-Entrepreneur	-596,186	62,849	-9,486	0,000
Lightbulb-sidehustle	-232,769	113,701	-2,047	0,041

Lightbulb-ecommerce	324,187	107,851	3,006	0,003
Lightbulb-smallbusiness	-334,571	101,288	-3,303	0,001
Lightbulb-Business_Ideas	356,618	102,544	3,478	0,001
Lightbulb-startups	-367,080	103,293	-3,554	0,000
Lightbulb-EntrepreneurRideAlong	406,721	99,285	4,097	0,000
Lightbulb-Entrepreneur	481,795	99,056	4,864	0,000
sidehustle-ecommerce	91,418	80,830	1,131	0,258
sidehustle-smallbusiness	-101,802	71,840	-1,417	0,156
sidehustle-Business_Ideas	123,849	73,600	1,683	0,092
sidehustle-startups	-134,311	74,639	-1,799	0,072
sidehustle-EntrepreneurRideAlong	173,952	68,987	2,522	0,012
sidehustle-Entrepreneur	249,026	68,658	3,627	0,000
ecommerce-smallbusiness	-10,384	62,168	-0,167	0,867
ecommerce-Business_Ideas	32,431	64,194	0,505	0,613
ecommerce-startups	-42,893	65,383	-0,656	0,512
ecommerce-EntrepreneurRideAlong	-82,533	58,848	-1,402	0,161
ecommerce-Entrepreneur	-157,608	58,462	-2,696	0,007
smallbusiness-Business_Ideas	22,047	52,425	0,421	0,674
smallbusiness-startups	-32,509	53,874	-0,603	0,546
smallbusiness-EntrepreneurRideAlong	72,150	45,722	1,578	0,115
smallbusiness-Entrepreneur	147,224	45,225	3,255	0,001
Business_Ideas-startups	-10,462	56,200	-0,186	0,852
Business_Ideas-EntrepreneurRideAlong	-50,103	48,441	-1,034	0,301
Business_Ideas-Entrepreneur	-125,177	47,972	-2,609	0,009
startups-EntrepreneurRideAlong	39,641	50,006	0,793	0,428
startups-Entrepreneur	114,715	49,551	2,315	0,021
EntrepreneurRideAlong-Entrepreneur	75,074	40,540	1,852	0,064

The table shows that half of the comparison pairs are statistically significantly different ($p\text{-value} < 0.05$). This means that the sentiment of the text indicator differs depending on the subreddit of the post. In the second half of the comparison pairs, these differences are statistically insignificant ($p\text{-value} > 0.05$). This means that the value of the sentiment of the text indicator does not depend on the subreddit of the post in these comparison pairs.

Sentiment of the text (all posts) by the date of publication of the posts.

There is a need to look at the sentiment of the text indicator and analyze whether there are differences in the level of values of sentiment of the text depending on the date of publication of the post. The analysis will be carried out on different subreddits of posts.

Table 65 below shows the main descriptive statistics of the sentiment of the text indicator, depending on the date of publication of the post.

Table 65 Descriptive statistics

		N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	before 30.11.22	9	2,689	1,400	3,125	0,00	7,90	7,90
	after 30.11.22	114	2,515	0,000	5,631	-2,00	34,60	36,60
	Total	123	2,528	0,000	5,478	-2,00	34,60	36,60
Business_Ideas	before 30.11.22	22	3,023	2,575	3,013	-1,70	8,35	10,05
	after 30.11.22	236	5,859	3,975	6,942	-0,75	55,00	55,75
	Total	258	5,617	3,875	6,741	-1,70	55,00	56,70
ecommerce	before 30.11.22	8	6,581	1,375	9,251	0,00	27,10	27,10
	after 30.11.22	140	7,093	3,175	9,712	-0,65	44,60	45,25
	Total	148	7,065	3,125	9,658	-0,65	44,60	45,25
Entrepreneur	before 30.11.22	25	6,090	5,300	4,553	-0,30	18,45	18,75
	after 30.11.22	460	8,217	5,325	9,805	-3,95	81,35	85,30
	Total	485	8,108	5,300	9,614	-3,95	81,35	85,30
Entrepreneur RideAlong	before 30.11.22	28	5,748	5,675	4,092	-0,30	14,65	14,95
	after 30.11.22	431	6,751	4,750	7,442	-0,80	46,90	47,70
	Total	459	6,690	4,800	7,283	-0,80	46,90	47,70
Lightbulb	before 30.11.22	5	6,870	1,450	8,300	0,50	16,20	15,70
	after 30.11.22	38	2,499	1,000	3,830	-1,35	16,15	17,50
	Total	43	3,007	1,250	4,636	-1,35	16,20	17,55
sidehustle	before 30.11.22	-	-	-	-	-	-	-
	after 30.11.22	99	4,788	2,600	7,326	0,00	51,10	51,10
	Total	99	4,788	2,600	7,326	0,00	51,10	51,10
Smallbusiness	before 30.11.22	6	4,792	5,750	3,308	0,40	8,75	8,35
	after 30.11.22	305	5,311	3,800	5,742	-2,10	38,05	40,15
	Total	311	5,301	3,850	5,702	-2,10	38,05	40,15
startups	before 30.11.22	7	5,457	4,550	4,600	0,90	13,90	13,00
	after 30.11.22	227	5,539	3,500	7,163	-2,65	81,35	84,00
	Total	234	5,536	3,525	7,093	-2,65	81,35	84,00

Based on the calculated averages, it can be assumed that depending on the date of the post, the sentiment of the text indicator changes. It is also seen that the value of the average is higher than the median in most cases. This suggests that in each subreddit of posts, there are individual posts that had a large value of the sentiment of the text indicator. It is essential to verify the assumption that the value of the sentiment of the text indicator for different categories of posts does not change depending on the date of publication of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p -value < 0.05). Therefore, a nonparametric U Mann-Whitney test will be used for further analysis.

The results of hypothesis testing are presented in Table 66 below.

Table 66. Results

	Mann-Whitney U	Wilcoxon W	Test Statistic	Standard Error	Standardized Test Statistic	Asymptotic Sig.(2-sided test)
business	358,500	6913,500	358,500	95,438	-1,619	0,105
Business_Ideas	3272,000	31238,000	3272,000	334,680	2,020	0,043
ecommerce	573,500	10443,500	573,500	117,480	0,115	0,909
Entrepreneur	5859,000	111889,000	5859,000	681,383	0,160	0,873
Entrepreneur RideAlong	5793,500	98889,500	5793,500	677,312	-0,355	0,723
Lightbulb	65,500	806,500	65,500	26,353	-1,119	0,273
sidehustle	-	-	-	-	-	-
smallbusiness	827,500	47492,500	827,500	218,026	-0,401	0,688
startups	753,500	26631,500	753,500	176,389	-0,232	0,816

The results of the analysis show that the sentiment of the text indicator differs statistically significantly ($p < 0.05$) depending on the date of publication of posts only by the Business_Ideas subreddit. There were no statistically significant differences in the sentiment of the text indicator for the remaining categories of posts, depending on the publication date.

Sentiment of the comments (all posts).

There is a need to look at the sentiment of the text indicator for the comments left on posts and analyze whether there are differences in the level of values of the sentiment of the text indicator of comments depending on the subreddit of the post.

Table 67 below shows the main descriptive statistics of the sentiment of the title indicator, depending on the subreddit of the post.

Table 67 Descriptive statistics

subreddit	N	Mean	Median	Std. Deviation	Minimum	Maximum	Range
business	1693	0,840	0,400	2,013	-6,45	19,35	25,80
Business_Ideas	1639	1,323	0,800	1,939	-3,10	19,60	22,70
ecommerce	1190	1,179	0,800	1,858	-2,25	18,10	20,35
Entrepreneur	18356	1,159	0,750	1,984	-15,85	37,35	53,20
EntrepreneurRideAlong	7197	1,084	0,650	1,840	-4,50	26,95	31,45
Lightbulb	263	1,013	0,550	1,837	-3,20	14,80	18,00
sidehustle	1107	0,919	0,600	1,598	-3,55	16,50	20,05
smallbusiness	2526	1,297	1,000	2,262	-6,50	30,55	37,05
startups	4356	1,581	1,000	2,305	-3,95	34,75	38,70
Total	38327	1,188	0,750	2,009	-15,85	37,35	53,20

Based on the calculated average values, it can be assumed that, depending on the subreddit of the post, the value of the sentiment of the text indicator changes. The calculations show that the average value of the indicator is greater than the median. This means that in all categories of posts there are more positive values than negative values in terms of sentiment of the text. We shall develop statistical hypotheses:

H0: The value of the sentiment of the comments does not change depending on the subreddit of the post

H1: The value of the sentiment of the comments varies depending on the subreddit of the post

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion (p-value < 0.05). Therefore, the nonparametric Kruskal-Wallis test will be used for further analysis.

The results of hypothesis testing are presented in Table 68 below.

Table 68. Independent-Samples Kruskal-Wallis Test

Independent-Samples Kruskal-Wallis Test Summary	
Total N	38327
Test Statistic	337,354 ^a
Degree Of Freedom	8
Asymptotic Sig.(2-sided test)	0,000
a. The test statistic is adjusted for ties.	

The results of the analysis show that the null hypothesis should be rejected (p -value < 0.05) and an alternative hypothesis accepted. The value of the sentiment of the text indicator for left comments to posts varies depending on the subject of the post.

By conducting pairwise multiple comparisons, it can be seen which comparison pairs are statistically significantly different. The results of the check are presented in Table 69.

Table 69. Pairwise Comparisons of subreddit

Subreddit Pairs	Test Statistic	Std. Error	Std. Test Statistic	Sig.
business-sidehustle	-1185,762	426,179	-2,782	0,005
business-Lightbulb	-1463,221	730,791	-2,002	0,045
business-EntrepreneurRideAlong	-2385,022	297,825	-8,008	0,000
business-Entrepreneur	-2682,038	280,055	-9,577	0,000
business-ecommerce	-2919,825	417,095	-7,000	0,000
business-smallbusiness	-3741,975	346,318	-10,805	0,000
business-Business_Ideas	-3900,956	382,076	-10,210	0,000
business-startups	-4871,398	315,780	-15,427	0,000
sidehustle-Lightbulb	277,458	756,351	0,367	0,714
sidehustle-EntrepreneurRideAlong	1199,259	355,966	3,369	0,001
sidehustle-Entrepreneur	1496,275	341,238	4,385	0,000
sidehustle-ecommerce	1734,063	460,414	3,766	0,000
sidehustle-smallbusiness	-2556,213	397,427	-6,432	0,000
sidehustle-Business_Ideas	2715,194	428,945	6,330	0,000
sidehustle-startups	-3685,636	371,119	-9,931	0,000
Lightbulb-EntrepreneurRideAlong	921,801	692,199	1,332	0,183
Lightbulb-Entrepreneur	1218,817	684,741	1,780	0,075
Lightbulb-ecommerce	1456,605	751,271	1,939	0,053
Lightbulb-smallbusiness	-2278,754	714,405	-3,190	0,001
Lightbulb-Business_Ideas	2437,735	732,408	3,328	0,001
Lightbulb-startups	-3408,178	700,111	-4,868	0,000
EntrepreneurRideAlong-Entrepreneur	297,016	153,346	1,937	0,053
EntrepreneurRideAlong-ecommerce	534,804	345,040	1,550	0,121
EntrepreneurRideAlong-smallbusiness	-1356,954	254,990	-5,322	0,000
EntrepreneurRideAlong-Business_Ideas	1515,935	301,771	5,023	0,000
EntrepreneurRideAlong-startups	-2486,377	211,662	-11,747	0,000

Entrepreneur-ecommerce	237,788	329,823	0,721	0,471
Entrepreneur-smallbusiness	-1059,937	233,989	-4,530	0,000
Entrepreneur-Business_Ideas	1218,919	284,248	4,288	0,000
Entrepreneur-startups	-2189,361	185,827	-11,782	0,000
ecommerce-smallbusiness	-822,150	387,670	-2,121	0,034
ecommerce-Business_Ideas	981,131	419,922	2,336	0,019
ecommerce-startups	-1951,573	360,651	-5,411	0,000
smallbusiness-Business_Ideas	158,981	349,717	0,455	0,649
smallbusiness-startups	-1129,423	275,748	-4,096	0,000
Business_Ideas-startups	-970,442	319,504	-3,037	0,002

The table shows that most comparison pairs differ statistically significantly (p-value < 0.05). This means that the sentiment of the text indicator for comments differs depending on the subreddit of the post. However, there are several comparison pairs where these differences are statistically insignificant (p-value > 0.05). No statistically significant differences were found for the following comparison pairs: sidehustle-Lightbulb, Lightbulb-EntrepreneurRideAlong, Lightbulb-Entrepreneur, Lightbulb-ecommerce, EntrepreneurRideAlong-Entrepreneur, EntrepreneurRideAlong-ecommerce, Entrepreneur-ecommerce, smallbusiness-Business_Ideas. This means that the value of the sentiment of the text indicator for comments does not depend on the subreddit of the post in these comparison pairs.

Sentiment of the comments by date of publication of posts

There is a need to look at the sentiment of the text indicator for comments left on posts by subreddit and analyze whether there are differences in the level of values of the sentiment of the text indicator of comments depending on the date of the post.

The table below shows the main descriptive statistics of the sentiment of the title indicator, depending on the date of the post.

Table 70 Descriptive statistics

		N	Mean	Median	Std. Deviation	Min.	Max.	Range
business	before 30.11.22	32	0,634	0,400	1,310	-1,40	5,75	7,15
	after 30.11.22	1661	0,844	0,400	2,025	-6,45	19,35	25,80
	Total	1693	0,840	0,400	2,013	-6,45	19,35	25,80
	before 30.11.22	75	1,188	0,800	1,722	-1,60	8,75	10,35

Business_Ideas	after 30.11.22	1564	1,329	0,800	1,949	-3,10	19,60	22,70
	Total	1639	1,323	0,800	1,939	-3,10	19,60	22,70
ecommerce	before 30.11.22	38	1,580	1,250	1,367	-1,30	4,75	6,05
	after 30.11.22	1152	1,166	0,750	1,871	-2,25	18,10	20,35
	Total	1190	1,179	0,800	1,858	-2,25	18,10	20,35
Entrepreneur	before 30.11.22	826	1,058	0,625	1,808	-3,70	14,65	18,35
	after 30.11.22	17529	1,164	0,750	1,992	-15,85	37,35	53,20
	Total	18355	1,160	0,750	1,984	-15,85	37,35	53,20
Entrepreneur RideAlong	before 30.11.22	258	1,203	1,000	1,389	-3,05	7,80	10,85
	after 30.11.22	6939	1,080	0,600	1,855	-4,50	26,95	31,45
	Total	7197	1,084	0,650	1,840	-4,50	26,95	31,45
Lightbulb	before 30.11.22	13	1,519	1,650	1,692	-1,25	4,00	5,25
	after 30.11.22	250	0,986	0,550	1,844	-3,20	14,80	18,00
	Total	263	1,013	0,550	1,837	-3,20	14,80	18,00
sidehustle	before 30.11.22	-	-	-	-	-	-	-
	after 30.11.22	1107	0,919	0,600	1,598	-3,55	16,50	20,05
	Total	1107	0,919	0,600	1,598	-3,55	16,50	20,05
smallbusiness	before 30.11.22	43	2,145	1,550	2,328	-0,75	10,80	11,55
	after 30.11.22	2483	1,282	1,000	2,258	-6,50	30,55	37,05
	Total	2526	1,297	1,000	2,262	-6,50	30,55	37,05
startups	before 30.11.22	184	1,697	1,025	2,308	-3,75	14,50	18,25
	after 30.11.22	4172	1,576	1,000	2,305	-3,95	34,75	38,70
	Total	4356	1,581	1,000	2,305	-3,95	34,75	38,70

Based on the calculated average values, it can be assumed that depending on the date of the post, the value of the sentiment of the text indicator of comments changes. The calculations show that the average value of the indicator is greater than the median. This means that there are more positive values than negative values in the sentiment of the text indicator. It is essential to verify the assumption that the value of the sentiment of the text indicator of comments in different categories does not change depending on the time of publication of the post.

Before the analysis, the data were checked for the normality of the distribution. The assumption of the normality of the distribution was not confirmed using the Kolmogorov-Smirnov criterion ($p\text{-value} < 0.05$). Therefore, a nonparametric U Mann-Whitney test will be used for further analysis.

The results of hypothesis testing are presented in Table 71 below.

Table 71 Results of hypothesis testing

	Mann-Whitney U	Wilcoxon W	Test Statistic	Standard Error	Standardized Test Statistic	Asymptotic Sig.(2-sided test)
business	27410,500	1407701,500	27410,500	2726,368	0,306	0,760
Business_Ideas	60975,000	1284805,000	60975,000	3988,318	0,583	0,560
ecommerce	16258,500	680386,500	16258,500	2069,043	-2,721	0,007
Entrepreneur	7427256,000	161068941,000	7427256,000	148261,139	1,267	0,205
Entrepreneur RideAlong	777290,000	24855620,000	777290,000	32642,883	-3,610	0,000
Lightbulb	1283,000	32658,000	1283,000	266,480	-1,283	0,199
sidehustle	-	-	-	-	-	-
Smallbusiness	38899,500	3122785,500	38899,500	4730,444	-3,062	0,002
startups	373530,000	9078408,000	373530,000	16664,250	-0,618	0,537

The results of the analysis show that the value of the sentiment of the text indicator for the comments left on posts differs statistically significantly ($p < 0.05$) depending on the date of publication of posts in the categories of posts e commerce, EntrepreneurRideAlong and smallbusiness. For the remaining categories of posts, there were no statistically significant differences in the sentiment of the text of comments, depending on the publication date.

4.12.3 Correlation

This section presents a comparative evaluation of the number of comments and sentiment analysis in posts (sentiment of the title , sentiment of the text and Comments). To do this, we will use correlation analysis. Since the data does not obey the normal distribution law, the Spearman's rho coefficient will be used.

The results of the analysis are presented in Table 72.

Table 72 Correlation

Correlations						
		comments	sentiment of the title	sentiment_ of text	score	
Spearman's rho	comments	Correlation Coefficient	1,000	-,082**	0,005	,588**
		Sig. (2-tailed)		0,000	0,826	0,000
		N	2160	2160	2160	2160

	sentiment of the title	Correlation Coefficient	-,082**	1,000	,085**	-,062**
		Sig. (2-tailed)	0,000		0,000	0,004
		N	2160	2160	2160	2160
	sentiment of the text	Correlation Coefficient	0,005	,085**	1,000	,088**
		Sig. (2-tailed)	0,826	0,000		0,000
		N	2160	2160	2160	2160
	score	Correlation Coefficient	,588**	-,062**	,088**	1,000
		Sig. (2-tailed)	0,000	0,004	0,000	
		N	2160	2160	2160	2160
** . Correlation is significant at the 0.01 level (2-tailed).						

The results of the analysis show that there is a good positive relationship between the number of comments and score ($\rho=0.588$). An increase in the values of one indicator leads to an increase in the values of the other. The dependence of sentiment of the text on the number of comments is statistically insignificant ($p=0.826$). The dependence of sentiment of the title on the number of comments is statistically significant ($p=0.000$), but this relationship is weak, because the value of the rho coefficient $=-0.082$.

The Spearman's rho correlation analysis reveals significant relationships between user engagement, post popularity, and sentiment in online posts. The strong correlation between comments and scores is a key finding, emphasizing the importance of engagement in driving post visibility. The role of sentiment, both in the title and text, appears to be less influential, suggesting a more complex interplay of factors that contribute to the success and visibility of online content.

CHAPTER 5: RECOMMENDATIONS

Leverage Reddit's Community for Business Ideas: Reddit's diverse and engaged community is a rich resource for gathering preliminary insights and perspectives on business ideas. Entrepreneurs should actively participate in relevant subreddits to engage with and gather feedback from this community.

➤ Identifying Relevant Subreddits:

Entrepreneurs should start by identifying subreddits that align with their business domain. This can include industry-specific subreddits, forums focused on entrepreneurship, and communities dedicated to startup discussions. It's crucial to find subreddits where potential customers and knowledgeable individuals in the field are active.

By clearly defining the business niche and target audience, the entrepreneur gains access to a highly knowledgeable base, willing to contribute to the idea generation and development and provide targeted feedback. Understanding the specific interests, needs, and demographics of the intended audience can also be a guide in finding the most relevant subreddits. Utilizing Reddit's search function to find subreddits related to a business area, and using keywords related to the target industry, product, or service are good starting points. Another strategy is to search for terms that are commonly used in the field and try various combinations. Other search engines such as Google or Python and R scripts could also be to complete this task.

Many subreddits have lists of related communities in their sidebars. Exploring these can lead to discovering more niche or specialized forums that might be relevant to the entrepreneur's business. The size and activity level of each subreddit are also of high importance. Larger subreddits can offer a wider audience but might have more noise. Smaller, niche subreddits often have more engaged users and focused discussions but a smaller reach. Looking through posts and comments to gauge the quality of discussions can also help in the selection of the relevant subreddit. Looking for subreddits with active, constructive, and knowledgeable members can indicate the presence of industry experts or enthusiasts with particularly valuable insights.

Each subreddit has its own set of rules and cultural norms, ensuring that these align with the goals of the poster and if promotional or feedback-seeking posts are permitted. Some subreddits, for example, forbid questionnaires, which might necessitate completely changing the format and verbiage of the inquiry.

Paying attention to trending topics or frequently discussed issues within these subreddits can provide insights into what the community is currently interested in or concerned about, which could be relevant to the engagement a post will receive. Sometimes, relevant insights can come from subreddits that are not directly related to the subject but have overlapping interests. For instance, a tech startup might find valuable perspectives in a subreddit focused on the future of work.

Once the potential subreddits have been identified, engaging with the community without outright promoting a business can gather higher-quality of feedback. Participating in discussions, answering questions, and contributing value can help with understanding the community better and finding ideas of value.

Reddit is dynamic, with new subreddits emerging regularly, so keeping an eye out for new communities that might be relevant to a particular business or topic is essential for an entrepreneur looking to use Reddit for crowdsourcing. Tools like RedditList, Subreddit Stats, or other third-party websites that offer insights into subreddit analytics and trends can also help in identifying growing communities and understanding their demographics.

By methodically identifying and engaging with the right subreddits, one can tap into a wealth of knowledge, feedback, and potential support for a particular business idea. The key is to find communities where the target audience is active and where the contributions can be both helpful and well-received.

➤ **Active Participation and Engagement:**

Rather than just observing, entrepreneurs should actively participate in these communities. This includes posting questions, responding to comments, and contributing to discussions. The goal is to become a recognized and trusted member of the community, which can lead to more valuable feedback and insights.

Entrepreneurs should start by establishing a consistent presence within their chosen subreddits. This involves regular participation in discussions, sharing relevant content, and contributing thoughtful insights or questions. It's crucial for entrepreneurs to build credibility within the community. They can achieve this by providing valuable and informative responses to other users' posts and questions. Their contributions should demonstrate industry knowledge and a genuine interest in the community.

Regular engagement is key. Entrepreneurs should make it a point to frequently engage with the content posted by others, offering support, advice, or constructive feedback where

appropriate. They can also share their own experiences and knowledge related to the field. This might include insights from their entrepreneurial journey, industry trends, or lessons learned. However, it's important that this does not come across as self-promotional but rather as a genuine effort to contribute to the community.

When posting about their own business ideas or queries, entrepreneurs should actively encourage feedback and discussions. More importantly, they should be responsive to the comments they receive, showing appreciation for the input and engaging in meaningful dialogues. Understanding and adapting to the unique culture of each subreddit is essential. Entrepreneurs should observe the norms and etiquette of these communities and tailor their communication style accordingly to resonate with the audience. They should utilize subreddit-specific features like flairs and tags to categorize their posts effectively, making them more accessible and relevant to interested members of the community.

While sharing about their business, entrepreneurs must be cautious not to over-promote. The focus should be on adding value to the community rather than just pushing their products or services. Participating in or initiating collaborative discussions can be beneficial. They can explore partnerships, seek advice on business challenges, or discuss industry trends, which fosters a sense of community and collaboration. It's important that entrepreneurs respect the feedback and opinions shared by community members, even when it's critical. This shows that they value the community's input and are committed to improving based on the feedback received.

Networking on Reddit should be done thoughtfully. Entrepreneurs can reach out to other members for deeper discussions, advice, or collaboration, but this should be done with a focus on building genuine connections rather than just seeking benefits for their business.

By following these guidelines, entrepreneurs can effectively engage with Reddit communities in a way that is respectful, constructive, and beneficial both for their personal growth and the development of their business ideas. This approach not only helps in gaining valuable insights but also in building a positive reputation within the Reddit ecosystem.

➤ Presenting Ideas for Feedback:

Entrepreneurs can use Reddit to present their business ideas or concepts and seek feedback. This should be done in a way that encourages constructive criticism and open discussion. It's important to frame these posts in a way that invites honest opinions and suggestions for improvement.

Entrepreneurs should focus on crafting posts that clearly and concisely present their business ideas or concepts. These posts should be designed to engage the community, posing specific questions or seeking feedback on particular aspects of their idea. It's important for them to provide sufficient context when presenting their ideas. This includes background information, the inspiration behind the idea, and any relevant details that can help the community understand and assess the concept more effectively.

Entrepreneurs should explicitly encourage constructive criticism and open discussions. They can do this by asking specific questions and showing openness to diverse perspectives and suggestions. Pinpointing key areas where they need feedback, such as the feasibility of the idea, potential market demand, challenges they might face, or ways to improve the concept.

If applicable, entrepreneurs can enhance their posts with visuals, prototypes, or demos. This can make their ideas more tangible and understandable, thereby eliciting more targeted and useful feedback.

As feedback comes in, it's important for entrepreneurs to respond thoughtfully and engage in conversations. Acknowledging each piece of feedback and discussing it further can lead to more in-depth insights. They should demonstrate an openness to a wide range of opinions, even those that might challenge their initial assumptions. This openness can encourage more members of the community to share their thoughts. Entrepreneurs can keep the community engaged and show their appreciation for the feedback by posting follow-up updates. Sharing how the feedback is being incorporated or has influenced the evolution of their idea can foster a sense of community involvement. While valuing and considering community feedback, entrepreneurs must also balance this with their own vision and business goals. They should weigh the feedback against their own understanding of the market and their business strategy.

Throughout this process, it's crucial for entrepreneurs to respect Reddit's guidelines and the specific rules of the subreddits they are engaging with. Ensuring that their approach to seeking feedback is in line with these guidelines helps maintain credibility and respect within the community.

By thoughtfully presenting their ideas for feedback and engaging with the Reddit community in this manner, entrepreneurs can gain valuable insights that can significantly aid in the refinement and development of their business concepts. This approach not only helps in enhancing their ideas but also builds a rapport with potential customers and advocates within the community.

➤ **Monitoring Trends and Sentiments:**

Regularly monitoring discussions and trends within these communities can provide insights into changing consumer preferences, emerging market trends, and potential unmet needs that a new business could address.

Entrepreneurs should regularly observe discussions within relevant subreddits to stay informed about emerging trends, popular topics, and prevailing sentiments. This involves not just reading posts but also analyzing comments and the overall reaction of the community.

The upvote and downvote system on Reddit can be a useful indicator of what the community values or is interested in. Entrepreneurs should pay attention to posts and comments that receive a high number of upvotes, as these often reflect trending sentiments or popular opinions. By monitoring discussions over time, entrepreneurs can track shifts in consumer preferences and attitudes. This is particularly useful for identifying early signs of changing market demands or emerging needs.

When they identify trending topics relevant to their business, entrepreneurs can engage with these discussions to gain deeper insights. They can ask follow-up questions or share their own perspectives to further understand the community's views. Various tools are available that can help track and analyze trends on Reddit. Entrepreneurs can use these tools to monitor specific keywords, track sentiment analysis, and identify the most talked-about topics in their industry.

By actively monitoring trends and sentiments on Reddit, entrepreneurs can stay ahead of the curve in understanding market dynamics, consumer preferences, and emerging opportunities. This proactive approach allows them to make informed decisions and adapt their strategies in alignment with real-time market feedback and trends.

➤ **Networking with Other Entrepreneurs and Experts:**

Networking with other entrepreneurs and experts on Reddit can lead to valuable collaborations, partnerships, or mentorship opportunities. These connections can provide guidance, resources, and support in developing and refining business ideas.

Entrepreneurs should start by identifying other entrepreneurs, industry experts, and influencers within their relevant subreddits. They can look for users who frequently contribute valuable insights, advice, or have a significant following on the platform.

Entrepreneurs should engage with the content posted by these individuals thoughtfully and constructively. This includes upvoting, commenting with insightful feedback or questions,

and sharing their posts when appropriate. They can initiate conversations by responding to questions or comments posted by these individuals. The aim should be to start a dialogue that is meaningful and relevant to both parties' interests or expertise. Participating in collaborative threads or discussions, such as brainstorming sessions or industry-related Q&As, can be an effective way for entrepreneurs to network. This approach allows for organic interactions with other experts and entrepreneurs.

Entrepreneurs can join or create Reddit groups or chat rooms that focus on specific industry topics or entrepreneurial challenges. These smaller, more focused groups can facilitate deeper networking opportunities. However, they should be willing to both offer and seek advice. This mutual exchange of information and experiences can lead to more meaningful connections and the establishment of mutual respect. Sharing their own experiences and challenges can make entrepreneurs more relatable and open up opportunities for others to connect with them. This could lead to receiving valuable advice, insights, or even offers of collaboration. While networking, it's important for entrepreneurs to respect professional boundaries. This means not being overly promotional or pushy and understanding when it's appropriate to move a conversation to a more private setting like direct messaging. They should follow up on promising interactions and work on fostering these relationships over time. This could involve checking in regularly, sharing relevant information or opportunities, and staying engaged with their network's activities on Reddit.

Entrepreneurs can use their interactions on Reddit as a stepping stone to offline networking opportunities, like industry conferences or meetups, where they can connect with their Reddit contacts in person. Throughout the networking process, it's crucial for entrepreneurs to be genuine and authentic in their interactions. Authenticity builds trust and fosters stronger, more meaningful professional relationships.

By strategically networking with other entrepreneurs and experts on Reddit, entrepreneurs can expand their professional network, gain valuable insights, find potential collaborators, and stay updated on industry trends. This networking should be approached as a two-way street, where sharing knowledge, experiences, and support is mutually beneficial.

➤ Leveraging User-Generated (UGC) Content:

It is crucial to pay attention to user-generated content that may inspire new business ideas or modifications to existing ones. This includes success stories, challenges faced by users, and innovative solutions proposed by community members.

Entrepreneurs should start by identifying user-generated content that is relevant and valuable to their business. This includes posts, comments, discussions, and even multimedia content that align with their industry, target audience, or business challenges. By analyzing discussions and threads, entrepreneurs can gain insights into consumer preferences, pain points, and emerging trends. They should look for patterns and recurring themes in UGC that can inform their business strategies.

Entrepreneurs should engage with the creators of relevant UGC by commenting on their posts, asking follow-up questions, or thanking them for their insights. This not only provides additional information but also helps in building relationships within the community. They can curate ideas, feedback, and suggestions from UGC to inform product development, marketing strategies, or customer service improvements. This curation process involves gathering and organizing content that provides actionable insights.

Entrepreneurs can encourage the creation of more UGC by posing questions, creating engaging topics for discussion, or hosting challenges and contests. This active solicitation can generate a wealth of valuable content and ideas. UGC can serve as an informal yet powerful tool for market research. Entrepreneurs can analyze comments and posts to understand consumer attitudes, identify gaps in the market, and gauge reactions to similar products or services.

When leveraging UGC, it's important for entrepreneurs to respect intellectual property rights and privacy. They should seek permission if they plan to use someone else's content in a way that goes beyond its original context on Reddit. By monitoring the content, entrepreneurs can spot potential collaborators or influencers who resonate with their brand or business goals. These individuals can become valuable partners in promoting their business or product.

Entrepreneurs can share and highlight relevant UGC (with proper credit and permissions) on their platforms or in their marketing materials. This not only showcases real community engagement but also adds authenticity to their brand. When UGC includes feedback or suggestions, entrepreneurs should not only acknowledge it but also act on it where feasible. This shows the community that their input is valued and can influence business decisions.

Regular monitoring of UGC can help entrepreneurs gauge the sentiment around their brand or industry. This can provide early warnings about potential issues or areas needing improvement. They can encourage satisfied customers or users to share their stories and

testimonials on Reddit. These authentic user experiences can be powerful endorsements for their business or product.

By leveraging user-generated content on Reddit, entrepreneurs can access a wealth of authentic, real-time insights and feedback that can significantly influence and improve various aspects of their business. It's a strategy that not only informs decision-making but also helps in building a community around their brand.

➤ Responsiveness to Feedback:

It's essential to be open and responsive to the feedback received. Acknowledge good ideas, clarify doubts, and engage in meaningful conversations. This helps in building a positive reputation and could potentially turn Reddit users into early adopters or brand advocates.

Entrepreneurs should make it a priority to acknowledge all feedback they receive on Reddit, whether it's positive, negative, or neutral. This acknowledgment can be as simple as upvoting a comment, replying with a thank-you message, or providing a more detailed response where appropriate. When feedback warrants a detailed response, entrepreneurs should engage in a constructive dialogue. They should address specific points raised in the feedback, provide clarifications if needed, and express gratitude for the input received.

Entrepreneurs should demonstrate their openness to change and improvement based on the feedback. This can involve discussing how they might incorporate suggestions into their business or product, or acknowledging areas of potential enhancement.

Negative feedback should be handled professionally and calmly. Entrepreneurs should avoid getting defensive; instead, they should try to understand the underlying concerns and address them thoughtfully. If entrepreneurs decide to implement changes based on the feedback, they should follow up with the Reddit community. Sharing updates about how feedback was used not only shows respect for the community's input but also encourages further engagement.

When feedback is unclear or incomplete, entrepreneurs should feel free to ask clarifying questions. This helps in ensuring they fully understand the feedback and can respond or take action appropriately. While being responsive to feedback, entrepreneurs should also balance it with their overall business goals and vision. They should consider how the feedback aligns with their business strategy and core values. Entrepreneurs can encourage ongoing feedback by creating an environment where community members feel their opinions are valued and taken

seriously. This can involve regular engagement, asking for feedback on specific issues, or hosting dedicated feedback sessions.

Transparency and honesty are key when responding to feedback. Entrepreneurs should be open about what they can and cannot change, and explain the reasons behind their decisions. Feedback should be viewed as a tool for continuous improvement. Entrepreneurs can use insights gained from feedback to refine their products, services, and customer experiences. Keeping a record of the feedback received and analyzing it for patterns or common themes can provide valuable insights for strategic decision-making. By being responsive and acting on feedback, entrepreneurs can build a community of advocates on Reddit who feel invested in the business's success and are likely to support and promote it.

Being responsive to feedback on Reddit involves more than just replying to comments. It's about creating an interactive, respectful, and constructive engagement that values and considers the community's opinions and insights. This approach not only enhances the entrepreneur's reputation but also contributes significantly to the growth and improvement of their business.

➤ Respecting Reddit's Culture and Guidelines:

Each subreddit has its own culture and set of rules. Entrepreneurs must respect these guidelines to avoid being perceived as spammy or purely self-promotional. Authenticity and genuine engagement are key to gaining trust and respect in these communities.

Entrepreneurs should take the time to understand the specific rules of each subreddit they participate in. These rules can vary significantly and dictate what type of content and behavior is acceptable.

Beyond official rules, each subreddit has its own set of unwritten norms and cultural nuances. Entrepreneurs should observe and learn these norms to interact in ways that are respectful and appropriate to the community's culture.

One common guideline across many subreddits is a disdain for overt self-promotion. Entrepreneurs should ensure that their contributions are primarily focused on adding value to the community rather than just promoting their business.

Reddit communities value authenticity. Entrepreneurs should engage in a genuine manner, showing their personality and being transparent about their intentions. If a post or comment is removed or moderated, entrepreneurs should respond respectfully. They should

seek to understand the reason behind the moderation action and learn from it, rather than reacting defensively.

If entrepreneurs choose to use Reddit's advertising features, they should do so ethically and in line with Reddit's advertising guidelines. This means creating ads that are honest, respectful, and clearly marked as promotional content. Reddit users often value their privacy and anonymity. Entrepreneurs should respect this by not attempting to uncover or reveal personal information about users or pressuring users to disclose their identities. They should strive to contribute to a positive and supportive environment on Reddit. This involves avoiding toxic behavior, not engaging in arguments or flame wars, and being supportive of other community members.

Reddit's policies and guidelines can evolve. Entrepreneurs should stay updated on any changes to ensure their continued compliance and appropriate engagement with the community. If entrepreneurs build a following on Reddit, they should encourage their followers to also respect Reddit's culture and guidelines. This can help maintain a positive and respectful environment for all users.

Entrepreneurs should balance their business goals with the expectations and norms of the Reddit community. They should find creative ways to engage that align with both their business objectives and the community's culture. If entrepreneurs receive feedback or criticism about their engagement style or content, they should take it seriously and use it as an opportunity to better align with the community's expectations.

By respecting Reddit's culture and guidelines, entrepreneurs can build trust and credibility within the community. This respect not only helps in avoiding conflicts and moderation issues but also fosters a positive reputation, making the community more receptive to their contributions and business ideas.

➤ Analyzing and Apply Insights:

Finally, it's crucial to analyze the feedback and insights gathered from Reddit objectively and consider how they can be applied to refine the business idea. This involves balancing community input with professional judgment and business goals.

Entrepreneurs should systematically gather data from their interactions on Reddit. This includes feedback on posts, responses to comments, trending topics, user sentiments, and any other relevant information that can provide insights into their business or market. They can use analytical tools designed for social media and online communities to analyze the data from

Reddit. These tools can help in identifying patterns, measuring engagement levels, and understanding the impact of different types of content.

Entrepreneurs should break down the feedback they receive into actionable insights. This involves categorizing feedback into different areas like product development, customer service, marketing strategies, etc., and identifying specific changes or improvements that can be made. They can use insights gained from Reddit to test hypotheses about their business. For example, if there is significant discussion about a particular feature or product, they might consider developing or refining it. Entrepreneurs should use Reddit as a platform to test and validate their business ideas. By presenting their concepts to various subreddits, they can gather initial reactions and feedback quickly, which is invaluable for iterating and refining their ideas.

Based on the insights gathered, entrepreneurs should be willing to consider adapting their products or services. This could mean making changes to better align with customer preferences or addressing gaps that are highlighted by the Reddit community. Insights from Reddit can inform marketing strategies. Entrepreneurs can identify the language and messaging that resonates with their target audience, understand the best channels for communication, and tailor their marketing efforts accordingly. They can develop initiatives that are driven by the community's interests and needs. This could include creating content, services, or products that directly respond to the discussions and preferences observed on Reddit. However, before implementing any major changes based on Reddit feedback, entrepreneurs should evaluate the viability and practicality of these changes. This involves considering factors like cost, resources, and the potential impact on their target market.

Entrepreneurs should track changes in community feedback and sentiment over time. This longitudinal analysis can reveal evolving trends and shifts in consumer attitudes, helping in long-term strategic planning. They should use Reddit to validate assumptions about their target market or business model. Direct feedback from a relevant and engaged audience can be invaluable in confirming or challenging these assumptions.

Entrepreneurs should view their engagement on Reddit as a continuous learning process. They should be open to evolving their understanding of the market and adjusting their business strategies based on new insights. They should share the insights gathered from Reddit with their team, especially those involved in product development, marketing, and customer relations. This ensures that the entire team is aligned and can act on the insights collected.

After applying insights and making changes, entrepreneurs should measure the impact of these changes. This could be through tracking business performance metrics, customer feedback, or revisiting Reddit to gauge community response.

By actively analyzing and applying insights from Reddit, entrepreneurs can make data-driven decisions that are closely aligned with customer needs and market trends. This process not only enhances their product and service offerings but also strengthens their connection with their target audience.

By effectively leveraging Reddit's community, entrepreneurs can gain invaluable insights, validate concepts, and even build a supportive base for their business ideas. This approach requires a blend of strategic engagement, respect for community norms, and a genuine willingness to listen and adapt based on community feedback.

CHAPTER 6: CONCLUSION

In the evolving landscape of digital innovation, the significance of crowdsourcing as a strategy for generating and refining business ideas has become increasingly prominent. The research undertaken in this dissertation has ventured into relatively uncharted territories by focusing on Reddit, a platform rich in diversity and potential yet underexplored in academic crowdsourcing literature, especially in comparison to more mainstream social media platforms like Twitter and Facebook. This includes the unique methodological framework adopted, the in-depth exploration of Reddit's role in crowdsourcing, and the novel insights generated regarding user engagement and interaction within the context of business idea generation. This discussion aims to clearly establish the distinctive contributions of the dissertation to the existing body of knowledge and its implications for future research in digital innovation and crowdsourcing.

Reddit, with its vast and varied user base, presents a unique ecosystem for crowdsourcing. Unlike more frequently studied social media platforms such as Twitter and Facebook, Reddit's structure and community dynamics offer a different lens through which the process of crowdsourcing for business innovation can be understood. Prior research has primarily focused on the general mechanisms of crowdsourcing and open innovation, often overlooking the specific nuances that platforms like Reddit bring to the table. By focusing on this platform, this dissertation sheds light on these unique aspects, expanding the scope of existing knowledge in the field.

While acknowledging the foundational work of scholars like Schenk & Guittard on general crowdsourcing practices, this study diverges by applying these concepts specifically to the context of Reddit. This approach not only complements the existing body of literature but also extends it by incorporating an analysis of the distinct characteristics and dynamics of Reddit's crowdsourcing environment. The research provides a more granular understanding of how online platforms can differ in their facilitation of crowdsourcing and innovation.

The underrepresentation of Reddit in existing academic discourse on digital innovation and crowdsourcing signifies a notable void. This dissertation contributes to filling this void by meticulously exploring and documenting how Reddit functions as a fertile ground for crowdsourcing business ideas. The detailed examination of user engagement patterns, content analysis, and sentiment within various Reddit communities offers empirical evidence and

theoretical insights that were previously lacking in the academic discussion about crowdsourcing on online platforms.

In addressing this research gap, the dissertation not only enriches the academic understanding of crowdsourcing in the digital era but also provides a foundation for future research to build upon. It highlights the importance of considering the unique features of different online platforms when studying digital innovation and crowdsourcing, thus paving the way for more targeted and platform-specific investigations in the future.

A significant dimension of the academic originality of this dissertation lies in its methodological innovation. The study adopts a mixed-methods approach, integrating quantitative and qualitative analyses in a manner seldom applied in the context of crowdsourcing research on platforms like Reddit. This novel methodological design has enabled a more comprehensive and nuanced understanding of crowdsourcing dynamics than would have been possible with a single-method approach.

The research employs a combination of advanced analytical tools, including R for data extraction and sentiment analysis, followed by IBM SPSS for in-depth statistical analysis. This integration of software tools represents a methodological advancement in the field, allowing for a multifaceted analysis of crowdsourcing activities on Reddit. The use of R for sentiment analysis is particularly innovative, offering a way to quantitatively measure the tone and sentiment of user interactions, a crucial aspect in understanding the efficacy of crowdsourcing for business ideas.

The dissertation goes beyond standard engagement metrics by conducting a quantitative sentiment analysis of posts and comments within selected subreddits. This approach provides an objective measure of the community's reception and response to crowdsourced ideas, a factor crucial in evaluating the success of crowdsourcing endeavors. Additionally, the qualitative content assessment offers a deeper understanding of the nature of ideas generated and the discourse within the community, thus complementing the quantitative data with rich contextual insights.

Another innovative aspect of the methodology is the categorization of posts into industries and the examination of variances in crowd reactions based on factors like post content, subreddit, and temporal trends. This level of detailed analysis is rare in existing literature and provides a more granular understanding of crowdsourcing dynamics on Reddit.

This dissertation, in its exploration of crowdsourcing for business ideas through Reddit, contributes a wealth of new insights to the field of digital innovation and crowdsourcing

research. These contributions not only enrich academic understanding but also offer practical implications for businesses and entrepreneurs seeking to leverage online platforms for innovation.

A core contribution of this study is the elucidation of how Reddit functions as a platform for crowdsourcing business ideas. The research uncovers unique patterns of user engagement and interaction within business-related subreddits, revealing how different factors like post content, community norms, and external events influence the generation and reception of business ideas. This detailed examination provides a nuanced understanding of Reddit's role in the crowdsourcing process, which has been largely overlooked in previous studies.

The study's findings on the differential impact of subreddit themes and significant external events, like the release of new technologies, on user engagement and discourse are particularly enlightening. These insights demonstrate how the context and environment of a subreddit can significantly affect the perceived value and success of crowdsourced ideas. This understanding is critical for businesses and entrepreneurs looking to tap into crowdsourcing for innovation.

Another novel insight is the role of awarded posts in shaping the discussions and sentiment trends within subreddits. This aspect of the research highlights the influence of Reddit's unique features, like awards and upvotes, on the dynamics of crowdsourcing, offering a new perspective on user interaction and content valuation on the platform.

Beyond academic contributions, this research offers strategic insights for businesses and entrepreneurs. The findings provide actionable recommendations on how to effectively utilize Reddit for crowdsourcing innovative ideas, drawing on successful examples and identified patterns of user engagement and interaction. These insights are invaluable for leveraging the wisdom of crowds in the digital age, fostering a collaborative environment for business development and innovation.

The comprehensive analysis of crowdsourcing for business ideas through Reddit, as detailed in the preceding chapters, provides valuable insights into the dynamics of user engagement, sentiment, and interaction within various Reddit communities. This study aimed to explore how different factors such as post scores, number of comments, sentiment of the title, and sentiment of the text are interrelated and vary across different Reddit categories and over time. The findings from this analysis offer important implications for understanding online engagement and for businesses looking to leverage platforms like Reddit for idea generation and market research.

A noteworthy aspect of the study is the positive correlation ($\rho = 0.588$) between the number of comments a post receives and its score. This relationship highlights that user engagement, as measured by comments, is a key driver of a post's visibility and popularity on Reddit. This finding is crucial for content creators and businesses as it underscores the importance of creating engaging content that provokes conversation and interaction, thereby enhancing the post's visibility and reach. The correlation also points to the potential for leveraging user engagement as a metric for understanding content performance and audience interest on social media platforms.

The study revealed an intriguing but weak correlation between the sentiment of the post's title and the number of comments it receives ($\rho = -0.082$). While statistically significant, the weak nature of this correlation indicates that other factors may play a more dominant role in influencing user engagement. The insignificant statistical relationship between the sentiment of the text and the number of comments ($p = 0.826$) further suggests that while sentiment is a factor, it is not the predominant one driving user interaction. For businesses and marketers, this implies that while the emotional tone of the content is important, focusing solely on sentiment might not be sufficient to guarantee higher user engagement. It suggests a need for a more holistic approach that considers various elements of content and context.

The analysis revealed that the sentiment of the text within posts did not have a statistically significant impact on the number of comments generated ($p = 0.826$). This suggests that while the overall tone of the post's text might affect reader perception, it does not necessarily translate into more or fewer comments. This finding is particularly insightful for content creators and marketers, as it challenges the assumption that highly emotive or sentiment-laden content will always drive higher engagement in terms of comment volume.

The study explored how various characteristics of posts, such as sentiment, content type, and category, affect user engagement. It was found that different categories have unique engagement patterns, suggesting that what works in one Reddit community may not be as effective in another. This finding highlights the importance of customizing content and engagement strategies to the specific characteristics and preferences of each subreddit community.

The study found notable differences in how users interact with content across various Reddit categories. This variability in user behavior underscores the diversity of Reddit's user base and the unique nature of each subreddit community. Businesses and marketers need to be

aware of these differences to effectively engage with specific communities, as strategies that are effective in one subreddit may not necessarily translate to success in another.

The study identified distinct patterns of engagement and sentiment across different Reddit categories. The variability in user responses based on the subreddit underscores the importance of context and audience understanding in content strategy. For instance, categories like e-commerce, EntrepreneurRideAlong, and small business showed significant fluctuations in sentiment over time, highlighting the dynamic nature of discussions in these forums. This insight is crucial for businesses and content creators targeting specific niches on Reddit, as it emphasizes the need to tailor content and engagement strategies to the unique characteristics and preferences of each subreddit's audience.

The analysis distinctly showed that the sentiment of comments varies with the publication date of posts in certain Reddit categories. This variability was statistically significant in categories such as e-commerce, EntrepreneurRideAlong, and small business. This finding suggests that user sentiment is not static but fluctuates over time, potentially influenced by external factors like market trends, seasonal events, or broader social dynamics. For businesses, this implies that timing can be a critical factor in eliciting favorable responses or engagement from Reddit communities.

The research indicated that user engagement, as reflected in comments and post scores, is not only subject to the content but also to temporal factors. The sentiment of comments, in particular, showed variations depending on the time of publication, suggesting that user engagement and sentiment are influenced by time-sensitive factors. This finding could be leveraged by businesses and marketers to optimize the timing of their posts to align with periods of higher positive sentiment or engagement in their target categories.

The research suggests that external factors, such as current events, market trends, or societal shifts, could influence sentiment and engagement levels in different Reddit categories. Understanding these external influences is crucial for businesses and content creators, as it can help in crafting content that is timely, relevant, and more likely to resonate with the target audience.

The weak correlation between certain factors, like the sentiment of the title and user engagement, points to the inherent complexity in predicting what drives engagement on social media platforms like Reddit. These complexities suggest that while data-driven insights are invaluable, they should be complemented with an understanding of qualitative factors like community culture, user preferences, and content trends.

The insights from this study are particularly relevant for businesses and entrepreneurs who utilize Reddit as a platform for idea generation and market research. Understanding the patterns of user engagement and sentiment can help in tailoring content to maximize visibility and interaction. The significance of publication timing on sentiment in comments suggests that businesses should be strategic about when they post to capture the most constructive feedback or engagement. Moreover, the strong link between engagement and visibility indicates the importance of creating content that resonates with the audience to increase the likelihood of broader reach and impact.

While this study provides valuable insights, it also has limitations. The analysis was confined to certain Reddit categories, which may not represent the entire spectrum of Reddit's diverse communities. Future research could expand the scope to include a wider range of categories, as well as explore the impact of other factors such as user demographics or external events.

In conclusion, this dissertation represents a pivotal contribution to the fields of digital innovation and crowdsourcing. It not only enriches the academic understanding of these domains but also offers practical insights for harnessing the power of online communities. The findings and methodologies presented in this study pave the way for future research, promising continued growth and innovation in understanding the complexities of crowdsourcing in the digital age. The study of crowdsourcing for business ideas through Reddit has shed light on the complex interplay of engagement, sentiment, and visibility on the platform. These findings can serve as a guide for businesses and individuals looking to leverage Reddit for idea generation, market research, or community engagement. As the digital landscape continues to evolve, understanding these dynamics will become increasingly important for effective online interaction and strategy development.

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Appendix 1 Bibliometric Analysis paper

Social Media Crowdsourcing a Co-citation Bibliometric Analysis

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Abstract—Social media crowdsourcing has rapidly expanded into multitudes of academic spheres. This article aims to create an exhaustive bibliometric analysis of the expanding field of social media crowdsourcing with the objective of mapping the scholarly impact, thematic concentrations, and intellectual structure of already existing literature and their fields of research. A comprehensive analysis of the literature on crowdsourcing and social media was conducted using advanced statistical methodologies and tools such as Bibliometrix and Biblioshiny. The publications closely related to these topics were extracted from the Web of Science database, and co-author, co-word, and co-citation analyses were performed. These findings were then visualized graphically.

The study highlights the most impactful sources, articles and their authors as well as the frequently used terms and their relatedness in order to examine the past, current and future trends, with the ultimate goal of finding unexplored or under-explored niches.

The examination of various factors revealed significant research gaps in both the geographical and platform aspects. The geographic analysis shed light on areas where there is a lack of research, indicating potential for further exploration into the utilization of social media in crowdsourcing in the countries where it is yet to be explored. Additionally, the overreliance on Twitter as a social media platform has in a way constrained research opportunities and directions using local less popular, but potentially more efficient for the gathering of information in the respective field.

Keywords—bibliometric analysis, co-citation, crowdsourcing, social media.

I. INTRODUCTION

Crowdsourcing is a term coined by Jeff Howe in 2006 [1], referring to the practice of obtaining services, ideas, or content by seeking contributions from a large group of people via an open call.

The mechanics of a successful crowdsourcing campaign are heavily reliant on the concept of wisdom of the crowd and its collective intelligence, which allows a large group of people to make predictions or to provide insights and solutions, more accurately than individual experts [2].

Although it can be done by individually asking the opinions of a large group of participants through traditional means such as cold-calling, stopping passersby on the streets or hoping people open and answer an email survey from a random email, it can significantly be fastened by implementing modern technology with social media platforms. Social media has revolutionized the way crowdsourcing is conducted, allowing for efficient and widespread participation and solving geographic, time and language barriers that were previously limiting factors.

Due to its nature crowdsourcing can be implemented across a variety of disciplines, including but not limited to, science,

technology, research, marketing, and social issues. Therefore, it is crucial to examine the effectiveness and impact of crowdsourcing multidimensionally to gain a comprehensive understanding of its applications in different fields.

In order to access multitudes of peer-reviewed articles in different disciplines, the Web of Science database was used for the search and retrieval of relevant literature. Followed by implementing a R-tool called Bibliometrix, and its platform Biblioshiny, for comprehensive mapping analysis and visualizing the bibliometric data [3].

This paper will first provide an overview of social media crowdsourcing and its significance in different fields. Then, it will implement co-citation bibliometric analysis to analyze the scholarly impact and interconnections of social media crowdsourcing within the academic literature. Identifying the gap in the literature, this study aims to contribute to the understanding of the current state of knowledge and identify potential avenues for further research in the field of social media crowdsourcing.

II. METHOD AND DATA

The co-citation bibliometric analysis, which involves analyzing the citations within academic literature to identify patterns and relationships between research articles, has been used in this article.

Biblioshiny, an app for Bibliometrix, which is a specially designed package for bibliometric analysis in R [3], the respective versions are R 4.2.3 and RStudio 2023.03.0. To access the Biblioshiny app the following script needs to be run in RStudio:

```
library(bibliometrix)
bibliometrix::biblioshiny().
```

To gather and retrieve the needed information, the Core Collection of the Web of Science database was used. The search term includes both the main keywords “social media” and derivatives and alternative spellings of “crowdsourcing”, resulting in the following search:

```
(crowdsourc* OR "crowd-sourc*" OR "collective intelligence" OR "collaborat* innovation") AND "social media"
```

The initial search retrieved 1711 entries altogether, followed by a 3-step refining process: 1) only articles with the search terms mentioned in the abstract (945) and either in the title (112) or among the authors' keywords (291) were designed 2) selecting the full articles in English and 3) manual removal of duplicates resulted in 340 academic articles.

III. INITIAL DATA STATISTICS

The overall composition of the 340 extracted publications, covering 2010 until June 2023) is as seen on Table 1. The publications were authored by 1,141 authors, with only 37 authors working individually. The annual growth rate indicates that on average the number of documents, covering the topic of social media crowdsourcing, has been increasing by 11.25%. The average citations are 24.49 times and there are 12,846 references within this dataset. When it comes to the content of the documents, there are 557 unique keywords associated with the documents as well as 1,121 unique author-generated keywords.

Table 1. Main information

Description	Results
Timespan	2010:2023
Sources (Journals, Books, etc)	282
Documents	340
Annual Growth Rate %	11.25
Document Average Age	5.56
Average citations per doc	24.49
References	12846
Keywords Plus (ID)	557
Author's Keywords (DE)	1121
Authors	1141
Authors of single-authored docs	37
Single-authored docs	37
Co-Authors per Doc	3.77
International co-authorships %	30.29
Article	196
Article; book chapter	3
Article; early access	3
Proceedings paper	128
Review	10

The dataset is comprised of 196 articles, 3 articles that are also book chapters, 3 articles marked as early access, 128 proceedings papers, and 10 reviews.

The number of works covering social media crowdsourcing in our dataset by the year of their publication can be seen in Fig. 1. The number of publications shows a rapid increase from the starting year of 2010 until 2016 illustrating the growing interest in the subject, afterwards the production plateaus with the only notable exception being year 2019 when a record number of works were published. It should be noted that 2023 is incomplete in our dataset, therefore the smaller number should not be seen as a downward trajectory in research.

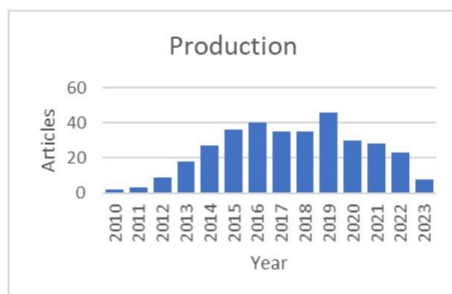


Fig. 1. Number of publications related to crowdsourcing and social media.

IV. SOURCES

A. Most Relevant Sources

Building on the overview, an analysis was conducted to identify the key sources that have significantly influenced research in this field. Utilizing the appropriate tools for bibliometric analysis such as Biblioshiny and the Bibliometrix R package, a comprehensive examination of relevant sources was performed [3]. This rigorous methodology enabled us to identify the most prominent academic references that played vital roles in shaping the intellectual landscape of this domain.

Table 2. Most relevant sources

Sources	Articles	H index
International journal of disaster risk reduction	9	7
Isprs international journal of geo-information	8	6
Journal of medical internet research	5	3
Sustainability	5	3
Computers environment and urban systems	4	4
Ecosystem services	4	2
Computers in human behavior	3	3
Frontiers in public health	3	1
Www'15 companion: proceedings of the 24th international conference on world wide web	3	3
3rd international workshop on social sensing (socialsens 2018)	2	3

Table 2 highlights the key journals and the area allowing for the areas of research to emerge and it becomes evident the prevalence of disaster risk reduction, encompassing fields such as geography, healthcare, technology, and sustainability. To enhance the comprehensiveness of our analysis, we have integrated the h-index into the table. The h-index is a measure that evaluates both the productivity and citation impact of published works. Its addition offers a nuanced insight into each source's localized influence. Out of the top 10 most productive articles, "Frontiers in Public Health" is an outlier among the journals, as it does not appear on the list of most influential publications determined by h-index. This contrast highlights the importance of distinguishing between mere quantity and meaningful impact. Based on the data, we can clearly see that the emerging dominant topics are in the areas of disaster management, technology and health.

B. Most Local Cited Sources

This section comprehensively analyzes the most frequently cited local sources, providing a detailed understanding of how they influence different areas of academia.

Table 3: Most cited local sources

Sources	Number of Articles
PLOS ONE	132
Lecture Notes in Computer Science	100
Science	96
Proceedings of the National Academy of Sciences USA	83
Computers in Human Behavior	79
Environmental Modelling & Software	75
Government Information Quarterly	75
International Journal of Disaster Risk Reduction	74
GeoJournal	73
ISPRS International Journal of Geo-Information	73
International Journal of Information Management	70

The diversity of themes depicted in Table 3 is astounding. It showcases a wide range of scientific applications of social media crowdsourcing from computer science journals such as "Lecture Notes in Computer Science", boasting 100 articles, to environmental studies such as "Environmental Modelling & Software," featuring 75 pieces and government and public administration represented by "Government Information Quarterly", having also published 75 works. Specialized research areas are represented in journals like the "International Journal of Disaster Risk Reduction" and "GeoJournal", boasting 74 and 73 articles respectively. However, with a remarkable 132 articles, "PLOS ONE" with its diversity in subject matter claims the top spot on the list and solidifies its impact on academia.

The significant number of citations these publications have received suggests a rising significance for fields such as geographical studies and disaster risk reduction.

C. Sources with the highest Local Impact

An important aspect of evaluating academic sources is their local impact, which sheds light on how influential they are within particular research circles. The local impact of the local sources, as seen in Table 4, is measured using several bibliometric indicators such as h-index, g-index, m-index, total citations (TC), number of papers published (NP) and the year of publication (PY_start).

Table 4. The most impactful local sources

Sources	h-in dex	g-in dex	m-index	TC	NP	PY_start
International Journal of Disaster Risk Reduction	7	9	0.875	351	9	2016
ISPRS International Journal of Geo-Information	6	8	0.600	128	8	2014
Computers, Environment and Urban Systems	4	4	0.500	148	4	2016
Computers in Human Behavior	3	3	0.273	1208	3	2013
Journal of Medical Internet Research	3	5	0.600	46	5	2019
Sustainability	3	5	0.375	48	5	2016
WWW 15 Companion: Proceedings of the 24th International Conference on World Wide Web	3	3	0.333	47	3	2015
3rd International Workshop on Social Sensing (SocialSens 2018)	2	2	0.333	7	2	2018
Advanced Engineering Informatics	2	2	0.333	11	2	2018
Computer Supported Cooperative Work-The Journal of Collaborative Computing and Work Practices	2	2	0.200	103	2	2014

The impact and productivity of a source can be effectively evaluated through the h-index or g-index. Table 5 reveals that with an h-index of 7 and a g-index of 9, the "International Journal of Disaster Risk Reduction" demonstrates remarkable

levels both in terms of impact and productivity. Its m-index score stands at 0.875 alongside its total citations count - which has soared up to about 351 since inception in the year 2016 - further corroborating its profound influence on current literature surrounding disaster risk reduction. The journals "Computers, Environment and Urban Systems" as well as the "ISPRS International Journal of Geo-Information" highlight the increasing significance of niche publications. Even though they possess comparatively lower h-indices, their combined citation counts of 148 and 128 respectively. Despite having a remarkable 1208 overall citations, "Computers in Human Behavior" exhibits a rather humble h-index of 3. This indicates that although the journal may contain some articles with significant recognition, its comprehensive influence evaluated by the h-index remains confined. "Journal of Medical Internet Research" and "3rd International Workshop on Social Sensing", despite their lower h-indices, display potential due to their recent establishment in 2019 and 2018 respectively.

V. COUNTRIES

The location of corresponding authors in scholarly publications presents an opportunity to explore the worldwide research panorama. This part endeavors to deliver a thorough evaluation of which countries are most commonly represented as corresponding authors, assessing not only article quantity but also collaborative tendencies. Fig. 2 is a visualization of not only article quantity, but also collaborative tendencies denoted by Single Country Publications (SCP) and Multiple Country Publications (MCP).

With 99 articles, a frequency of 0.291 and an MCP ratio of 0.202, the United States is the undisputed leader in the field. However, despite its dominant volume output in research papers, it exhibits comparably lower levels of global cooperation (0.202) with other nations. In comparison, China exhibits a robust research output with 27 articles, but it also boasts of a substantial international collaboration evidenced by its MCP ratio of 0.407. Both Australia and Germany have made comparable contributions with 24 and 18 articles, respectively. Nevertheless, the MCP ratio of Australia (0.167) is lower than that of Germany (0.278), indicating a greater emphasis on domestic research for Australia while highlighting Germany's inclination towards international partnerships. The other members of the European Union, Italy, Greece and Spain, also follow Germany's trend by exhibiting a greater inclination towards international collaboration. Their MCP ratios range from 0.364 to 0.455.

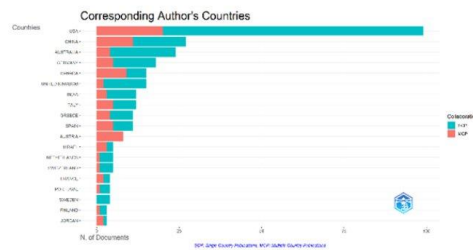


Fig. 2. Top countries by production and collaboration, generated via Biblioshiny.

Despite its lower overall output, Canada distinguishes itself as a center for international collaboration with 15 articles and an MCP ratio of 0.600. The UK exhibits a domestic focus with an MCP ratio of 0.133, whereas India demonstrates more balanced proportions with an MCP ratio of 0.250.

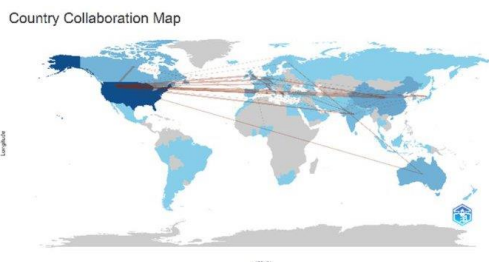


Fig. 3. Research collaboration by country, generated via Biblioshiny.

While countries such as China and the USA stand out for their volume, Canada and various European nations shine with regards to international partnerships. For researchers looking to form global connections or policymakers working towards encouraging cross-border collaborations between academics, grasping these patterns is key.

Fig. 3 not only shows the collaboration links, but it also allows us to view which countries and areas haven't participated in the academic discord on the subject. Those yet unexplored locations may become a great inspiration for future research.

VI. REFERENCES

A. Most Locally cited References

Table 5 identifies the most cited authors in the field of social media crowdsourcing as well as the citation number in our dataset. Those are the authors who have greatly contributed to shaping the academic world's understanding in the area of crowdsourcing and social media. Unsurprisingly, Howe and Surowiecki stand out as the ultimate sources of intellectual influence, with their fundamental theories receiving widespread citations. Howe's concept of "crowdsourcing" has provided a basis for further research, earning 39 mentions in academic literature [1]. Similarly, Surowiecki's innovative exploration into "collective intelligence" has been cited on 32 occasions - demonstrating its crucial role in comprehending crowdsourcing mechanics [2]. Estelles et al. is another highly cited reference, the Spanish authors were cited 32 times in our dataset, the article provides valuable insights into the different academic definitions of crowdsourcing research [4]. On the other hand, Braham (21 citations) focuses on the practical applications and real-world of crowdsourcing in public health science [5].

With 19 and 16 citations, Kaplan and Doan have contributed to the academic landscape by exploring technology's role. In particular, Kaplan investigates how social media platforms spur crowdsourcing [6] while Doan takes a systemic viewpoint in discussing Internet-based crowdsourced systems' architectures [7]. Goodchild has entered the top 10 most cited references, with 2 works focused

on gathering geographic data as well as the gathering and using of geographic data for disaster management [8], [9]. Sakaki et al, the only entry from Japan, also focus on disaster response by crowdsourcing through Twitter [10].

Table 5. Most locally cited references

Reference	Citations	Country
Howe, J. (2006).	39	US
Estelles Arolas E., González-Ladrón-De-Guevara, F. (2012).	32	Spain
Surowiecki, J. (2004).	32	US
Goodchild M.F. (2007).	31	US
Brabham D. C. (2008).	21	US
Howe, J. (2008).	21	US
Kaplan, A. M., & Haenlein, M. (2010).	19	Germany
Sakaki, T., Okazaki, M., & Matsuo, Y. (2010).	16	Japan
Doan, A., Ramakrishnan, R., & Halevy, A. Y. (2011).	16	US
Goodchild, M. F., & Glennon, J. A. (2010).	16	US

The table also shows the significant domination of the US authors 7 out of 10, which could be attributed to the fact that they were the ones to coin and define the discipline.

B. Co-citation Network in Social Media Crowdsourcing Research

Visualizing the concentration and interconnectedness between the references in academic literature can be effectively seen in Fig. 4 where the primary objective is to comprehensively show dominant scholarly discourse themes by evaluating their relative significance and how they are interconnected with each other within clusters.

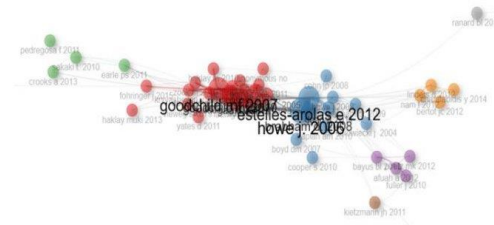


Fig. 4. Co-citation map, generated via Biblioshiny

The authors with high interconnectedness are illustrated by the following bigger nodes. For example, Howe J.'s [1] report, shows that the work serves as an important hub in the network due to its high Betweenness score of 172.25, which facilitates connections between different thematic clusters. Additionally, with a PageRank value of 0.05 also highlights its significance within the larger context. Estelles-Arolas' et.al. [4] is also vital in connecting various parts of the network, as evidenced by its Betweenness rating of 127.32. The two publications also have high PageRank nodes of 0.05 and 0.045 respectively. Brabham D [5], on the other hand, exhibits high closeness but low moderate betweenness of 62.72, but the Closeness score of 0.0079 indicates that it has

numerous close connections with other nodes within its cluster, giving it a pivotal role in the network.

Surowiecki's [2] has a Betweenness of 0 but a Closeness of 0.0029, indicating that while it doesn't serve as a bridge, it is not isolated.

A nuanced landscape of interconnectedness and influence among seminal works in crowdsourcing research is revealed by the co-citation network analysis. The pivotal nodes are represented by the works of Howe J. [1] and Estelles-Arolas E. [4], signifying their foundational position within this domain.

VII. CO-AUTHOR ANALYSIS

A. Most relevant authors and co-authors

Table 6 lists of the most relevant authors within the dataset, based on the number of articles they have published and their contributions in co-authored publications, reflected by the "Articles Fractionalized" category.

Table 6: Most relevant authors

Authors	Articles	Articles Fractionalized
Ghermandi A	6	1.92
Yigitcanlar T	5	1.21
Kankanamge N	4	0.96
Mei L	4	0.63
Pernici B	4	0.46
Sinclair M	4	1.42
Starbird K	4	1.07
Xu Z	4	0.63
Agarwal N	3	1.00
Charalabidis Y	3	0.92

Ghermandi A is the most prolific author and co-author on the list, with 6 articles published offers a new perspective to crowdsourcing for geolocation data [11], [12]. This author has a fractionalized article score of 1.92, indicating a significant contribution to the field. Yigitcanlar T follows closely behind with 5 articles and a fractionalized value of 1.21. The majority of the other authors have written 4 articles on the subject of crowdsourcing and social media. The data illustrates that the authors with the most publications are also the ones leading the industry in co-authorship, thereby increasing their influence in the sphere.

B. Authors' Production over Time

It is essential to comprehend the academic input and influence of authors across time in a particular research field for assessing its development. Fig. 5 illustrates an all-encompassing evaluation of production metrics pertinent to scholars, such as publication frequency, total citations (TC), and yearly citation count per paper (TCpY) throughout several years.

Ghermandi A heads the top most productive authors in our dataset with the highest performance in 2019 [14]. Nevertheless, it appears that the influence dwindles over consecutive years. Both Kankanamge N and Yigitcanlar T [19], [20], [21] have exhibited a noteworthy surge in their citation counts per paper from 2019 to 2020, suggesting an expanding impact within their respective domains.

Meanwhile, Mei L and Xu Z have maintained a steady level of impact over time, with a significant spike in 2020 [25], [26], [27]. Sinclair M exhibits the same trends as Ghermandi A. [12], [13], [14], [15].

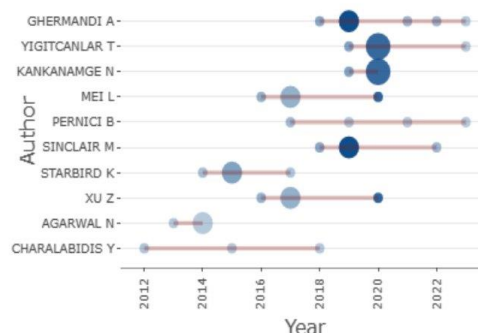


Fig. 5. Authors production over time, generated via Biblioshiny

Starbird K has demonstrated a fluctuating impact over time, reaching its pinnacle in 2015 [16]. Agarwal N's scholarly activity in 2013 and 2014 was also notable, however, their works did not receive any citations indicating that its impact is yet to be recognized

C. Lotka's Law

Bibliometrics requires a comprehensive grasp of how scholarly output is distributed among authors. Lotka's Law acts as the fundamental framework for investigating this distribution by suggesting that a few writers account for most publications. Fig. 6 illustrates Lotka's Law which predicts that most authors will make minimal contributions, which is confirmed by the fact that an astounding 90.6% of writers have only submitted one document.

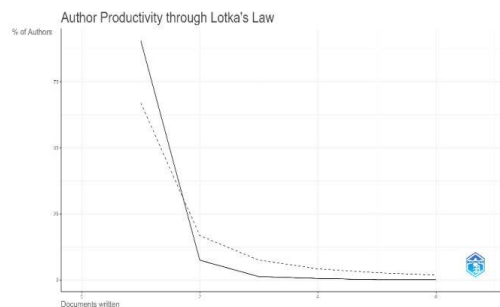


Fig. 6. Authors productivity through Lotka's law, generated via Biblioshiny.

The group of authors who have authored two or three documents accounts for 7.4% and 1.2% of the overall tally, respectively. Despite being the smallest demographic the researchers with multiple works are a vital subset that plays an important role in grasping the dynamics surrounding academic output distribution.

D. Authors' Local Impact

An important measure that sheds light on a scholar's influence is their local impact within academic communities (see Table 7).

Table 7: Influence of authors within the field

Sources	h-index	g-index	m-index	TC	NP	PY_start
Ghermandi A	5	6	0.833	288	6	2018
Kankanamge N	4	4	0.800	181	4	2019
Mei L	4	4	0.500	244	4	2016
Sinclair M	4	4	0.667	269	4	2018
Starbird K	4	4	0.400	152	4	2014
Xu Z	4	4	0.500	244	4	2016
Yigitcanlar T	4	5	0.800	181	5	2019
Goonetilleke A	3	3	0.600	153	3	2019
Hu CP	3	3	0.375	197	3	2016
Liu YH	3	3	0.429	182	3	2017

Ghermandi A exhibits remarkable scholarly impact and productivity, as evidenced by an h-index of 5 and a g-index of 6. The m-index value at 0.833, along with the total citations count of 288 since 2018 further substantiate their substantial influence in the field. Mei L and Xu Z have an h-index and g-index score of 4, with a combined citation count of 244 [25], [26], [27]. Their m-indices at 0.500 demonstrate consistent impact from the year 2016 till now. Emerging talents in their respective fields, Kankanamge N and Yigitcanlar T began making an impact starting from 2019[19], [20], [21]. Their promising potential is demonstrated by the h-indices of 4 for Kankanamge N and g-indices ranging between 4 to 5 for Yigitcanlar T. Although Starbird K's h-index and g-index are similar to many of their peers at 4, they have a comparatively lower total citation count of 152 [16]. This implies that while the author's work has significance, it may not be as extensively referenced as others in their field. Goonetilleke A, Hu CP, and Liu YH. exhibit consistent contributions to their respective fields [20], [21], [23], [25], [26], [27]. Their m-indices span between 0.375 and 0.600 which suggests a moderate yet steady level of influence.

E. Co-citation network in Social Media Crowdsourcing Research

An effective way to study the intellectual terrain of a scientific field is through co-citation networks. Fig. 7 represents a co-citation network map of the most prominent authors from our dataset by visualizing their influence and interconnectivity within the research area of social media crowdsourcing.

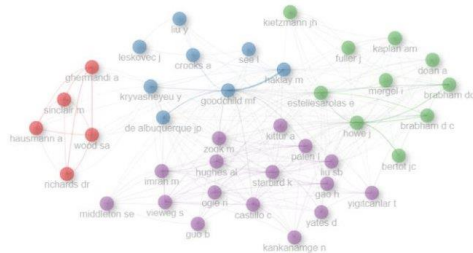


Fig. 7. Co-citation network of the most influential researchers in our dataset, generated via Biblioshiny

Although the co-citation network is complex and

interconnected, the pivotal node appears to be Goodchild MF 2007, revealing its foundational significance within the field, exhibiting both a high betweenness (144.42) and high PageRank (0.082), indicating that this work has a high level of influence and plays a crucial role in the network by serving as a significant link between diverse thematic clusters. Goodchild MF's work in 2010 also plays a significant role in linking sub-themes within the cluster as evidenced by its moderate Betweenness value of 12.84 and PageRank of 0.055.

VIII. CO-WORD ANALYSIS

A. Most Frequent Words

Fig. 8 is a visual representation of the frequency and prevalence of various terms. As expected, social media (26 occurrences) is the most popular term. The prevalence of "social media" indicates the significant role of social platforms in diverse research settings. The fact that "Twitter" is mentioned 20 times indicates the platform's importance in research, particularly pertaining to fields such as social networking, public opinion, and data analysis platforms such as Twitter (20 occurrences) in the collection and dissemination of geographic information. This suggests that social media has been used primarily as a source of location data and engagement.



Fig. 8. Word cloud of the most prevalent words, generated via Biblioshiny

The term "Participation" has appeared 13 times, indicating an increased focus on community involvement, democratic procedures and user engagement in the design of systems. With 12 instances, the term "Volunteered Geographic Information" highlights a growing emphasis on voluntarily provided geospatial data that is frequently useful in fields such as environmental research, urban planning and disaster response.

The occurrence of the terms Networks and Communication, which appear 12 and 11 times respectively, may indicate an interdisciplinary connection that combines social sciences with computer science, engineering or information systems.

Co-creation, Crisis and Cultural Ecosystem Services - have been mentioned five times each. It suggests that these topics are gaining academic attention as specialized areas of study which may represent niche subjects.

B. Word Clusters

By utilizing advanced clustering techniques, it is possible

to gain a better understanding of the complex connections among significant concepts in academic literature. The "Clustering by Coupling" approach used in Fig. 9 to show the interrelationships based on measures like frequency, centrality, and impact.

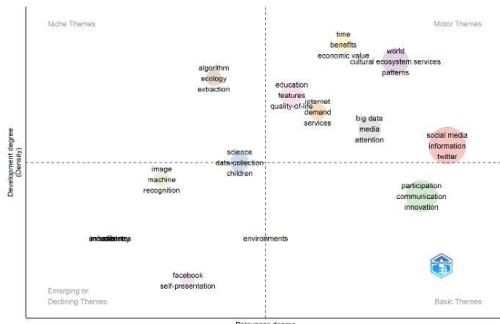


Fig. 9. Word clusters, generated via Biblioshiny

The dataset comprises labels that indicate the terms and their confidence levels, along with the clusters, their frequency, centrality and impact. Cluster 5 holds paramount significance in shaping academic discourse, as evidenced by its highest impact score of 2.102 and a substantial centrality value of 0.5294; it encompasses terms such as "cultural ecosystem services" and "spatial patterns. With terms such as "information," "social media," and "twitter" at its nucleus, Cluster 6 boasts an impact score of 2.451; however, it exhibits a marginally lower centrality of 0.5064 that indicates widespread yet not completely centralized influence. Cluster 7, marked by its, includes terms such as "continued influence" and "fake." Although it has a lower frequency and impact compared to other clusters, it is notable for its thematic distinctiveness. The fourth cluster, which contains words such as "social media," "participation," and "networks," is highly frequent with a score of 102. Its centrality metric of 0.3621 suggests that it's both well-connected and influential. Cluster 3 is characterized by "mouth," "quality-of-life," and "sales" terms. Its frequency may be moderate, but with a centrality of 0.2939, it appears as a specialized area with particular attention to its specific focus.

With the "Clustering by Coupling" technique, one can gain a comprehensive understanding of the diverse thematic clusters forming academic research. This method enables the categorization of these clusters according to their impact level, emergence status, coupling strength and specialization areas; each has its own significant influence on scholarly pursuit.

C. Co-word map

Analyzing the most common words offers a subtle comprehension of the subjects at hand and develops patterns in scholarly topics. It acts as an indicator to evaluate which fields are currently receiving academic scrutiny, along with ones that could benefit from more investigation. Fig. 10 helps visualize the correlation between the most popular terms.

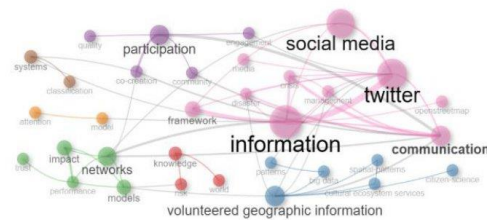


Fig. 10. Word co-relation, generated via Biblioshiny

It is crucial to note that although Twitter has a prominent place among the most frequently used words, there is a significant lack in the utilization of other social media platforms.

IX. LIMITATIONS

The comprehensive bibliometric analysis of social media crowdsourcing presented in the study offers valuable insights into its academic landscape. Although the study has conducted a comprehensive analysis and identified the major contributors, influential sources, and emerging trends in the field, it is important to mention some of the limitations.

The analysis focuses solely on English language publications, which may limit our exploration of contributions from non-English speakers in this domain.

The scope of this research is also constrained to the Web of Science database, which may not include all relevant literature in this field. Additionally, the exploratory research only includes publications until June 2023 and may not cover the most recent advancements.

X. CONCLUSION

This comprehensive study explored the complex terrain of crowdsourcing on social media, utilizing a meticulous analysis of bibliometric data to uncover its academic influence, thematic concentration, and intellectual framework. Our assessment was supported by cutting-edge statistical techniques and methodologies such as Bibliometrix and Biblioshiny platforms, co-citation networks, Lotka's Law along with various others.

The study's results indicate that the field displays considerable dynamism and cross-disciplinary involvement. In terms of research production, the United States leads as a major contributor; however, it trails other countries in international partnerships - an area where China and Canada thrive. Notably, two publications ("International Journal of Disaster Risk Reduction" and "ISPRS International Journal of Geo-Information") have played pivotal roles in shaping discussions on disaster management and geographic information systems.

The analysis of the network of co-citations emphasizes the crucial contributions made by Howe and Suroweicki, whose ideas on collective intelligence and crowdsourcing provide essential intellectual foundations. Nonetheless, it is worth noting how authors such as Ghermandi A and Yigitcanlar T are increasingly influential in academia; despite a short period dedicated to scholarly work, both have impressively high h-indices and total citation counts that demonstrate consistent

impact over time.

Lotka's Law validates that the distribution of academic output is imbalanced, whereby a limited group of authors are responsible for a substantial portion of scholarly work. This finding goes beyond mere statistics and sheds light on how the field progresses over time; influential thought leaders can strongly steer research direction.

Although the field has experienced strong growth and greater complexity, there are still gaps in both subject matter and location which provide potential for future investigation. Such inadequacies raise concerns about how complete and inclusive current scholarly discussions truly are.

To sum up, the scholarly landscape of social media crowdsourcing is intricate but predictable as a rapidly growing field. Its practical use cases are diverse and relevant across different fields including healthcare and disaster risk mitigation. It holds universal importance for research in this era of complexity that calls for continuous evaluation to meet contemporary challenges while it develops further collaborative networks with experts within its domain.

The study adds depth to the current knowledge of social media crowdsourcing research by combining complex layers of information, providing a sophisticated understanding. It also establishes an essential groundwork for future scholarly studies.

XI. CONFLICT OF INTEREST

The author declares no conflict of interest.

XII. ACKNOWLEDGMENT

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Appendix 2: Main R scripts

Find Subreddits

```
# Load the reddit_extractorR library
library(reddit_extractorR)

# Define your Reddit API credentials
client_id <- "your_client_id"
client_secret <- "your_client_secret"
user_agent <- "your_user_agent"
username <- "your_reddit_username"
password <- "your_reddit_password"

# Authenticate with Reddit API
reddit_auth <- reddit_login(
  app_id = client_id,
  app_secret = client_secret,
  username = username,
  password = password,
  app_ua = user_agent
)

# Define the keyword to search for
keyword <- "business idea"

# Use the find_subreddits function to find subreddits with the keyword
subreddits <- find_subreddits(keyword)

# Print the list of subreddits
print(subreddits)
```

Find URLs by keyword

```
# Install and Load the RedditExtractoR package
if (!requireNamespace("RedditExtractoR", quietly = TRUE)) {
```

```

install.packages("RedditExtractorR")
}
library(RedditExtractorR)

# Define parameters
subreddits <- c("business", "Business_Ideas", "ecommerce", "Entrepreneur",
"EntrepreneurRideAlong", "Lightbulb", "sidehustle", "smallbusiness", "startups")
sort_by <- "top"
period <- "year"

# Initialize empty data frames to store the thread URLs and the actual content
final_thread_urls <- data.frame()
final_thread_content <- list(threads = data.frame(), comments = data.frame())

# Loop through each subreddit to search for posts from the past year
for (subreddit in subreddits) {
  thread_urls <- find_thread_urls(keywords = NA, sort_by = sort_by, subreddit = subreddit, period =
period)

  print(paste("Number of URLs found for subreddit", subreddit, ":", nrow(thread_urls)))

  if (nrow(thread_urls) > 0) {
    final_thread_urls <- rbind(final_thread_urls, thread_urls)
  }

  # Pause to respect Reddit's rate limit
  Sys.sleep(5)
}

# Loop through each thread URL to get the thread content
for (url in final_thread_urls$URL) {
  thread_content <- get_thread_content(urls = c(url))

  print(paste("Number of threads for URL", url, ":", nrow(thread_content$threads)))
  print(paste("Number of comments for URL", url, ":", nrow(thread_content$comments)))

  if (nrow(thread_content$threads) > 0) {

```

```

final_thread_content$threads <- rbind(final_thread_content$threads, thread_content$threads)
}

if (nrow(thread_content$comments) > 0) {
  final_thread_content$comments <- rbind(final_thread_content$comments,
thread_content$comments)
}

# Pause to respect Reddit's rate limit
Sys.sleep(5)
}

# Save the threads and comments to CSV files in a specific directory
write.csv(final_thread_content$threads, "C:/Users/.../Desktop/RedditThreads.csv", row.names =
FALSE)
write.csv(final_thread_content$comments, "C:/Users/.../RedditComments.csv", row.names = FALSE)

```

Extracting comments from Reddit URLs

```

# Install and Load the RedditExtractoR package
if (!requireNamespace("RedditExtractoR", quietly = TRUE)) {
  install.packages("RedditExtractoR")
}

# Load the 'readr' package for reading CSV files
if (!requireNamespace("readr", quietly = TRUE)) {
  install.packages("readr")
}

library(RedditExtractoR)
library(readr)
library(tcltk)

# For the save file dialog

```

```

# Popup window to select the CSV file
input_file <- file.choose(new = FALSE)

# Read the list of Reddit URLs from the selected CSV file
reddit_urls_df <- read_csv(input_file)

reddit_urls <- reddit_urls_df$url # URLs are assumed to be in the 'url' column

# Initialize an empty data frame to store the comments
final_comments <- data.frame()

# Loop through each Reddit URL to extract comments
for (url in reddit_urls) {

  thread_content <- get_thread_content(urls = c(url))

  # Check if 'comments' exists in the list and if it has rows
  if ('comments' %in% names(thread_content) && !is.null(thread_content$comments) &&
      nrow(thread_content$comments) > 0) {

    print(paste("Number of comments retrieved for URL", url, ":", nrow(thread_content$comments)))

    final_comments <- rbind(final_comments, thread_content$comments)

  } else {

    print(paste("No comments retrieved for URL", url))

  }

  # Pause to respect Reddit's rate limit
  Sys.sleep(5)
}

# Save as dialog to select the location to save the output CSV file
output_file <- tk_choose.files()
output_file <- as.character(output_file)

# Check if the output_file is a directory, if so append a default file name
if (file.info(output_file)$isdir) {

  output_file <- file.path(output_file, "RedditComments.csv")

} else if (tools::file_ext(output_file) == "") {

  output_file <- paste0(output_file, ".csv")
}

```



```

}

# Save the comments to the selected CSV file
write.csv(final_comments, output_file, row.names = FALSE)

write.csv(final_comments, "C:/Users/.../RedditComments.csv", row.names = FALSE)

```

Scraping /downloading the posts

```

# Install and Load the RedditExtractoR package
if (!requireNamespace("RedditExtractoR", quietly = TRUE)) {
  install.packages("RedditExtractoR")
}

library(RedditExtractoR)

# Define parameters
subreddits <- c("business", "Business_Ideas", "ecommerce", "Entrepreneur",
"EntrepreneurRideAlong", "Lightbulb", "sidehustle", "smallbusiness", "startups")

sort_by <- "top"
period <- "year"

# Initialize empty data frames to store the thread URLs and the actual content
final_thread_urls <- data.frame()
final_thread_content <- list(threads = data.frame(), comments = data.frame())

# Loop through each subreddit to search for posts from the past year
for (subreddit in subreddits) {
  thread_urls <- find_thread_urls(keywords = NA, sort_by = sort_by, subreddit = subreddit, period =
period)

  if (nrow(thread_urls) > 0) {
    final_thread_urls <- rbind(final_thread_urls, thread_urls)
  }
}

```

```

# Pause to respect Reddit's rate limit
Sys.sleep(5)
}
# Loop through each thread URL to get the thread content
for (url in final_thread_urls$URL) {
  thread_content <- get_thread_content(urls = c(url))

  if (nrow(thread_content$threads) > 0) {
    final_thread_content$threads <- rbind(final_thread_content$threads, thread_content$threads)
  }

  if (nrow(thread_content$comments) > 0) {
    final_thread_content$comments <- rbind(final_thread_content$comments,
thread_content$comments)
  }

  # Pause to respect Reddit's rate limit
  Sys.sleep(5)
}
# Save the threads and comments to CSV files in a specific directory
write.csv(final_thread_content$threads, "C:/Users/.../Desktop/RedditThreads1.csv", row.names =
FALSE)
write.csv(final_thread_content$comments, "C:/Users/.../Desktop/RedditComments1.csv",
row.names = FALSE)

```

Sentiment Analysis from an Excel file

```

# Load necessary libraries
library(readxl)
library(tm)
library(textclean)
library(syuzhet)

```

```

library(wordcloud)

library(tidytext)

library(dplyr)

# Step 1: Load Data
data <- read_excel("C:/Users/.../Desktop/comment_no_del.xlsx")

# Step 2: Preprocess 'comment' column
preprocess_text <- function(text_column) {
  text_column <- as.character(text_column)
  text_column <- removePunctuation(text_column)
  text_column <- tolower(text_column)
  text_column <- removeNumbers(text_column)
  text_column <- removeWords(text_column, stopwords("en"))
  text_column <- stripWhitespace(text_column)
  return(text_column)
}

data$text_clean <- preprocess_text(data$comment)

# Step 3: Sentiment Analysis
data$sentiment of the text <- get_sentiment(data$text_clean, method = "syuzhet")

# Step 4: Generate Word Cloud
generate_wordcloud <- function(cleaned_text) {
  cleaned_corpus <- Corpus(VectorSource(cleaned_text))
  cleaned_dtm <- DocumentTermMatrix(cleaned_corpus)
  cleaned_mat <- as.matrix(cleaned_dtm)
  word_freqs <- sort(rowSums(cleaned_mat), decreasing = TRUE)
  wordcloud(names(word_freqs), word_freqs)
}

# Step 5: Save the processed data and sentiment scores into a new Excel file
write.csv(data, "C:/Users/.../Desktop/processed_data.csv")

```

Word Cloud

```
# Load required libraries

if (!requireNamespace("tidyverse", quietly = TRUE)) install.packages("tidyverse")
if (!requireNamespace("tm", quietly = TRUE)) install.packages("tm")
if (!requireNamespace("stringr", quietly = TRUE)) install.packages("stringr")

library(tidyverse)
library(tm)
library(stringr)

# File Selection Window
file_path <- file.choose(new = FALSE)
if (file_path == "") stop("No file selected")

# Read the data from the selected file
reddit_data <- read_csv(file_path)

# Data Preprocessing
# Focus on 'title' and 'text' columns
reddit_data_sub <- reddit_data %>% select(title, text)

# Combine 'title' and 'text' into a single column
reddit_data_sub$combined_text <- paste(reddit_data_sub$title, reddit_data_sub$text, sep = "
")

# Remove special characters, numbers, and convert to lowercase
reddit_data_sub$clean_text <- reddit_data_sub$combined_text %>%
  str_replace_all("[^a-zA-Z\\s]", "") %>%
  tolower()

# Create a text corpus and clean it further
corpus <- Corpus(VectorSource(reddit_data_sub$clean_text))
corpus <- tm_map(corpus, content_transformer(tolower))
corpus <- tm_map(corpus, removePunctuation)
corpus <- tm_map(corpus, removeNumbers)
```

```

corpus <- tm_map(corpus, removeWords, stopwords("en"))
# Create a Document-Term Matrix (DTM)
dtm <- DocumentTermMatrix(corpus)
# Convert DTM to a data frame for analysis
dtm_df <- as.data.frame(as.matrix(dtm))
# Basic Analysis
# Count the frequency of each word
word_freq <- colSums(as.matrix(dtm))
word_freq <- sort(word_freq, decreasing = TRUE)
# Create a data frame of the most frequent words
word_freq_df <- data.frame(word = names(word_freq), freq = word_freq)
# Plot the top 10 most frequent words
ggplot(word_freq_df[1:50,], aes(x = reorder(word, -freq), y = freq)) +
  geom_bar(stat = "identity") +
  xlab("Words") +
  ylab("Frequency") +
  ggtitle("Top 50 Most Frequent Words") +
  coord_flip()
# Save the plot to desktop
write.csv(word_freq_df, "Most_Frequent_Words.csv")

```

NRC sentiment

```

# Load necessary libraries
library(syuzhet)
library(readr)
library(ggplot2)

# Interactive file selection
file_path <- file.choose() # This will open a file selection dialog
# Read the data from the selected file

```

```

text_data <- read_csv(file_path)
# Assuming your text data is in a column named 'text'
# If it's in a different column, replace 'text' with the correct column name
sentiment_data <- get_nrc_sentiment(text_data$comment)
# Summing up the counts for each emotion
emotion_sums <- colSums(sentiment_data[, 1:8])
# Creating a data frame for plotting
emotion_df <- data.frame(emotion = names(emotion_sums), count = emotion_sums)
# Creating the bar plot
ggplot(emotion_df, aes(x = emotion, y = count, fill = emotion)) +
  geom_bar(stat = "identity") +
  theme_minimal() +
  labs(title = "Count of Words Associated with Each Emotion", x = "Emotion", y = "Count")
+
  theme(legend.position = "none")
# View the first few rows of the sentiment data
head(sentiment_data)
# Optionally, write the results to a new CSV file
write.csv(sentiment_data, "C:/Users/.../nrc_sentiment_responce.csv", row.names = FALSE)

```

Appendix 3: Posts with Awards

Type 1 and type 2 are columns used for manually categorizing the types of posts.

	Entrepreneur						
title:	I became a self-made millionaire at 25 in a third world country. I will share my story here:						
score_post:	1716	upvotes	1716	cross_posts	6	comments	400
total_awards_received	13	golds	0	type 1	<i>personal story</i>	type 2	
text	<p>I am from Central America, a tropical region with lots of poverty and problems. Since I was a kid, I had the drive to put extra effort on achieving something. I started selling bananas to construction workers at 7 later selling candy to schoolmates at 10. At 15 I decided to study business and become either an over achiever employee or a business owner, at that time I didn't exactly know which path to take. While I was in university (BA studies), I noticed I had a lot of spare time after school, so instead of wasting my time on leisure, I decided to start a business, I had no clue of which kind of business start (also to start one that didn't require much money because I had none.) I met with fellow classmates that were smart and also wanted to stand out, so together we decided to start a coffee distribution company.</p> <p>We were offering coffee to restaurants and hotels but competition was very tough and we just couldn't close deals to get to break even. I started noticing the first signs of a red ocean industry and how tough it is to stand out in that kind of industry. My cofounders were not putting the same effort as I was, and that frustrated me. At a point my dorm served as the company's warehouse, packing center and distribution center, I was closing almost all of the sales with clients and also doing the delivery. I noticed many companies offered high quality coffee but only a few offered high quality tea. Also in my region (a coffee growing region) there are a lot of coffee sellers as we live in a coffee growing country. Tea was always Imported from Asia and few companies actually focused on it. I noticed there was an opportunity on focusing on tea, instead of coffee.</p> <p>I offered my cofounders to buy their shares and they agreed (for them it was a relief) so I started sourcing tea that was grown locally and mixing it with herbs, spiced and fruits to create tasty tea blends. The product was very good and without competitors, so I went to McDonalds HQ and offered the product for McCafé½. McDonalds loved the product and agreed on the price (they also liked that I was very young). My tea processing was being done at my dorm so I lacked all the licenses required to supply at McDonalds standards, so I was very sincere with the Supply Chain director and told him I had all the desire but lacked the money to build the proper tea facility. I offered him teapots and with the teapot earnings I could buy the machinery and equipment required to supply them properly and also to get the sanitary approvals. He agreed on the teapots and gave me a 50% advance (\$50k) for them. I bought 5,000 teapots in Alibaba (China) for \$3 each and sold them at \$20 to McCafé½. I used all the profits to</p>						

build the facility and it took me almost one year to finally start supplying McDonalds.

While I was already supplying them, I noticed the tea market was very small (a Blue Ocean kind, but actually a blue pond) My ambitious goals (become a billionaire at 35) would be tough to reach staying exclusively in the tea industry.

I kept hustling for two years on the tea, until an opportunity came to me (or I came to it).

While I was offering tea to a sushi restaurant, out of curiosity, asked if the fish served there was locally caught. The owner said; - "No, it comes from Asia because local fish has bad quality and I can't risk my restaurants reputation or clients health giving them bad quality fish."

It startled me that local restaurants didn't use local fish even though we have plenty access to both Atlantic and Pacific Ocean. Seemed like an obvious problem, so I started to find out why, what Asians did right and what us, central Americans did wrong. After months of obsessive research, the problem was lack of knowledge and investment in the local fishing industry resulting in fisherman living in poverty conditions with no ability to supply high quality fish. The solution was to teach them good practices and invest in a high-quality seafood processing facility, the cost of the solution was over \$400,000 in investment money that I didn't had.

So I decided to build a team, test out our theory and provide the product to restaurants and learn form their feedback. It was a lean start up mentality to start small and cheap to prove the business thesis. We received excellent feedback and real purchase interest from restaurants.

That was enough to know it was a great opportunity and also a huge market potential for growth.

So I decided to pitch my way up until I could secure the funds. After a year of pitching, I was far from the goal (securing \$400k in a third world country is nearly Impossible if you are a young entrepreneur with an idea.)

So I started enrolling in international entrepreneurship competitions, I was able to compete in GSEA and then Hilt Prize. I didn't win them, (earned a 2nd place in both) but it was enough to broaden my network with wealthy investors with deep pockets.

I secured funding early 2020 and started building the fish facility in February, the Covid lockdown hit us hard and we couldn't deliver what our investor expected.

So legal fights came, with lawyers I couldn't afford, while managing a born-dead company, while also pitching again to secure more funds to get us out of the hole.

Our initial investor agreed to sell his shares if given 40% ROI, paid \$150k up front and semestral payments for 5 years

A new investment fund gave us a loan to pay back the previous investor and additional \$300k for working capital. Very high interest rate, but at least we got a runway to prove our business through time.

After restructuring and getting rid of internal and external bad apples, we started buying, processing and selling fish in May 2021, we closed 2021 with \$2m in revenue and we will close 2022 with \$10m revenue, beyond supplying fish to local restaurants we also provide fresh fish (airplane delivery) to restaurants in Miami, NY, LA, frozen fish to hotel chains all over America.

We have healthy debts now, a good EBITDA and a growth trajectory that will put us in \$100m annual revenue in less than ten

	<p>years, we will keep reinvesting profits on CAPEX and OPEX to keep up with the growth trajectory., God has been an integral part of my journey.</p> <p>Lessons learned:</p> <ol style="list-style-type: none"> 1. Vision and Goals must be clear. 2. The path can change, the goals can't. 3. Having a mission is key. 4. Hustle, Hustle, Hustle 5. Have a great team that compliment your strengths ad weaknesses. <p>Edit: Some redditors don't believe this, so search for "Forbes Centro America Abril 2022" 30 promises de loss neocons, you will see my face on the cover.</p> <p>New edit:</p> <p>I will start providing proof of my story on my profile so all of you skeptics can believe, this isn't for me! Its for you!!! Human confidence and trust has brought humanity to great lengths, imagine that closed mentality was the same that kept cavemen from believing that human made fire wasn't sorcery.</p> <p>I hope you enjoyed my story!!!</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>How I made 47k selling an unsexy product I built in 3 weeks</i>						
score_post:	<i>1527</i>	upvotes	<i>1527</i>	cross_posts	<i>3</i>	comments	<i>205</i>
total_awards_received	<i>5</i>	golds	<i>0</i>	type 1	<i>personal story</i>	type 2	
text:	<p>The rides over. For better or worse the refinancing industry has disappeared. But now I can talk about this story publicly without worrying about someone competing with me.</p> <p>As for my background, I immigrated to the US as a kid. I'm not a professional software developer. Nor do I have a CS degree. In fact, I flunked out of the one CS class I did take in college. But I do enjoy coding.</p> <p>When the pandemic hit, I started to organize coworking with friends. Well one day I'm at my good friend's house. Drew. Except I can't focus because this guy doesn't get off the phone. Like ever. I ask how many calls he makes in a day? He replies back 300 to 400. His job? Well turns out he's the guy that won't leave you alone about refinancing your house. What a job. He hates it. To really rub salt in the wound, after every call he has to click a bunch of things in his CRM to log that no one (probably) answered. Takes him about 20 seconds. Not that bad? Well he does that 300 times a day.</p>						

Can the CRM streamline the process I ask? Nope. That's when my idea hit. This can be automated. In about 3 hours I hacked together a python script that would click certain parts of the screen when you hit Ctrl + K. Its finicky but Drews ecstatic. Within a few days Drew tells me he's been making more calls than 95% of his coworkers. That's 100 people. In fact his boss even publicly commended him at their all-hands meeting. That's Impressive.

I couldn't stop thinking about it. They pay Drew \$40k a year. At his company alone, there's 100 other people doing the exact same job. They all have this problem. Hours a day of clicking the same pointless buttons. By my math, that's costing the company almost 1M a year. That's a lot of money.

What if I sold my script? Well for one its buggy. Every now and then the timing gets thrown off and it'll click the wrong button. Not to mention getting employees to install Python is a non-starter. I realize this isn't sellable. But theoretically a chrome extension could inject code directly into the webpage leading to 0 bugs and a way easier deployment story. I've never built a chrome extension though. Alas the internet. I spend a couple weeks doing almost nothing at work and coding away. It took a little trial and error but eventually I managed to scrape an extension together.

For the website, I buy a template and make a few tweaks. It looks clean. Like really clean. Now I just have to figure out how to sell this thing. I figure Ill send out 500 LinkedIn pitches and wait for responses. You know how many people end up responding? Zero.

Well it was worth a shot. I have no connections and there's probably way better solutions out there anyways. I table the idea. A month later I get a form submission on my website. I check it and to my utter shock it's a real person.

I called Drew and pitched him joining me as my cofounder, he's always been good with people and knows the industry. He accepts. We set up an introductory sales call. Turns out this prospect has 30 people doing Drews *exact* job. How did he find out about us? His answer - a YouTube video I posted as the tutorial.

I give him a couple free license keys and he's off running. The extensions a little buggy so it takes a *lot* of troubleshooting calls to get it working. To my complete surprise, this doesn't bother him one bit. I finally understand what product market fit feels like. When we do get it running he's ecstatic. Within a month he signs a yearlong contract for 25 licenses. That's 18k a year. Over the course of a few months we have more inbound leads come in. We sign more contracts. I handle all this while working my full-time job. Our extension only does one thing and it does it really well.

Its been almost 2 years. With the fed hiking interest rates, refinancing companies have entered hibernation. Unfortunately, this means our business is dead. But I still can't believe what we accomplished. My total expenses? A couple hundred in server fees. What's next?

Well hopefully you enjoyed the story. But I'd also love it if you gave me some feedback on my latest project, [Reply Faster](<https://www.replyfaster.io/>). Try downloading it and let me know what you think. If you have questions with either, I'm an open book.

subreddit:	<i>Entrepreneur</i>						
title:	From \$1k Initial Investment To \$100 M Exit In 2.5 Years Selling Deodorant						
score_post:	1288	upvotes	1288	cross_posts	1	comments	393
total_awards_received	1	golds	0	type 1	<i>personal story</i>	type 2	
text:	<p>In 2015, while Moez Ali was buying an Axe deodorant, he took a closer look at the ingredients and couldn't understand a single one. In July of that year, he launched Native, a non-toxic deodorant brand, and 2.5 years later he sold it for \$100 Million! Here is how he did it:</p> <p>Be Frugal At First</p> <p>Instead of spending months working on branding and perfecting the formula, Moez started the company in 12 days with a \$1,000 initial investment. At first, he launched it on Product Hunt and only made the first order from his supplier once he saw that there was demand. This helped him avoid wasting money early on before knowing if the product had traction.</p> <p>Instead of working with a large manufacturer, Moez decided to white label the deodorant from an Etsy seller, [here's why](https://twitter.com/moizali/status/1546502335429574657):</p> <p>**Low Minimum Order Quantity:** manufacturers were asking him for a minimum order of 5k-10k sticks. The Etsy seller agreed to start with a 100.</p> <p>**Speed:** Conventional suppliers needed 4-6 months to make the products since they had to follow a schedule, on Etsy, it only took a week.</p> <p>**Credibility:** Back in 2015, most manufacturers wouldn't even talk to Moez since Native was still very small.</p> <p>Sell, Get Feedback, Improve, Rinse and Repeat When the business first launched, the product was mediocre and while people were willing to give it a try, only 20-22% reordered it. Moez spent the first year l'm roving the formula. Once a customer bought a deodorant, he would send them a message saying: &gt; You got a stick of Native deodorant. Love to know what you think about it. If you love the product, please leave a review on our site. If you don't, reply to this email and tell us what you don't like, and well try to fix it.</p> <p>After going through many variations, he finally launched the new formula in the summer of 2016, and the reorder rate started increasing till it reached 50%. The month before Native was acquired, it was doing \$1 Million in net profit!</p> <p>Every Monday, I share bite-sized startup case studies every Monday. [Subscribe to receive the next one in your inbox](https://www.wtdr.xyz/)</p>						

subreddit:	<i>business</i>						
title:	Timeline of billionaire Elon Musk's bid to control Twitter						
score_post:	1243	upvotes	1243	cross_posts	0	comments	201
total_awards_received	1	golds	0	type 1	<i>news</i>	type 2	
text:	NA						
subreddit:	<i>business</i>						
title:	Trends and Statistics SME's want to see						
score_post:	1081	upvotes	1081	cross_posts	0	comments	72
total_awards_received	1	golds	0	type 1	<i>compilation</i>	type 2	
text:	<p>Hi Reddit!</p> <p>as the year ends I'm involved in a project to design a few market reports, guides and events for small business owners. I wanted to ask reddit today, as a small business owner or future manager what are some resources you'd actually like to consume or have access to. These guides and reports will be highly detailed and well researched so please don't hold back</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>What Suicidal Entrepreneurship taught me about life</i>						
score_post:	941	upvotes	941	cross_posts	3	comments	173
total_awards_received	15	golds	2	type 1	<i>personal story</i>	type 2	
text:	<p>edit: suicide triggers, be gentle with yourselves</p> <p>Almost exactly a year ago I was pounding on the wall of my shower, crying, and wondering if my wife and kids would be better off if I killed myself. I had put them through enough stress with my risky business ventures and the life insurance would provide for them better than I had. I had dreamt of being an entrepreneur since I was a kid. The idea of being Important and wealthy was exciting. As I grew older, I realized the immense societal benefit entrepreneurs create in their communities. I started to believe I could be one in truth.</p> <p>Over years I cultivated a personal brand, built business skills, and talked myself into taking the steps necessary to act on my</p>						

	<p>dream. Soon, I found myself acquiring and running 3 businesses simultaneously. I had realized my dream of being a full-blown serial entrepreneur.</p> <p>Within a couple of years of taking the leap, I had run those 3 businesses into the ground. I sat under \$70k USD in debt and had no idea how to get out. Everything I had tried to drum up sales, create marketing funnels, pivot value props, etc. hadn't generated enough revenue to cover expenses. Not even close.</p> <p>Given a family to feed, a mountain of debt, and no income to speak of, I found myself in that shower reckoning with the mistakes I made and contemplating suicide. My wife figured out I wasn't doing ok and came to check on me. I proceeded to lay out my shame and guilt for every big mistake and confess that I was seriously leaning toward cashing in on my life insurance policy so they didn't need to worry about provision anymore.</p> <p>Thank God, my wife emphatically talked sense into me. She was terrified but had the incredible courage to face the darkness with me and encourage me to get mental and emotional help. No amount of self-help books could ever replace my loving wife caring for me at that moment.</p> <p>Soon after I got on anti-depressants and dialed down my obsession with work. I realized, though, that those are temporary fixes. My anxious mind was my enemy and I need help to fight it, just like my wife helped me to do. I sent a text to 5 of my closest people to request they give a short encouragement to me to help combat my negative thoughts. I proceeded to receive over 20 minutes of audio from my loved ones encouraging me in tear-jerking detail. That encouragement has changed my life. I routinely listen to the messages to remind myself that no matter how I perform, my loved ones will be there with me to support me. Business techniques, tools, and team members have logistically helped since then. However, my circle of support has become my most powerful resource in staying committed to my goals while healthy.</p> <p>If you're in a similar situation, I encourage you to foster close relationships outside of business and lean on them for support. You're not alone, and you only handicap yourself by relying on sheer grit.</p> <p>edit: y'all I'm humbled and honored by your kindness. All my love and support to you. Please text your loved ones and ask them to send you encouraging words, even if you feel good at the moment.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Can we get rid of the "get rich quick" posts?</i>						
score_post:	928	upvotes	928	cross_posts	0	comments	193
total_awards_received	1	golds	0	type 1	bad ideas	type 2	
text:	In an attempt to move the sub into a more constructive space and one that reflects actual entrepreneurship, can we move the mods or the sub to agree to do away with "get rich quick" posts? Threads that ask how people would generate fast money in a						

	<p>short amount of time?</p> <p>These posts are super common and IMO are not entrepreneurship. Being an entrepreneur is about developing a business and the skills to run it, none of which generally focuses on HOW TO MAKE MONEY FAST (which is actually just a huge myth unless you're doing something illegal).</p> <p>I'd love to see this sub move more towards things that are actually related to developing the skills and tools to run businesses and not just catering to unimaginative folks who don't realize that get rich quick is a myth and developing skills and a business takes time. These posts are devoid of any real value and I don't think the entrepreneurship subreddit should be a "help me think of a job" subreddit either. As it stands, most of the posts are these dumb hypothetical questions, cryptic marketing from people who are trying to scrape clients/sell a service, and goofy hustle culture stories that read like bad fan-fic.</p> <p>So can we make a push for this sub in the right direction?</p>						
subreddit:	<i>business</i>						
title:	Twitter Mass Layoffs to Hit on Friday, Employees Told in Email						
score_post:	<i>853</i>	upvotes	<i>853</i>	cross_posts	<i>0</i>	comments	<i>74</i>
total_awards_received	<i>2</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>news</i>	<i>type 2</i>	
text:	NA						
subreddit:	<i>Entrepreneur</i>						
title:	Never do business with your friends						
score_post:	<i>788</i>	upvotes	<i>788</i>	cross_posts	<i>0</i>	comments	<i>283</i>
total_awards_received	<i>3</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	
text:	<p>3 years ago one of my best friends Max, his friend Trevor and I founded a multimedia production company. I was there since ground zero. Came up with the name and hashed out how our business model would bring us profit etc. etc.</p> <p>Max wasn't as creatively inclined as Trevor and I were. So we agreed to play to our strengths. The plan was that I would lead the creative process, Max would do client acquisition and Trevor would do everything in between. We all had some overlap in our duties of course.</p> <p>Since the very beginning I was promised to have an equal ownership in the company. So I quit my job under the premise of having a stake as we didn't have any other way to compensate ourselves when we started. But unbeknownst to me, Max and</p>						

	<p>Trevor had already filed for an LLC formation without me, they continued to reassure me that I would have my fair share and they would write me in. So I believed them.</p> <p>Fast forward a few months we work hard to get our first clients and we start turning a profit. Not enough to compensate ourselves fairly but it was a start. Because of these promises I then proceeded to work for hundreds if not thousands of hours many of which were uncompensated for the next 2.5 years. I did this under the guise that all the time and money I spent was worth it because it was ultimately my company too but it wasn't. The entire time I was being contracted out.</p> <p>Trevor started to stick up for me but Max and Trevor were incompatible together. Legal fights begin between them and the companies interests as well as mine got pushed to the side entirely. Resulting in Financial mismanagement, frequent meetings, micromanaging, unreasonable employee contracts, IRS audits and very late checks. Lawyers get involved & Trevor gets bought out. So now Max owns 100% of the company I own nothing.</p> <p>At this point my passion begins to dwindle and tension starts to grow. Expectations remain the same even though I am technically just a contractor. The environment became toxic. I was being strung along and used for Max's personal financial benefit. I was never going to get my promised share.</p> <p>Finally get Max to move along with this situation 2 years later. His offer was 2.5% stake in the company and possibly 5% if I had good behavior. Insulted, I refuse. Months later mi still grinding and push Max to give me a reasonable offer. I'm offered to BUY out a larger portion at the company's current valuation. I refuse. I would not pay for something that was promised and I will not pay for value that I provided and built. Nonsense. Enough is enough. I finally put my foot down. I quit.</p> <p>Two days later I receive a contract in the mail stating that I am prohibited from using any of the content that I created for the past 3 years. Even for personal use. This contract also came with a message threatening to withhold my last paycheck if I didn't sign said contract. I ignored it and demanded to be paid in full 1 week after I quit as the laws in our state requires.</p> <p>Its been 6-7 months since this happened. Still trying to get back on my feet. I've completely burnt the bridge. Doing freelance gigs for work now. Its hard to see positive takeaway when it feels like I've lost so much, however I have definitely learned the valuable lessons of why you should never ever go into business with your friends. And the Importance of documentation and having everything in writing.</p> <p>EDIT: So many red flags and I chose to ignore them all. I was trying to fix every problem except my own.</p> <p>I didn't know Trevor prior to working with him and I have known Max since middle school. I said everything as I saw. I should have clarified on their dynamic. I was usually the voice of reason between the two. I only held out so long because I truly believed it could work. That is where I was naive.</p>
subreddit:	<i>Entrepreneur</i>
title:	What's the absolute worst business idea you've ever heard?

score_post:	737	upvotes	737	cross_posts	3	comments	950
total_awards_received	2	golds	0	type 1	bad ideas	type 2	
text:	My friend wanted to start a business where he rented out his dog to people on an hourly basis.						
subreddit:	<i>business</i>						
title:	U.S. Supplier Price Increases Eased in October, Taking Pressure Off Inflation						
score_post:	693	upvotes	693	cross_posts	0	comments	108
total_awards_received	1	golds	0	type 1	news	type 2	
text:	NA						
subreddit:	<i>business</i>						
title:	U.S. workers have gotten way less productive. No one is sure why.						
score_post:	664	upvotes	664	cross_posts	0	comments	248
total_awards_received	2	golds	0	type 1	news	type 2	
text:	NA						
subreddit:	<i>Entrepreneur</i>						
title:	Does it drive you crazy when people that are part of an MLM say they're an entrepreneur?						
score_post:	659	upvotes	659	cross_posts	0	comments	310
total_awards_received	1	golds	0	type 1	bad ideas	type 2	
text:	I guess what does entrepreneur mean to you? To me, it means an original idea that somebody executes.						
subreddit:	<i>Entrepreneur</i>						
title:	Young entrepreneur here, parents think I'm worthless						
score_post:	614	upvotes	614	cross_posts	1	comments	345

total_awards_received	3	golds	0	type 1	personal story	type 2	
text:	Was just told by my dad that he wishes I was never born because I refuse to take the conventional route of staying at home with parents and climbing up the ladder. I'm moving out for my peace of mind and have the means to raise capital to put into investments. I just know I'm not in the right headspace being at home, given daily tasks and chores, and just dealing with parental expectations on where I take my life. I'm moving out in less than a month. They just told me off in the most horrible way possible when I approached them with my game plan. Honestly, I just need assurance that I'm not alone. I believe in myself in ways my parents don't, but not having their support while not having many friends in general has left me feeling so alone taking this route.						
subreddit:	business						
title:	US Inflation to Cool Only Slightly, Keeping Big Fed Hike in Play						
score_post:	603	upvotes	603	cross_posts	1	comments	53
total_awards_received	1	golds	0	type 1	news	type 2	
text:	NA						
subreddit:	business						
title:	Want employees to come to the office? Pick up their laundry and welcome their dogs						
score_post:	565	upvotes	565	cross_posts	0	comments	184
total_awards_received	1	golds	0	type 1	news	type 2	
text:	NA						
subreddit:	business						
title:	Welcome to hell, Elon						
score_post:	565	upvotes	565	cross_posts	2	comments	184
total_awards_received	2	golds	0	type 1	news	type 2	

text:	NA						
subreddit:	<i>Entrepreneur</i>						
title:	In your opinion, what is the most straightforward path to becoming rich?						
score_post:	553	upvotes	553	cross_posts	3	comments	775
total_awards_received	2	golds	0	type 1	asking for advice	type 2	
text:	Rich as in a multi-millionaire. Edit: other than inheriting it						
subreddit:	<i>business</i>						
title:	What are your approaches to market research						
score_post:	529	upvotes	529	cross_posts	0	comments	34
total_awards_received	1	golds	0	type 1	asking for advice	type 2	market research
text:	I'm trying to figure out what would be a good nice to start a business, and I have a problem at the stage of market research. How do you approach such tasks? How do you identify consumer's pain?						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Two months ago I was homeless eating left over cat food. This morning I cleared 36 million and on pace to double my revenue every day till the end of time. My initial investment was one Schutte buck. Please, ask me how I did it!!</i>						
score_post:	494	upvotes	494	cross_posts	0	comments	192
total_awards_received	2	golds	1	type 1	personal story	type 2	
text:	Seriously though, isn't this a place for us to share our success and failures instead of nonsense bragging without substance? Why aren't these posts being used to ban people?						
subreddit:	<i>business</i>						
title:	What currency do you earn if your business is solely online?						

score_post:	487	upvotes	487	cross_posts	1	comments	177
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>payment</i>
text:	If you can work anywhere in the world and also live anywhere in the world, what currency do you earn? I assume it's the country you have citizenship in? Or is it the country you are currently living in even if you don't have clients in that country? Does it become complicated if you have a dual citizenship?						
subreddit:	Entrepreneur						
title:	<i>I'm tired of the get rich quick questions.</i>						
score_post:	387	upvotes	387	cross_posts	1	comments	121
total_awards_received	2	golds	0	type 1	<i>personal story</i>	type 2	
text:	<p>Entrepreneurship is a personal journey. It's learning on your own how to rub two pennies together and make more. You have to discover, fail, learn, and grow on your own so that you can DEEPLY understand all aspects of the basics to have the solid foundation necessary build a business that accumulates wealth.</p> <p>I am not particularly interested in hearing you inherited 20k and you want to know how to double it. I don't care that you hate your job and want to quit but are scared. I was scared. I took the leap of faith. I made mistakes. I failed. I learned. I grew. I scaled. I'm tired of these types of questions "should I do an Amazon business?" "What's the easiest business to run?" "How profitable is x industry?"</p> <p>If you are asking these types of questions, you're doomed to fail because you are trying to take shortcuts without putting in the required time and effort to build the foundations necessary for business.</p> <p>You really want to know how to double your money? Go to garage sales, find products, sell on Marketplaces, do research, learn to negotiate. Put in the time and effort to master that and then go find your first niche in a marketplace. Fail forward.</p> <p>You're on reddit asking for advice on how to invest or double your money but you can't even handle the amount of money you currently have. How are you supposed to handle \$10k if you can manage \$1k. And if you can't manage \$1k you sure as hell can't manage a million.</p> <p>Not only that, but if you're asking "I want to sell x but I'm not sure if there's money it, what should I do?" You're not going to do anything anyways. You just want to talk about it. It took me 10 years of trying and failing at small ideas before it clicked for me. I just never gave up. I took pauses for sure but I kept coming back like an itch I couldn't scratch. THAT'S why I succeeded.</p> <p>I want to enjoy this subreddit because I want to see and hear from other entrepreneurs as they discuss challenges and direct</p>						

	<p>towards resources or reading materials. But mostly it seems to be filled with people who just want to make money quickly. I don't want to make money quickly, I want to BUILD a strong sustainable business for years to come. I want to put in the hard work and elevate my mind. In the end, when my time is up, I want to know I found fulfillment in the journey and not the result in my bank account, which is ultimately just a by product of the work anyways.</p> <p>I'm not surprised so many people ask these types of questions but I am surprised by how many people want the answers spoon fed without realizing that even if they get the right answers they are woefully underprepared to act upon those answers.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Zero to One a book recommended to business founders by Mark Zuckerberg and Elon Musk. Here's what I've learned from it.</i>						
score_post:	387	upvotes	387	cross_posts	5	comments	148
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	<p>Peter Thiel co-founded PayPal and was an early investor in Facebook, SpaceX, and LinkedIn.</p> <p>In Zero To One, Thiel shares knowledge on how to build revolutionary businesses and create value in the modern world. Here are some insights and takeaways that can be useful:</p> <p>All happy companies are different: each earns a monopoly by solving a unique problem. All failed companies are the same: they failed to escape competition.</p> <p>If you want to change the world, you must create and capture value. Don't build an undifferentiated commodity business. A Monopoly and a Perfect Competition company both are trying to disguise themselves as the opposite of what they are. (Google has a monopoly on search but emphasizes the small share of global online advertising. A local restaurant says its the only British restaurant in Palo Alto)</p> <p>=Competing is likely to limit vision and focus energy on obsessive hostility. (While Microsoft and Google were obsessively competing, Apple emerged and surpassed both).</p> <p>=The best way to resolve conflict (competition) is to merge with your competitors.</p> <p>=The equation for the value of a business today is the value of earnings in the future.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>What's a business with low risk you can buy for 100k?</i>						
score_post:	372	upvotes	372	cross_posts	0	comments	559

total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	^						
subreddit:	Entrepreneur						
title:	We Should Start a Gym, Bro!						
score_post:	348	upvotes	348	cross_posts	2	comments	79
total_awards_received	3	golds	0	type 1	<i>call to action</i>	type 2	
text:	<p>If you have ever been serious about lifting weights, chances are you had this thought at one time or another. You could build a better gym than those schmucks from whatever competing chain of greedy, corporate bastards, right? Well, you probably could. You have been working out for years. You know what people want unlike those pencil pushers wearing suits whilst making decisions about equipment and what plates are the best. Also true.</p> <p>That's the gist of my thoughts these last few years. I started working out as a teenager, got fairly serious during college and then my passion for eating the same ten things each day kind of faded. But I'm an entrepreneur at heart, and when you are done doing, you can help other people do it instead.</p> <p>**SUMMER '21**</p> <p>I am blessed. Blessed with a flexible day job that lets me come and go as I please. I am blessed by having a friend, my best friend since we were kids, whom is a more accomplished entrepreneur than me. he's seen it all and done some of it a huuuuge advantage in starting a business.</p> <p>We started looking for an adequate space in the summer of 2021. We went around the area we wanted to be located in an industrial area on the outskirts of town soon to be turned residential. We used a broker and found nothing. Somewhat downtrodden we just drove around the area, dreaming of what we could do with the right building.</p> <p>Then we spotted it. An old warehouse with a big, red gate. We sat in my friends car and dreamt of the gym we could make if only it was available. Then, in the middle of our daydreaming, a man yelled at us. He asked what we were doing, sitting in a car in the middle of an industrial estate.</p> <p>He looked scruffy. Old jeans, worn out t-shirt. We asked him if he knew the owner of the building and told him that we wanted to open a gym. He told us that he owned the whole industrial estate, and we were welcome if we were serious about it. He took out a bundle of keys at least 50 or so and showed us around. We could have our pick of the lot since most of it was used for storage.</p>						

We saw it all and had to do some math. How big did we want to do it? How many square meters (sorry, feet for my American friends) could we fill? We didn't want to restrict possible growth but paying for space you can't even fill with equipment, let alone heat up or fill with customers is just bad business.

We settled for the smaller space of around 3300 square feet (okay I googled it!) and it seemed huge at the time. But we were confident we would use all the space and we knew we had the money to back that size of gym and we're just a bunch of cautious people in general so the choice was not that hard even though one of the other buildings was way cooler (and triple the size).

****FALL 21****

With no lease and a handshake, we started to buy equipment. Most of it, I'd say 80 percent, we bought used off Facebook Marketplace and the likes. We took some risks, got lucky a lot, but we did our due diligence. We only bought equipment we felt like we could fix s'l'mle stuff with a wire connected to a stack of weight, plate loaded things and as few circuits and electric parts as possible. Minimizing risk as much as we could.

Now for a quick few word about money. We both had saved up a bit around \$15.000 from our day jobs that we could stand to lose if we fucked it all up. On top of that we made a deal with our small, local bank we didn't take out a loan, we just got an overdraft so if we needed it, we could spend more money. We did need it, and at its peak, we owed 20.000.

Now we had some equipment and a place to be. Ish. I won't bore you with details, but our timeline slid a bit. Not much, but two months in the end. We should have been better at finalizing deals instead of trusting people. Its business, people suck.

****SPRING 22****

But we opened a very raw gym in May. No bath, a few walls still raw. But people really didn't seem to care much. We were present, insisted on giving almost everyone a tour of the premises (and giving us a chance to explain why a few things didn't work in the process) very hands on, and a very good way of building trust and making people ambassadors of our little gym.

To wrap it up, since I could write ten pages more, we reached a expenses/income break even on a month-to-month basis in august. Since then, we have been paying off our overdraft and investing in more fun stuff for the members.

We just reached 150 members. Its not much, but with a few other sources of income like a few classes, some money from a personal trainer who uses our gym and a few sports teams doing so as well, we have made a fun, little business for ourselves.

The plan is to reach 300 members in about a year or so. We'll see what's what with capacity etc. at that point.

I have forgotten a ton of things so please ask away if you have any questions! =

****TL; DR****: Started gym with friend turned business partner (we're still friends!) with around \$50.000 in the bank and survived so far.

Wanna see it?

<https://instagram.com/lagerym?igshid=YmMyMTA2M2Y=>

subreddit:	Entrepreneur						
title:	<i>My friends didn't believe me, my parents didn't believe me. I spent all my money.</i>						
score_post:	348	upvotes	348	cross_posts	2	comments	109
total_awards_received	1	golds	0	type 1	bad ideas	type 2	
text:	<p>Stop falling for these dumb SEO posts that are designed to make you emotional and reach out to someone who is using creative writing and a passive call to action to get you to reach out to them. We call this cryptic marketing, it is not overt, but in this sub there is a plethora of SEO goobers writing these tear jerker stories of their success (that you guys keep upvoting) which are intentionally designed to get you to pity them (I guess) and reach out for their business services. It's almost ALWAYS SEO people. Important to stay wise out there folks, people would take advantage of your sympathy and compassion as people who have grinded, sacrificed, been invalidated or laughed at while you chased your ideas. Mods don't seem to mind these posts even as they violate self promotion (hey if I brush off my creative writing can I get you guys to go to my website too?).</p> <p>"In ecology, crypsis is the ability of an animal or a plant to avoid observation or detection by other animals."</p> <p>Take a look at these people with their cryptic marketing SEO posts - not really people who interact or contribute to this sub *besides* their cryptic marketing posts. If they were truly involved/entrepreneurs/cared about this sub beyond whatever marketing capacity it has for them, they'd be contributing, but they're not. They write their stories, mention their "success against all odds" with SEO, then wait for the upvotes, DMs, and comments.</p> <p>Stop falling for it.</p>						
subreddit:	Entrepreneur						
title:	<i>I've written copy for tech companies like Zoom, Slack, and Drift. Here's my framework for writing captivating hero sections on landing pages</i>						
score_post:	330	upvotes	330	cross_posts	2	comments	79
total_awards_received	2	golds	0	type 1	personal story	type 2	advice
text:	<p>Your landing page has less than 3 seconds to hook visitors.</p> <p>If they only read this text on your page, will they know exactly what you offer? Or even better, will it tempt them to learn more about your brand?</p>						

A weak message will make people instantly bounce.
 Here's my go-to framework:

****Headline****
 Explain the **specific** value people get that only your brand can offer. This is your promise to prospects, your big idea, and the reason your brand exists.
 No vague claims like "get more done!" or "increase collaboration!"
 The trick is to not actually talk about what you do, but instead what transformation you're helping with. Tap into either their deepest desires or their most superficial, nothing in between.
 Example: a tax software for startups
 Old headline: Have your taxes automated ---> New headline: Get \$20k back from the IRS in 20 minutes
 The old headline explains what they do, which is a helpful service. Saving time on manually doing taxes is great, but what people **really** want to hear is them either saving or making more money.

****Subhead line****
 This is where you can give more detail about your offer. To show people how you give value while handling any objections they may have.
 What you do + who you're helping + how you're helping.
 Following our tax software example: We help SaaS startups claim tax credits that most accountants miss.
 You can also add a guarantee to help with any uncertainties they have. "Pay \$0 if we don't save you any money."

****Main CTA****
 drives excitement, foo, and reduces friction. More of a call-to-value than call-to-action. Don't add any pressure, let them take action on their terms.
 * learn more > create your ___ now
 * sign up > start your free trial, no CC required
 * get started > start building
 * buy now > get x% off today!

****Bonus tips:****
 * Write how your audience talks. You can take examples from positive reviews of your brand and negative reviews from your competitors
 * Eliminate uncertainty by addressing their objections and showing social proof.
 * Take stand with your audience. relate to them, empathize, and be by their side.
 * Don't sell products, sell painkillers, lifestyle upgrades, transformations, investments.
 * If possible, have different landing pages depending on the source of traffic and how aware they are of your product. The

	<p>landing page of someone unaware + coming from tik took has a different message than the landing page people see after actively searching on google.</p> <p>Here's a list of hero section examples I put together https://jusdifferent.media/hero-sections</p>						
subreddit:	Entrepreneur						
title:	"Just hire the best person" is pure malarkey						
score_post:	313	upvotes	313	cross_posts	4	comments	151
total_awards_received	1	golds	0	type 1	bad ideas	type 2	
text:	<p>Over the past 20+ years I have easily gone through a few thousand applications.</p> <p>Over the past 6 weeks I've gone through over 500. And I can promise you anyone who has hired more than a few people would never run with the cliché "just hire the best person."</p> <p>I hate this phrase so much (you'll often see it in conversations around race and gender).</p> <p>A "best hire" is a once-in-a-blue-moon event.</p> <p>Like most things in life, you always have trade-offs in your applicant's someone who has more experience but is not as tech-savvy.</p> <p>You may have someone who may not have the highest output but is fantastic at building culture.</p> <p>You may have someone with a lot of enthusiasm and energy, but they may be asking for a higher salary than you are looking to pay.</p> <p>Everyone has strengths and weaknesses, and there are always trade-offs. So the next time you see someone talk about oh yeah, just hire the best person, please note that they are full of it.</p> <p>Just a reminder.</p>						
subreddit:	Entrepreneur						
title:	Best business books to read?						
score_post:	310	upvotes	310	cross_posts	1	comments	151
total_awards_received	1	golds	0	type 1	asking for advice	type 2	

text:	<p>Hi all, I'm in the process of starting a business with my wife, and she is interested in learning more about the business side of things. I am looking for a great fundamental business book that explains the nuances of business - like deferred payments for example. Any suggestions? Thanks so much! Edit: thank you all so much for your responses! I will definitely be making a trip to Barnes and Noble today :)</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>How can I, as a third warder, make about 10\$ a day online?</i>						
score_post:	266	upvotes	266	cross_posts	2	comments	329
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	<p>Not sure if this is the right place to post this, any guidance to a more appropriate subreddit to post this would be much appreciated That I'm from a third world country (Egypt, specifically) is of particular relevance since it rules out stuff like answering surveys, there are none seeking respondents outside the US and Europe. My 'skills' are speaking Arabic natively and, from years being overly online of feeding my brain more verbal input in English, speaking that more fluently, it is now the language of my thoughts. I'm willing to learn other marketable skills, provided I wouldn't have to spend too much time in training before I'm able to start taking jobs. My income goal is quite low, but only in accordance with the cost of living here and the cost it would take to cover my needs.</p>						
subreddit:	<i>EntrepreneurRideAlong</i>						
title:	<i>From \$1k Initial Investment To \$100 M Exit In 2.5 Years Selling Deodorant</i>						
score_post:	262	upvotes	262	cross_posts	1	comments	28
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	<i>success</i>
text:	<p>In 2015, while Moiz Ali was buying an Axe deodorant, he took a closer look at the ingredients and couldn't understand a single one. In July of that year, he launched Native, a non-toxic deodorant brand, and 2.5 years later he sold it for \$100 Million! Here is how he did it: # Be Frugal At First</p>						

	<p>Instead of spending months working on branding and perfecting the formula, Moez started the company in 12 days with a \$1,000 initial investment. At first, he launched it on Product Hunt and only made the first order from his supplier once he saw that there was demand. This helped him avoid wasting money early on before knowing if the product had traction. Instead of working with a large manufacturer, Moez decided to white label the deodorant from an Etsy seller, [here's why](https://twitter.com/moizali/status/1546502335429574657):</p> <p>* **Low Minimum Order Quantity:** manufacturers were asking him for a minimum order of 5k-10k sticks. The Etsy seller agreed to start with a 100.</p> <p>* **Speed:** Conventional suppliers needed 4-6 months to make the products since they had to follow a schedule, on Etsy, it only took a week.</p> <p>* **Credibility:** Back in 2015, most manufacturers wouldn't even talk to Moiz since Native was still very small.</p> <p># Sell, Get Feedback, Improve, Rinse and Repeat</p> <p>When the business first launched, the product was mediocre and while people were willing to give it a try, only 20-22% reordered it.</p> <p>Moiz spent the first year Improving the formula. Once a customer bought a deodorant, he would send them a message saying: &gt;You got a stick of Native deodorant. Love to know what you think about it. If you love the product, please leave a review on our site. If you don't, reply to this email and tell us what you don't like, and we'll try to fix it.</p> <p>After going through many variations, he finally launched the new formula in the summer of 2016, and the reorder rate started increasing till it reached 50%.</p> <p>The month before Native was acquired, it was doing \$1 Million in net profit!</p> <p>Every Monday, I share bite-sized startup case studies every Monday. [Subscribe to receive the next one in your inbox](https://www.wtdr.xyz/)</p>						
subreddit:	<i>business</i>						
title:	<i>What to choose? Design thinking and innovation or strategy execution?</i>						
score_post:	248	upvotes	248	cross_posts	0	comments	25
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	<p>Hello everyone,</p> <p>I want to enroll a course at HBS online, and I need a help to choose between both. Design thinking a d innovation or Strategy execution?</p>						

	I work for now in marketing but would like to I'mrove my experience to get a senior position. Thanks in advance.						
subreddit:	<i>Entrepreneur</i>						
title:	<i>How can I, as a third world citizen, make about \$20 a day online?</i>						
score_post:	231	upvotes	231	cross_posts	1	comments	404
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	<p>\$20/day would be a livable wage at the end of the month. The jobs here pay too low and there's the commuting issue. I have multiple skills and I can and am willing to do almost any kind of work online but don't know where to find it. Recently signed up for Upwork so hopefully that works out.</p> <p>My skills:</p> <ul style="list-style-type: none"> \- Web Design & Development. Can work with HTML/CSS/JS and most of the popular page-builders. \- Python automation \- Almost any kind of graphic design. Logos, flyers, social media posts, etc. \- Customer support work. Chat, call, email, anything. \- Any kind of Virtual Assistant work <p>I'm also a pretty quick learner and can learn to do any kind of work within a few days, as long as it's nothing too crazy or advanced.</p> <p>Let me know if you guys have any ideas on where I can find work for the above-mentioned skills. I'd really appreciate it. Thanks!</p>						
subreddit:	<i>Entrepreneur</i>						
title:							
score_post:	227	upvotes	227	cross_posts	3	comments	146
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	<p>I'm starting a product development company. Basically from idea to manufacturing.</p> <p>I myself can do all the work, but I work with friends (freelancers) to load balance the work. So basically the team is around 2-3 people, myself included. I'm also planning on getting someone to help me with contacting companies and helping with the business side.</p>						

	How do I contact bigger potential clients and not seem like a one man company? I have a good portfolio, but not big development company size. Edit: I don't want to fake it. I want to know how to contact companies and not get treated like a small firm.						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Successful Entrepreneurs, How Much Were You Made Fun Of When You First Started?</i>						
score_post:	221	upvotes	221	cross_posts	1	comments	140
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>request</i>
text:	<p>Right now I'm working on my clothing brand - and people keep making fun of it on social media. Of course I am not personally hurt by it, however I does demotivate me because I think there must be a reason why people don't like the brand. Some people really like it, and surprisingly they don't just "like it", they love it. I have two extremes - people who made fun of the brand like it's their job, and people who just like it a lot (I found the niche group I'm guessing).</p> <p>No one really comments an average view on my brand. It's just mocking or they really like it.</p> <p>&#x200B;</p> <p>**So, I'm curious,** those of you who started by being made fun of for your business, where are you now? How did you go from being made fun of, to getting customers, to being profitable, to where you are now?</p> <p>&#x200B;</p> <p>I'm looking forward to your responses. **Thank you!!**</p>						
subreddit:	<i>business</i>						
title:	<i>Why Adidas may have waited before cutting ties with Kanye West</i>						
score_post:	181	upvotes	181	cross_posts	1	comments	20
total_awards_received	1	golds	0	type 1	<i>news</i>	type 2	
text:	NA						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Should an unemployable job hopper just start a business?</i>						

score_post:	178	upvotes	178	cross_posts	0	comments	207
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	<p>I've got a horrible track record on my resume. From the age of 18 until now at 23, I've went from job to job lasting at each one for only a couple months at best. I didn't go to college, I went straight to work, or temp work to be specific. Never had a permanent job. I regret it, I had no motivation but that's changed.</p> <p>Obviously this looks really bad to employers so I never get any calls for an interview. I've taught myself how to code over the course of this year and feel ready but again, the gaps in my resume are killing my chances of getting hired as a software engineer. I've applied to hundreds of jobs, all rejected me.</p> <p>Does it make more sense to just go solo and start some sort of business?</p>						
subreddit:	<i>EntrepreneurRideAlong</i>						
title:	<i>\$950 dollars in recurring monthly profits created from 100 hours of cold calling</i>						
score_post:	172	upvotes	172	cross_posts	1	comments	53
total_awards_received	2	golds	1	type 1	<i>personal story</i>	type 2	<i>cold calling</i>
text:	<p>Cold calling is not dead. I saw a post over the summer asking about creating \$100 to \$1000 dollars in profit. In that post, someone said that creating that kind of profit is easy and that the focus should be on creating \$100 to \$1000 in monthly recurring profits. I thought that I could do this with cold calling and that it would be worth my time.</p> <p>Each deal is a monthly marketing service for \$130 per month. I was able to close 7 deals on 1200 cold calls in about 100 hours. The lifetime value of each deal is ~8-11 months. I could stop calling today and I would expect around \$7600 to \$10,450 in profits.</p> <p>What I did:</p> <p>I knew that I could make sales over the phone because I have done it for several years and I knew I could make calls for about 3 hours per day (early morning, lunch, and after work) I just needed to find out what I could sell. It came down to either a SaaS product or a marketing product. I picked a marketing product. I google-searched *marketing products for resellers* and after a couple of days, I had an agreement with an agency to resell their products. I would be paid a monthly commission on any customer I signed up for as long as they are customers. I picked a company that had a good retention rate and paid me over \$100 per month per customer. The next thing I did was pick a lead provider for contacts that I could call. After that, I was off and running.</p> <p>Keys to success</p>						

Lead Volume

What I've done in other jobs and tried to do when I first started with this side gig was niche down to the point that I had a very targeted approach. Would you rather call 100 people who you've researched and closed 10 of them or 1000 people in a broad sense and close 10 of them? Well, obviously I'd rather call 100 people. Who wouldn't choose that option? Well, what I found was that the 100 people approach turned me into the worse version of myself as a salesperson. 20 calls in and 15 hours of research I started to stress out that I NEED A CLOSE. I became desperate and needy. Every rejection made the next call that much harder because the list was going to end. So, I tried the opposite approach and it worked much better for me. The reason is that I did not care if I got rejected because the leads were plenty and no time invested in research. In fact, someone would say no and I would respond with Cool, Good Luck, I think you have a great company and can do well You have no idea how many times I could tell they were taken back by that. Most salespeople want to get 3 no's before giving up or are trained to overcome the objection. I took a more analytical approach and would trust the numbers. Enough calls = deals. There is no pressure on me and I can take a NO or hang up without feeling bad. Bottom line, pick a space doing well right now that has a lot of leads.

Make the process enjoyable

What I did was split my windows screen On one side I had my call list and on the other side I had YouTube up. If you have a Bluetooth headset you can set it up for your phone and your computer. Between calls, your YouTube video will pause and uncaused as you make calls. This made the process much more enjoyable for me as I had entertainment as I made calls.

Follow up follow up follow up

Look if someone tells me that they are interested in the service or product then I will send an email and follow up with them every other day until they tell me no. I never follow up with businesses where the owner isn't in or they want me to call back or they hang up or if it goes to voicemail. Follow up on interested people only on the first outreach. The reason goes back to lead volume. I can just call the next person. If they are interested then please keep following up. My average follow-ups on closed deals are 4.4 follow-ups. So don't give up if they are interested in that initial call.

Script

Hi, My name is Brad, I was hoping you could help me out. I'm looking for the person in charge of your marketing.

Sure or no

If no Cool, have a good day

If Sure, I'll make it quick for you, I head up the social media marketing division at an agency (this gets their attention) Came across your social media pages and I really like your branding and company. Do you do any social media marketing?

And then have a conversation

The key is to sound like you're a normal person and not pushy and to not care about getting a yes or no. I recommend having a conversation with a friend before you make calls to get your normal voice going.

Process

	<p>Cold call - &gt; email with the case study, company page, and recommendations. -&gt; warm call follow up on what they thought of the email</p> <p>Consistency & Resilience</p> <p>If you can make 50-100 calls every day then you will find success. I promise you will go on a cold streak. I had a 40-hour streak with no one interested. I wanted to quit. I just trusted the process and kept going. You will want to give up but DON'T GIVE UP. Have patience. Look if you want to make \$6000 a month in passive income and can only make 20 calls per day then it might take 2 years. Or you can do this full-time and get there in 3 months. Either way, you need to be consistent and resilient. That's about it for this. I plan to get to around \$2000 monthly income and reinvest into other businesses. If you are looking to make money on the side and want something that requires work upfront but gives monthly income then I recommend you pick up your phone and start dialing.</p>						
subreddit:	Entrepreneur						
title:	<i>If you got fired today, what is a skill you can rely on to generate yourself income?</i>						
score_post:	168	upvotes	168	cross_posts	2	comments	298
total_awards_received	1	golds	0	type 1	<i>question</i>	type 2	
text:	What are skills you can use to covert to cash, in lumpsum and fast						
subreddit:	Business_Ideas						
title:	<i>I make modified Air Tags that are less than half the thickness of normal ones so they can easily fit in wallets, what do you guys think is a good name for this? So far I have Slim Tags but I feel that's a bit generic. It looks something like this</i>						
score_post:	163	upvotes	163	cross_posts	0	comments	134
total_awards_received	1	golds	0	type 1	<i>news</i>	type 2	
text:	NA						
subreddit:	business						
title:	<i>Why Is It So Hard to Hit the Brakes on Inflation? The Federal Reserve has run up against a stubborn obstacle in efforts to lower prices: companies reluctant to give up fat profits.</i>						

score_post:	162	upvotes	162	cross_posts	1	comments	27
total_awards_received	1	golds	0	type 1	news	type 2	
text:	NA						
subreddit:	<i>Entrepreneur</i>						
title:	<i>My lesson of the past two years having my own business is to only listen to people who really know my business and myself well. The other advices I got turned out to be mostly completely worthless. What is your experience on taking business advice from others?</i>						
score_post:	154	upvotes	154	cross_posts	1	comments	73
total_awards_received	1	golds	0	type 1	personal story	type 2	
text:	Please share your lessons on taking and evaluating advice from others (non-professional advise).						
subreddit:	<i>Business_Ideas</i>						
title:	<i>3,634 ideas for you to steal.</i>						
score_post:	152	upvotes	152	cross_posts	2	comments	34
total_awards_received	2	golds	0	type 1	personal story	type 2	ideas compilation
text:	I've been sharing ideas online since 2017. Big believer in putting my ideas out there. Expecting nothing in return other than to inspire others. Check me out. Feel free to steal any. https://www.ideasgrab.com/						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Buying a plane</i>						
score_post:	134	upvotes	134	cross_posts	1	comments	229
total_awards_received	1	golds	0	type 1	asking for advice	type 2	plane
text:	I've been doing a lot of research in my area and I have a great idea for a business that involves buying a plane Cessna (172). how does one go about this. Does it have to be a personal purchase or can I buy it under an LLC?						

subreddit:	<i>Entrepreneur</i>						
title:	<i>Email Marketing is easy. The EXACT email flows we used to help our clients earn an extra \$100,000/year for their stores. Here is how you can Implement them too in under 2 minutes.</i>						
score_post:	130	upvotes	130	cross_posts	2	comments	78
total_awards_received	3	golds	0	type 1	<i>personal story</i>	type 2	<i>step by step</i>
text:	<p>Hey guys!</p> <p>Just wanted to share my journey here of how I was able to use email automations for my shoplifty stores. I guess I do not have to explain what Email Marketing is. Even if you haven't started with ecommerce, then you must have a rough idea of what email marketing is. If you are killing it with ecommerce and are yet to use email marketing *(I know, I have been there. Felt too lazy to get started with emails.)* then of course, you know how Important it is. However a lot of people don't know when you should actually use it. I do not advise **cold** email marketing for ecommerce stores but only **email flows (or automations)**. Your primary source of traffic has to be something else, which can be Facebook, google ads, Seo or anything else. You can expect email marketing to bring in an extra 30% of revenue on top of revenue which you are already doing. In some cases we even saw up to 120% more revenue. So it doesn't have to be said that if you aren't using email marketing, you are leaving money out on the table.</p> <p>Email automation (or email flows) is this process of automating email marketing upon a certain trigger (or action). For e.g. When a visitors take certain actions on your website, that's when you should do email marketing. For e.g. someone left a cart without buying (**Abandoned Cart Flows**)? Email them about it. Someone bought a product ? Ask them for a review. ** (Review Request Series)** If they left a positive review ? Upsell them ** (After review series) ,** etc.</p> <p>Most of it, however, is hard to understand. ï¿½And even harder to Implement. For the last 4 years, I have been heavily involved with Ecommerce. I have done about 1.2 million in sales from my own stores and worked with a lot of clients *(doing about up to USD 3 million per year)* for their email marketing. And each time I faced many issues which not only took weeks to Implement but required a lot of reading through the documentation of different apps to integrate them. For e.g.</p> <ol style="list-style-type: none"> **If you want to do review request emails you might need use lox or stamped.** You will have to separately pay for them of course **Want to send something standard like abandoned cart emails ?** Great, **install Kaviya**, MailChimp or some other app. You will start for free but be ready to pay upwards of 100s of dollars once you start making consistent sales. **Want to Implement** **'After review series' ?** Good, you just learnt that the review app you installed doesn't have apes to integrate with Kaviya. So uninstall it, setup a new review app and then figure out a way how to integrate their apes together so you can send them. 						

4. **Want to integrate popups and discount codes?** Use a different **app** like **privy** and design the emails there again.

5. **Want to use chats?** There are many **apps** like **tidied**, intercom etc. Once again, pay for them separately and design the emails again for chat transcripts and follow ups.

6. **Maintaining a consistent brand was not only a nightmare but Impossible.** Because all these apps/tools are from different providers, we had to use different email builders. imagine uploading your logo, brand colors, signatures to 10 different apps if you just want to get started with email marketing. Then you have to play with their settings and design the emails. **Even when everything is consistent, your design ends up looking different** for each of these flows because of a separate builder being used. I

7. **A lot of templates** these providers have, are useless. They will almost **always land in spam or promotions tab**. You get tempted with those fancy looking templates but if you start sending them, that's when you will know how useless they are. Why? Because they have a lot of images and html content. And that's why they look fancy. You might ask why would they even provide these templates if they go to spam ? Honestly, I do not blame them. They sell what an average joe demands. But you have to remember, *Higher the amount of HTML in your email, higher the chance of it going to spam. So we tried to keep the html and image content low. And of course, there are also many technical factors like Senders Ip reputation, SPF & DKIM signatures etc.**imagine spending months designing emails and your customers can't even read them. And you end up again spending months trying to figure out why.**

8. **Then comes the price.** All these prices add up and even though many of them have free plans, once you start getting even a few orders, be ready to pay upwards of \$100. In almost all cases we saw Kaviya alone costing us upwards of \$1000. On some stores our clients paid over \$3000. Once you start growing, that's when you realize how much money these apps actually cost. It felt outrageous paying that amount but it's too late to do anything because setting these flows up takes a lot of time.

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We ended up being so frustrated that we started using our own inhouse tools to get these things done.

Anyways. **Here's everything I am going to cover:**

- How to avoid all the problems** I mentioned above.
- And **Implement all the proven emails** I give below in just **5 minutes.**

Here are the **top 6** email series and flows which we Implemented regularly and saw most of the revenue coming from.

1. Review Request Series: (Total Emails: 3)

2. After Review Series And Upsell: (Total Emails: 5)

3. Cart Abandonment Email: (Total Emails: 3)

4. Welcome Email Series: (Total Emails: 2 Sent After someone is added to the list Newsletter.)

5. Ordered Placed Thank you Email: (Total Email: 1)

6. Order Fulfilled Thank You Email: (Total Email: 1)

****7. Popup Series:**** (Total Emails: 3)

****8. Chat Transcripts:**** (Total Email: 1)

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I am sharing here the email templates (with minor changes) which I personally use. You can copy paste them into your own stores and see much better results.

#

Review Request Series: (Total Email: 3)

*****Email 1:***** *An email asking users for their feedback, 30 days after they have purchased their product. Feel free to change the number of days.*

****Subject:**** I Would love to know about your experience with {In_Brand name}

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

Thank you for shopping with {Unbandage} recently. I hope you were happy with your order. I would love to know about your experience with the product. Please take a moment to leave us a review.

{Product Photo}

If you face any problems reply to this email and I will do my best to ensure that its resolved.

Thank you,

{In_Firstname}

{Imposition}

{In Email}

​​

*****Email 2:***** *This is an email sent as a reminder if they do not submit a review.*

****Subject:**** {SUBSCRIBER_FIRST_NAME}, I'm waiting for you to tell us what you think!

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

I hope you're doing good. I wanted to check on you to make sure you're experiencing the best of our product. Customer satisfaction is our top priority, and we don't take that lightly.

(Photo)

If you experience any problem with the product just reply to this email and I will reach out to help.

Also, if you leave us a review right now, you will get a heavy discount on your next purchase at {Unbandage}.

Thank you,

{In_Firstname}

	<p>{Imposition} {In Email} &#x200B; **Email 3***: This is a second reminder email.* **Subject:** {SUBSCRIBER_FIRST_NAME}, Are you enjoying our product? **Body:** Hey {SUBSCRIBER_FIRST_NAME}, {In_Firstname} here again from {Unbandage}. I wanted to follow up on my previous email about leaving a review for a discount. It's a limited-time code so we suggest you hurry while you still can. Creating a better experience for you is all we care about, and your feedback means a lot to us. I understand you might be busy so this will be my final request, however, If you have any questions, please let me know anytime. I'm here to help. (Photo) Thank you, {In_Firstname} {Imposition} {In Email} # After Review Series And Upsell (Total Email: 5) &#x200B; **Email 1:** *Sent when a customer leaves a negative review . This is an apology email* **Subject:** {SUBSCRIBER_FIRST_NAME}, we apologize for the experience. **Body:** Dear {SUBSCRIBER_FIRST_NAME}, {In_Firstname} here from {Unbandage}. I came across your review about your recent purchase and I'm sincerely sorry for the unpleasant experience. I understand you might be feeling frustrated about the experience. I have personally read your feedback and our team has started working on it. Delighting you, and every single one of our customers, is the topmost priority for us at {Unbandage} and we've worked very hard over the last years to earn the trust of our customers. I'm sorry we couldn't live up to our standards. Please let me know how we can work together to solve it so we can provide you with a better experience. Thank you, {In_Firstname} {Imposition}</p>
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	<p>{In Email}</p> <p>&#x200B;</p> <p>**Email 2:** (Does have review image)</p> <p>**Subject:** {SUBSCRIBER_FIRST_NAME}, thank you for your feedback!</p> <p>**Body:**</p> <p>Hey {SUBSCRIBER_FIRST_NAME}</p> <p>I would like to thank you for your feedback and for helping us Improve. Please accept this coupon code as a token of my appreciation towards you as our valued customer. Use this on your next checkout.</p> <p>EWREVVWIMG (REDEEM NOW) HAPPY SHOPPING!!</p> <p>{In_Firstname} {Imposition} {In Email}</p> <p>**Email 3:** (Doesn't have a review image)</p> <p>**Subject:** {SUBSCRIBER_FIRST_NAME}, a thank you won't be enough!</p> <p>**Body:**</p> <p>Hey {SUBSCRIBER_FIRST_NAME}!,</p> <p>I would like to thank you for your feedback. I really appreciate it.</p> <p>Creating a better experience for you is all I care about at. And as a token of my gratitude, please use this code to get a discount on your next purchase.</p> <p>EWREVVWNIMG OR</p> <p>Add a picture in your review and we will bump up the discount on your next purchase :)</p> <p>(EDIT REVIEW)</p> <p>Thank you, {In_Firstname} {Imposition} {In Email}</p> <p>&#x200B; &#x200B;&#x200B;</p> <p>**Email 4:** (Has a review image)</p> <p>**Subject:** SUBSCRIBER_FIRST_NAME}You've earned yourself a gift!</p>
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****Body:****

Hey {SUBSCRIBER_FIRST_NAME}!,

I would like to thank you for your feedback. I really appreciate it.

Creating a better experience for you is all I care about at. And as a token of my gratitude, please use this code to get a discount on your next purchase.

EWREVVIMG

(REDEEM NOW)

Thank you,

{In_Firstname}

{Imposition}

{In Email}

****Email 5:**** (Doesn't have a review image)

****Subject:**** Final opportunity to grab this

****Body:****

​

Hey {SUBSCRIBER_FIRST_NAME},

This is your last opportunity to grab this amazing 5% discount on your next purchase. You can still claim it by sending me a picture of your purchased product and telling me what you think about it!

This is time-sensitive, so hurry up!

(ADD imaged)

Until next time.

Thank you,

{In_Firstname}

{Imposition}

{In Email}

#

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Cart Abandonment Email (Total Email: 3)

****Email 1:**** *As the name suggests, an email asking users to complete their checkout if they abandoned it.*

****Subject:**** Hey {SUBSCRIBER_FIRST_NAME}, you left something behind!

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

{In_Firstname} here from {Unbandage}.

I noticed that you added some items to your cart but have yet to close the deal. I wanted to check in and make sure all your questions are answered, and that you're not having any problems with the checkout process.

I'm committed to doing everything I can to help you out. Whether you have a question about the products or just need some recommendations.

I'd love to hear from you! Shoot me an email - or feel free to finish checking out your purchase.

(Photo)

Thank you,

{In_Firstname}

{Imposition}

{In Email}

​

****Email 2:**** *This is an email sent as a reminder. The email has a discount code to encourage people to buy it.*

****Subject:**** I'm holding it for you.

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

I hope you're doing awesome on this fresh day. I wanted to inform you that we are about to run out of stock.

So, I recommend that you check out as soon as you can. To sweeten the deal, here is a coupon code to give you

{DISCOUNT.EWACART.VALUE} % off. You can use it at the time of checkout. Make sure you hurry up because this offer is for a limited period only.

EWACART

Thank you,

{In_Firstname}

{Imposition}

{In Email}

​

****Email 3:**** *This is a second reminder email. The discount here is increased to encourage them even further.*

****Subject:**** {SUBSCRIBER_FIRST_NAME}, This is your last chance.

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

I wanted to remind you that time is running out! Use the coupon code below at the check out to avail

{DISCOUNT.\$EWACART2.VALUE} % off ! Order now before time runs out. It's now or never, you don't want to miss this deal.

EWACART2

(Product)

Thank you,

{In_Firstname}

{Imposition}

{In Email}

​​

Welcome Email Series (Total Email: 2)

****Email1:**** *This is a welcome email sent when people are added to your list. It currently sends to everyone however you can change the segment to send it to only non buyers (meaning people who have subscribed but not purchased yet)*

****Subject:**** Welcome to club, {SUBSCRIBER_FIRST_NAME}!

****Body:****

Welcome! {SUBSCRIBER_FIRST_NAME}! You're now on the list - and will be the first to hear from me.

Watch your inbox over the next few days as Ill be sending some juicy deals to you. Good things are coming, exciting content as well as updates on new products, discounts, promotions, and much more! I'm looking forward to a great journey ahead.

Your willingness to share your email address with me makes me super thankful. And worry not, we will never spam, or send boring emails to you.

Have questions? Just reply to this email, wed love to help you out.

Thank you,

{In_Firstname}

{Imposition}

{In Email}

​​

****Email 2:**** *This is second email in the welcome series. It encourages the customer to make a purchase.*

****Subject:**** let's get the ship sailing, {SUBSCRIBER_FIRST_NAME}!

****Body:****

Hey {SUBSCRIBER_FIRST_NAME}, thought you might be interested in a few of our best sellers on the market. Take a look at this (Products)

These top-selling products are only available to the people on the list. But hurry, we have limited stock due to incredibly high demand! So you'll have to be quick about it.

Thank you,

{In_Firstname}

	<pre> {Imposition} {In Email} # # Ordered Placed Thank you Email (Total Email: 1) **Description:** **Subject:** {In_First name}, thank you for your purchase at {In_Brand name}! **Body:** Hey {SUBSCRIBER_FIRST_NAME}, Thank you so much for placing your order! This means a lot to me. And in return, I will provide you with the best customer experience. I will update you again with further details when the order is shipped. Looking forward to serving you again. Thank you, {In_Firstname} {Imposition} {In Email} &#x200B; &#x200B; # Order Fulfilled Thank You Email (Total Email: 1) **Description:** **Subject:** {In_First name}, thank you for your purchase at {In_Brand name}! **Body:** Hey {SUBSCRIBER_FIRST_NAME}, {In_FirstName} here from {Unbandage}! Just wanted to send you a personal thank you for your purchase. I have shipped your order with love and care and its on your way. I know you had many options to choose from, but I thank you for choosing {Unbandage}. I wish when you're looking for something special again, {Unbandage} will continue to be the place you think of first. I sincerely hope you will be satisfied with your purchase and look forward to serving you again. Cheers, {In_FirstName} {Imposition} {In Email} &#x200B; </pre>
--	--

Popup Series (Total Email: 3)

****Email 1:**** *This is an email sent when a potential customer submits his email in the popup. It gives them a discount code to use.*

****Subject:**** {SUBSCRIBER_FIRST_NAME} ! Here's your discount :)

****Body:****

Hey {SUBSCRIBER_FIRST_NAME}!

I hope you're doing amazing! And to make your day even more amazing, I have a special discount for you.

Remember, this discount is exclusive to people on the email list (That's you!). You can use it once on your next favorite purchase for the next 5 days.

I hope you enjoy it, click on the button down below to use it!

EWPOP

Thank you,

{In_Firstname}

{Imposition}

{In Email}

****Email 2:**** *This is an email sent as a reminder if they do not use the discount code.*

****Subject:**** You don't have much time left

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

{In_Firstname} here from {Unbandage} to remind you that you haven't used your coupon yet. The best deals are selling out faster than expected and they will be all gone after some time. So, use the code below at checkout:

EWPOP

Thank you,

{In_Firstname}

{Imposition}

{In Email}

****Email 3:**** *This is a second reminder email.*

****Subject:**** This is your last chance to grab this deal.

****Body:****

Hey {SUBSCRIBER_FIRST_NAME},

I'm worried you might miss out on this favorite product you've eyeing for a while.

This sale will be over in the next 24 hours. And (No. of buyers) have already grabbed this deal. So hurry up and grab this deal

	<p>before its gone. Click on the code below to get your discount at the checkout. EWPOP For any assistance, please let me know. Happy shopping! Thank you, {In_Firstname} {Imposition} {In Email} &#x200B; I know, it's obvious to ask this question. "All this information for free? What's the catch ?" Now I will not lie to you and pretend I am being generous for the good of my heart. *(I know, many of you will read this and think , "botchy" ;)* So here is the catch. We have been working hard on it for the last 3 years. And we developed a [shoplifty app](https://apps.shopify.com/emailmarketing_emailwish_abandonedcart_popup_chat_reviews) which Implements all these things out of the box. You do not have to write any emails, you do not have to setup anything. You do not have to copy paste these emails anywhere. The app comes with review , chat and popup inbuilt. No integration required. And an email builder which is out of this world fluid and easy to use.</p> <ol style="list-style-type: none"> 1. Just sign up. 2. Carefully fill the details upon onboarding. Because they will be used for your emails. 3. Import Email Automations. 4. Activate them. ​ You can try it risk free, it has a free trial. A monthly plan starting at just 10. [Email Marketing app for Shopify](https://foxly.me/Reddit) ​ Hope you guys had a good read and learned a thing or two :) HMU if you have any questions. If you want to read the full version in a more reader-friendly format, you can checkout our [Email Flows For Shopify](https://blog.emailwish.com/email-marketing-flows-for-shopify-store/) blog article*						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Looking for someone to help me with my addiction, and I'll help you with your business.</i>						
score_post:	129	upvotes	129	cross_posts	1	comments	131

total_awards_received	2	<i>golds</i>	0	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	<i>partnership</i>
text:	<p>Hi there, I've been making money online for around 9 years or so, I'm successful, but I don't think my quality of life is very good due to my addiction to weed. I'm asking for help, cause at this point I obviously can't do this on my own, and that's okay. I always go through a cycle of quitting, thinking I'm in the clear, do it once, get addicted again, over and over. By addicted I mean doing it everyday, not even all day, like I still have my businesses to run. But instead of enjoying my life I'm content just sitting in my basement playing games and ingesting weed. 80% of my time goes to my businesses, the other 20% is getting high, working out and playing games. But it always starts creeping earlier and earlier in the day, until I need to quit all together because it's affecting me badly. There is so much more to add but this post will be to long. How I can help you? I've spent multiple 7 figures of my own money on social media ads and sent all that traffic to my e-commerce stores. I can help optimize everything from traffic to emails to the site. I can help automate almost everything via click up and with hiring so you do less and can focus on working on the business, not in the business. Doesn't have to be in ecomap either. I can keep going, but I think you get the idea, I love this stuff and have dedicated my adult life to it. How you can help me? I want you to help me stay on track and put a little effort in. Maybe create some spreadsheets I can fill out for accountability. Maybe we can chat a few times a week to talk about how it's going. An open chat I can hit you up through, I don't expect a fast response, but just having someone I can reach out to when I need it, without feeling like I'm being annoying would be nice. Would be amazing if you can make a plan of some kind, we can also talk about the approach. Some ideas, but I really want to overcome this. I've done around 10 therapy sessions, but that doesn't help keep me on track. Maybe what I'm doing is totally okay, but at this point, I want a change in my life, and I'd really appreciate someone that could help, and I'll try my best to help you. This is a serious thing, please only reach out if you're able to invest the time. Thank you! *Edit: Wow I was not expecting this response, thank you so much guys. It's been so hard going through this never ending cycle. Then I ask myself, if not now, then when? I will do my best to get back to everyone, it's been a bit emotional and I appreciate the support so much. Like so much.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Is starting a profitable newspaper still possible??</i>						
score_post:	121	<i>upvotes</i>	121	<i>cross_posts</i>	1	<i>comments</i>	209

total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	I am 19 and in college in New England. I want to start a local newspaper at the town around my college. I am wondering if I am still able to cover printing cost and design cost without losing money each month. I don't care about making a lot but would want to be sure I can recoup my investment before I put 1-4 thousand for printing and software. Please help me out thank you.						
subreddit:	<i>EntrepreneurRideAlong</i>						
title:	<i>I've made animated summaries of 80+ of the best self Improvement books. I've made a list of the links for each of the videos so you can find and watch the summary of the book you are interested in more easily. Hope this is useful.</i>						
score_post:	112	upvotes	112	cross_posts	2	comments	12
total_awards_received	1	golds	1	type 1	<i>personal story</i>	type 2	<i>ad</i>
text:	<p>I hope you'll be able to watch these and get a clearer idea or which ones you would be interested in reading fully. Thanks, have a great day **I've made over 80 summaries of the best self Improvement books, the links are below.** **Full playlist of them all here:** https://www.youtube.com/watch?v=dOImyOGN9UE&list=PLaNTB6oQAa0AYuul0tqUscg1ZLj_arZga I plan on creating more summaries soon, if you're interested please consider subscribing by clicking this link: https://www.youtube.com/channel/UCfbLDMh6uGOZePAfqjVZ-g?sub_confirmation=1 **Here are the links:** Make Your Bed: https://www.youtube.com/watch?v=z7mBNcl2H1c The power of the subconscious mind: https://www.youtube.com/watch?v=UNi9zDGaZtw Getting things done: [https://www.youtube.com/watch?v=oCNN2pyO5Yc](https://www.youtube.com/watch?v=oCNN2pyO5Yc&t=1s) The power of intention: [https://www.youtube.com/watch?v=7ezM3fIKHTY](https://www.youtube.com/watch?v=7ezM3fIKHTY&t=1s) Deep work:</p>						

	<p>[https://www.youtube.com/watch?v=2SOQpjHKESA](https://www.youtube.com/watch?v=2SOQpjHKESA&t=8s) The magic of thinking big: [https://www.youtube.com/watch?v=wdQRQ82AED8](https://www.youtube.com/watch?v=wdQRQ82AED8&t=3s) The alchemist: [https://www.youtube.com/watch?v=NcQjBgtxMU](https://www.youtube.com/watch?v=NcQjBgtxMU&t=36s) Blink: [https://www.youtube.com/watch?v=rie9Pkp4Ktk](https://www.youtube.com/watch?v=rie9Pkp4Ktk&t=246s) Atomic Habits: https://www.youtube.com/watch?v=B6u0X0CDEqU The E-Myth Revisited: https://www.youtube.com/watch?v=ctHTVZRnE7g Mindset: https://www.youtube.com/watch?v=0QU5Q3lyTqo The art of war: [https://www.youtube.com/watch?v=8_5qhA2y-E4](https://www.youtube.com/watch?v=8_5qhA2y-E4&t=32s) Rework: https://www.youtube.com/watch?v=zsaZU-HW18k The lean startup: [https://www.youtube.com/watch?v=j6QPZp--IJE](https://www.youtube.com/watch?v=j6QPZp--IJE&t=67s) The hard thing about hard things: [https://www.youtube.com/watch?v=yI_Q3E5d33U](https://www.youtube.com/watch?v=yI_Q3E5d33U&t=2s) Crush it!: [https://www.youtube.com/watch?v=onbmkc-29KI](https://www.youtube.com/watch?v=onbmkc-29KI&t=6s) Delivering Happiness: [https://www.youtube.com/watch?v=GiUWCZkHbA8](https://www.youtube.com/watch?v=GiUWCZkHbA8&t=4s) The personal MBA: [https://www.youtube.com/watch?v=eFpXccN3YEU](https://www.youtube.com/watch?v=eFpXccN3YEU&t=2s) The \$100 startup: [https://www.youtube.com/watch?v=Cqa1LqahOLE](https://www.youtube.com/watch?v=Cqa1LqahOLE&t=1s) Zero to One: [https://www.youtube.com/watch?v=RGtQjkSUahc](https://www.youtube.com/watch?v=RGtQjkSUahc&t=1s) Grit:</p>
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	<p>https://www.youtube.com/watch?v=doUSy1Eo76s</p> <p>Start with why: https://www.youtube.com/watch?v=LgMnlf4jcYY</p> <p>The compound: [https://www.youtube.com/watch?v=0nSliAMnDY0](https://www.youtube.com/watch?v=0nSliAMnDY0&t=218s)</p> <p>The Prince: [https://www.youtube.com/watch?v=lzVmhWFdwBQ](https://www.youtube.com/watch?v=lzVmhWFdwBQ&t=78s)</p> <p>The willpower instinct: [https://www.youtube.com/watch?v=Jz5EXLYxWDQ](https://www.youtube.com/watch?v=Jz5EXLYxWDQ&t=103s)</p> <p>The slight edge: https://www.youtube.com/watch?v=sltMk2xS_ZU</p> <p>Meditations: [https://www.youtube.com/watch?v=ul2nuHOnCPI](https://www.youtube.com/watch?v=ul2nuHOnCPI&t=30s)</p> <p>Who moved my cheese?: https://www.youtube.com/watch?v=PQhJkIPHiyw</p> <p>The One Thing: [https://www.youtube.com/watch?v=cS5lgHhbUoM](https://www.youtube.com/watch?v=cS5lgHhbUoM&t=16s)</p> <p>The richest man in Babylon: [https://www.youtube.com/watch?v=xbnHIWFnWLs](https://www.youtube.com/watch?v=xbnHIWFnWLs&t=20s)</p> <p>The power of habit: [https://www.youtube.com/watch?v=d366w-o8nhA](https://www.youtube.com/watch?v=d366w-o8nhA&t=24s)</p> <p>Secrets of the millionaire mind: [https://www.youtube.com/watch?v=R1WjeoCw30g](https://www.youtube.com/watch?v=R1WjeoCw30g&t=1s)</p> <p>The 6 pillars of self esteem: [https://www.youtube.com/watch?v=Y5NRiB_-w10](https://www.youtube.com/watch?v=Y5NRiB_-w10&t=8s)</p> <p>The 7 Habits of Highly Effective people: [https://www.youtube.com/watch?v=_nGzZ9m_Xsg](https://www.youtube.com/watch?v=_nGzZ9m_Xsg&t=3s)</p> <p>Thinking Fast and Slow: [https://www.youtube.com/watch?v=fqw9dwxikSw](https://www.youtube.com/watch?v=fqw9dwxikSw&t=224s)</p> <p>The 4 hour work week: [https://www.youtube.com/watch?v=tCWzSIAqO0g](https://www.youtube.com/watch?v=tCWzSIAqO0g&t=1s)</p> <p>The power of positive thinking:</p>
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	<p>[https://www.youtube.com/watch?v=IAdxM_19KBc](https://www.youtube.com/watch?v=IAdxM_19KBc&t=1s) The power of now: [https://www.youtube.com/watch?v=wa7mAlhD3w](https://www.youtube.com/watch?v=wa7mAlhD3w&t=35s) Think and grow rich: [https://www.youtube.com/watch?v=btQNKjSy8Ww](https://www.youtube.com/watch?v=btQNKjSy8Ww&t=1s) 12 rules of life: [https://www.youtube.com/watch?v=9InBOOy1eTU](https://www.youtube.com/watch?v=9InBOOy1eTU&t=26s) The 5 love languages: https://www.youtube.com/watch?v=nPq4Vxh74jY Rich Dad Poor Dad: [https://www.youtube.com/watch?v=GV31Wpr2FI8](https://www.youtube.com/watch?v=GV31Wpr2FI8&t=28s) How to win friends and influence people: [https://www.youtube.com/watch?v=s61o8y22BpM](https://www.youtube.com/watch?v=s61o8y22BpM&t=137s) The inside out revolution: [https://www.youtube.com/watch?v=68OwvuqZEGo](https://www.youtube.com/watch?v=68OwvuqZEGo&t=31s) Models: [https://www.youtube.com/watch?v=Hs0d7Da8ufo](https://www.youtube.com/watch?v=Hs0d7Da8ufo&t=5s) Man's search front: [https://www.youtube.com/watch?v=eyXFQ5W0bMk](https://www.youtube.com/watch?v=eyXFQ5W0bMk&t=18s) The subtle art of not giving a fuck: [https://www.youtube.com/watch?v=dOlmyOGN9UE](https://www.youtube.com/watch?v=dOlmyOGN9UE&t=253s) How to stop worrying and start living: https://www.youtube.com/watch?v=qUQXrEk52Ug The millionaire Fastlane: https://www.youtube.com/watch?v=vrtjXONWVfA 5 extremely powerful techniques to master motivation: [https://www.youtube.com/watch?v=vmRzDlisUeM](https://www.youtube.com/watch?v=vmRzDlisUeM&t=37s) Quiet by Susan Cain: https://www.youtube.com/watch?v=SzRcYLq63dU Extreme Ownership: [https://www.youtube.com/watch?v=eMWeEyqWHe0](https://www.youtube.com/watch?v=eMWeEyqWHe0&t=56s)</p>
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subreddit:	<i>Entrepreneur</i>						
title:	<i>Who's more sensible in this Twitter argument - Elon Musk: "Users, pay \$20 subscription fee for verification monthly." Stephen King: (scoffs) "You should pay me!" ?</i>						
score_post:	<i>106</i>	upvotes	<i>106</i>	cross_posts	<i>0</i>	comments	<i>438</i>
total_awards_received	<i>2</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>news</i>	<i>type 2</i>	
text:	Or less illogical. P.S. \$8 not \$20. [View Poll](https://www.reddit.com/poll/yj8st9)						
subreddit:	<i>smallbusiness</i>						
title:	<i>Where to find people who need logos designed?</i>						
score_post:	<i>104</i>	upvotes	<i>104</i>	cross_posts	<i>0</i>	comments	<i>237</i>
total_awards_received	<i>2</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>self-promotion</i>	<i>type 2</i>	
text:	I make logos, banners, thumbnails, business cards, flyers etc. for people but I cant really find any clients, I do not charge a lot but every single client I find just tells me that some random guy can do it for 5\$ or even less. I am just really tired of people treating me like crap. Do yell have any advice on how I can find some clients? Thanks						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Social Media Is Slowly Dying + Instagram Reach is Fixed Now?, Elon Owns Twitter (Huge Shift In Social Media)</i>						
score_post:	<i>85</i>	upvotes	<i>85</i>	cross_posts	<i>1</i>	comments	<i>19</i>
total_awards_received	<i>1</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>compilation</i>	<i>type 2</i>	
text:	#Top 5 Updates of the Week: * Elon Musk Buys Twitter & Fires Both CEO & CFO. * TikTok launches TikTok Academy For SMBs and Marketers. * Meta posts revenue decline of \$3 Billion in last Quarter, metaverse is falling. * YouTube is getting a refresh with new UI/UX for YouTube App and Web.						

- * Shocking: Apple to tax your Instagram and Facebook Ads with new Ad Policies.
 - * Overall: Facebook, Pinterest, Twitter, IG are declining in different ways: Revenue, Users and Activity.
- #Google:
- * Google Analytics 4 gets new homepage and 5 new features.
 - * Google Reportedly released another algorithm update after last weeks Spam Update.
 - * Google API v12 released with updated client library and code.
 - * Google Ads Performance Adds Performance Planner, Scheduled Assists group & more.
- #TikTok:
- * TikTok becomes worlds highest-grossing social media app with most in-app purchases.
 - * TikTok to launch Standalone Gaming App.
- #Instagram:
- * Instagram head says IG Reels and Photos reach is balanced now.
 - * Instagram Announces Live Events To Guide Marketers for Holiday Season.
 - * Instagram is working on adding Add Topics feature to IG Reels .
- #Meta :
- * Meta Employees are embracing for layoffs after Revenue falls down.
 - * Meta Launches Advantage + shopping Campaigns with Targeted Automations.
 - * Meta adds new tools to assist in Intellectual property detection.
 - * Outages: WhatsApp was out for 2 hours on Tuesday and On Friday similar outages with IG & FB too.
- #Twitter:
- * Twitter expands Campaign Planner To 15 More Countries.
 - * Elon musk shares a message to Advertisers stating to stay loyal with platform but carefully.
 - * Twitters new API v2 to include Direct Messages Access.
 - * Twitter to allow Buying & Selling of NFTs through Tweets.
 - * Twitter ends Played Twitter Spaces to focus on other audio features.
- #Pinterest:
- * Pinterest Advances Video Content Approach via Partnership with the Louvre.
 - * Pinterest revenue stayed resilient in last quarter and gained new users.
- #YouTube:
- * YouTube begins rolling out separate Tabs for Live Videos, Shorts and Vids.
 - * YouTube now allows health care youtubers to verify and sell health related products.
 - * YouTube Streamy Awards nominations are here.

	<p>#Snapchat: * Snapchat reduces payouts for Spotlight Creators. * Snap launches Director Mode with more new editing tools for Users.</p> <p>#LinkedIn: * LinkedIn launched new AI powered Security feature to tackle Frauds. * LinkedIn launched Page & User Mention Stickers For Photos & Videos. * LinkedIn launches new features for recruiters and employees to make hiring easier.</p> <p>#Reddit: * Reddit is building an Ads API, first 4 partners announced.</p> <p>#Marketing: * A jump from 3% to 10% TikTok Users that use platform for News & Media Updates. * Zoom is reportedly working on a calendar and emails tools to compete with Google & Office. * Shutterstock partners with Open AI to provide AI generated images. * Amazons Ad Business made \$9.5B in last quarter even with overall revenue going down. * Google Ads revenue up only 6% while Microsoft Bing Ads up by 16%. * Amazon unveils suite of new video advertising products. **This took a while to curate and if you need sources to these updates. You can [visit here] (https://jaskaransaini.com/thesocialjuice/) to find them and also [subscribe](https://jaskaransaini.com/thesocialjuice/) to receive these trends/ updates every week.**</p>						
subreddit:	<i>business</i>						
title:	<i>Regarding becoming a Franchisee</i>						
score_post:	82	upvotes	82	cross_posts	0	comments	4
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	Greeting friends How are you, I'm 25. I'm thinking of my dad becoming a franchisee of, The Coffee Guy Australia. Have you all heard great things about it? Here are the links. Franchise Overview https://www.thecoffeeguy.net.au/franchise-enquiry/						

Franchise Cost

<https://www.topfranchise.com.au/franchise/the-coffee-guy>

Quick headline

I want my dad to live a long life and stress free so want him to become a franchisee that's low start up cost.

I'm very passionate about coffee which is why I want my dad to become a franchisee why you ask? Because my main passion is acting and secondary passion is coffee

End of quick headline

My dad has reached mid 50s, so I want something that's stress free for him . He ran a dairy t failed which gave him a permanent back problem, which is why I want him to become a franchisee. He lacks research skills which is perfectly understandable so am doing research for him. He says to be stress free he wants to hire Staff and management while he works from home.

​

My main passion is acting which is why, I want him to run as the manager and with me working 8-4 in the franchise Monday to Friday. (keep in mind coffee is my secondary passion) Rest of the time I focus on my acting. I know I said he wants to work from home but just maybe he can see how cafe is running day to day maybe train staff if he wants but mini'ml work to be stress free or work from home/ do paperwork at home. Rest of the work he will leave it up to the manager.

​

I have experience I have worked march 2021-present Starbucks as a Barista my speed/cleanliness ratio is average. If I go to fast it leaves a little mess not too much of a mess. If I am very clean it does slow me down but not too slow that customers complain. I have also made coffees in a gas station 2019- August 2022

​

How you believe I can convince him please as he wants to buy a running business that's already very successful and ready to sell he will look at account books. But I want to convince him to become a franchisee as its less stress and the coffee guy has a low startup cost

​

If you need more information please feel free to let me know as I want him to live a long and happy life.

Questions

Do you feel I'm on the right path for my dad to be stress free? As he doesn't have to start from scratch or do a business I love him a lot!!!

Is it reasonable to help his cafe out Monday-Friday 8-4 while the rest of my time I focus on my acting?

Will my dad earn enough income to live off if he hires management and he does paper work from home that management didn't and he checks in from time to time how cafe is running?

Is my Starbucks experience enough?

	<p>The coffee guy royalties are \$150 AUD and income is \$700 AUD per week is that enough to live off? My dad was a franchisee of Express Food and Coffee in NZ. It didn't give leads to clients so he failed. Does the coffee guy Brisbane Australia give leads? If the coffee guy Australia doesn't give leads what business that's no more than 40k investment that does give leads?</p>						
subreddit:	Entrepreneur						
title:	Will you take a morally wrong path for success?						
score_post:	79	upvotes	79	cross_posts	1	comments	246
total_awards_received	1	golds	0	type 1	question	type 2	
text:	<p>How Important is success for you? Will you take morally wrong steps for it? [View Poll](https://www.reddit.com/poll/ytg6p3)</p>						
subreddit:	smallbusiness						
title:	How can I find clients for my small business, I make logos for people.						
score_post:	76	upvotes	76	cross_posts	1	comments	135
total_awards_received	1	golds	0	type 1	asking for advice	type 2	clients
text:	<p>Hello, I M47 got fired from my job a few months ago and things are really hard for me right now since I have 2 daughters to feed and my wife barely makes 600\$ a month, I started to research ways to make money online and I know how to make good logos, very good logos. The annoying thing is the fact that I have been looking for days and days and I have only found 1 client which wanted a logo for 8\$, not even 10\$. I really need some advice right now, thanks in advance.</p>						
subreddit:	Entrepreneur						
title:	Don't let your fear stop you from achieving your dreams						
score_post:	75	upvotes	75	cross_posts	0	comments	33
total_awards_received	3	golds	2	type 1	personal story	type 2	ad
text:	<p>Ever since I was a teen, I dreamt of becoming an entrepreneur. The thought of being in control of your own destiny, being financially independent, building your own vision, and being respected by everyone around you felt irresistible. I told myself that</p>						

	<p>I must become an entrepreneur no matter what.</p> <p>I ended up doing computer science at university and still continued having the same dream, however, as I approached graduation, something changed in me. I felt a sense of fear. Will I starve if I don't get revenue within the first few months of graduating? Are my career prospects going to be ruined if I don't start working straight after graduating?</p> <p>These thoughts led me to get a job in a startup. I thought I'd learn first-hand from other entrepreneurs, while spending 5-7 years saving up money, and then start my own business. This would minimize my risk, I said to myself.</p> <p>However, as months kept passing by, I kept reminiscing over my lifelong dream, and I started feeling more and more miserable. I felt like all the hours of overtime and hard work were only contributing to the benefit of the co-founders. I started looking for a way out.</p> <p>One day, a conversation with my brother sparked a business idea. I knew that I must pursue it and I started working on it every single evening. Soon, I started spending 100% of my time (outside of my full-time job) on the new business and revenue started coming in.</p> <p>Despite the immense fear of ruining my career and livelihood, I quit my job and started working on the business full-time. Needless to say, it wasn't easy. Working every day, from 06:00 to 00:00, required monk-like dedication. At times, it felt like the business wasn't going anywhere and a lot of people around me were telling me that quitting my job was a major mistake.</p> <p>In the end, it all worked out. I'm still early in my journey, but within 1 year of quitting my job, I am already making 4x the salary I used to make. The future is still unknown, but I am confident that it will all work out.</p> <p>The reason why I wanted to share this story with the community is not to brag that I am successful or that I pulled off some crazy business execution, but that people should not be afraid of following their passion and goals. I am extremely happy that I did not choose to work for 5-7 years before starting my business, as chances are that I would've already been a different person by then. For anyone who is dreaming of becoming an entrepreneur and is currently miserable in their job, all I can say is pursue your dream. My fear almost stopped me from becoming who I am today.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>10 Link-building lessons from building 300+ backlinks</i>						
score_post:	<i>69</i>	upvotes	<i>69</i>	cross_posts	<i>1</i>	comments	<i>15</i>
total_awards_received	<i>2</i>	golds	<i>0</i>	type 1	<i>advice</i>	type 2	
text:	<p>Hey, guys! If you've ever tried link-building, you'll probably agree that its a tough nut to crack.</p> <p>All the SEO bloggers out there keep rehashing the same tactics, most of which just don't work in 2022.</p> <p>Over the past year, I've built over 300+ backlinks for several clients, so I thought I'd do a recap post of all the things I've learned</p>						

from the experience!

I'll cover some of the basics of link-building for those of you who are just getting started, as well as some niche-specific stuff I learned from doing (the type of stuff you won't find in regular blog posts).

So, let's get started:

#1. Link-building works differently in every niche

One huge mistake a lot of people make with link-building is treating it as a one-size-fits-all strategy.

In reality, the link-building process ****differs a ton**** based on the niche you're in.

If you're in a very popular niche, link-building is going to be on the easier side. There are a TON of people who blog about topics like:

- * Fitness

- * Self-development

- * Parenthood

- * Weddings

So, you'll have a much easier time doing prospecting, outreach, and closing backlinks.

If you're in some very niche B2B industry, on the other hand, things are going to be a lot different. Chances are, you're not going to find someone casually blogging about buying/selling used machinery, for example, so your prospect pool is going to be ***way*** smaller.

Here are some specific things I learned about link-building in different SEO niches:

- * If you're in a consumer-oriented niche, you have a ton of potential prospects and they're usually receptive to outreach.

Compliment their blog, offer an incentive (more on this later), and you're good to go!

- * If you're in a competitive niche (CBD, gambling, forex, etc.), you'll always have to pay for backlinks, and the fee will be pretty high. The best prospecting tactic for this is finding websites that link to your competitors, as it's guaranteed they'll be willing to link to a site in a risky niche.

- * If you want to build backlinks from SaaS websites, you'll want to offer a backlink in return or some other kind of useful resource for them. Otherwise, there is a very low chance of getting a reply.

- * If you're in a niche no one blogs about, your best bet is to find blogs in adjacent niches and pitch guest posts. E.g. If your site sells used machinery, you can find engineering or tech blogs and pitch (paid) guest posts.

#2. Offer something for the backlink

It's 2022 - everyone who's ever run a website knows just how valuable backlinks are.

So why would you think that a site owner is going to be happy to link to you just because your content is cool?

If you want someone to give your website a link, you should be willing to give something in return.

This something can, for example, be straight-up cash. If your outreach prospects are part-time bloggers that don't know how to

monetize their website, a one-time placement fee is going to get you very good response rates. Alternatively, you can offer a backlink exchange. You link to them, they link to you - its a win-win situation. Unless you do this at scale, Google is very unlikely to catch on.

Arefs did a study on this a while back and found that 73%+ of websites have reciprocal links, which means this is a natural occurrence on the Internet and unlikely to get you penalized.

Finally, you can offer a free product in exchange for that backlink.

- * If you run an online store, you can send them a free pair of sneakers (or whatever else you're selling).
- * If you're in the SaaS game, you can offer free access to your software. E.g. one of the email finder companies offered 500 credits in exchange for a single backlink.

Yes, I know this is against Googles policies, but practically speaking, this is what works these days.

#3. Your competitors don't really have thousands of backlinks

This one's a bit of a rookie mistake, but since most people don't know about it, I thought I'd cover this too.

If you run a random website through Arefs, you'll see that they have thousands or tens of thousands of backlinks.

If your site is brand-new, this might seem super intimidating.

How are you ever going to catch up with THAT many backlinks?

Well, the truth is, your competitors don't actually have that many backlinks - 95% of those links are junk links that have zero Impact.

To get a **real** view of your competitor's backlink profile, do the following on Arefs or SEMrush:

- * Filter for do-follow links only (meaning, only links that have SEO effect)
- * Backlink type: in content (basically you're only looking for backlinks that are placed in blog posts as opposed to headers or footers of the site)
- * DR: 20+ (less than that usually means that the backlink carries very little juice)

And you'll see their total number of backlinks [go from 2,500](<https://snipboard.io/4raQ9O.jpg>) to [just 95](<https://snipboard.io/QBCrk4.jpg>).

Which is a MUCH more reasonable target! If you want to hit 95 backlinks within a year, that's only eight backlinks per month, VS 208 links if your real target was 2,500.

#4. Learn to evaluate backlinks

Way too many people make the mistake of basing link-building decisions on DA/DR.

These metrics, however, are good for a ***surface-level*** ***analysis.*** If you want to learn the value of a backlink, you need to dive deeper.

Some things to look at when analyzing a backlink are:

- * ***DA/DR***. Use this ***just*** to exclude low DR (<10 DR) backlink prospects. Such links won't carry much weight, so you can

safely exclude them.

* **Traffic** . The more traffic a website is driving, the more likely it is that its in Googles good graces.

* **Traffic trend** . Is the website's traffic stable? Even if a site is driving ~2,000 traffic, its still a bad link prospect if last month they were driving 20,000. This means that they likely got penalized.

* **Keywords** . What kind of keywords is the site ranking for? Link farms sometimes rank for very easy (but useless) keywords to make it seem like they're good link prospects. If the site ranks for keywords associated with your niche, that's great!

* **Contextual relevance** . Is the blog/page you're getting a link from relevant to your website? A link from a cooking blog to a digital marketing blog won't be very helpful. The same goes for page relevance. A link from an article on golf to your article about digital marketing won't look natural at all, and Google will likely ignore it.

#5. Really nail down your prospecting ops

The success of every outreach campaign primarily depends on two factors:

1. Are you picking the right prospects?
2. Are your outreach emails engaging enough?

let's talk about #1 first.

There are a ton of ways to do prospecting depending on the niche you're in, so Ill just give you a bunch of tactics that work for me.

But first, here's the prep work:

* **Hire a VA. This is non-negotiable** . Prospecting takes a TON of time, but its also something that you can learn how to do very fast and easily. No point doing it yourself.

* **Teach your VA how to evaluate backlink prospects** . They should know to exclude all big websites, how to detect backlink farms, and how to find sites that fit your criteria.

* **Start by doing a competitive backlink audit** . If someone linked to your competitor, chances are they'll link to you, too. Use Arefs or SEMrush for this.

* **Teach your VA how to find prospects for a given website** . Use tools like Hunter or Snob to find the email addresses and teach them to prioritize roles as follows: SEO lead > content marketing lead > head of marketing or CMO > CEO, founder, or owner. If a site has an SEO lead, they're the best person to contact. If they don't, there's the content lead, and so on. If its a solo website, then the founder is your only option.

And the tactics:

* **Pick a category of blogs that are likely to link to you** . E.g. If you have a fitness site, the categories could be men's health, fitness, weight lifting, sports, football, etc. Give your VAs to collect such websites. Do outreach first and find link placement opportunities second.

* **Create a list of keywords that are related to your niche, but not something you'll ever cover** . Give these keywords to your

VA and get them to extract all sites that rank for them.

* **Run your backlink prospects through Arefs/SEMrush** . Extract their backlink profiles. Exclude domains that don't fit your criteria and reach out to the ones that do.

#6. Be creative with your outreach templates

Now lets talk about email copy.

The first thing you need to know here is that **the email copy template you found online is absolutely useless.**

No one's going to give out their winning email strategy just like that. The moment you publish a quality email template online, its going to be overused **so much** that it'll stop working.

Take the skyscraper technique for example.

I get the **same exact email template** messages in my inbox daily.

Hey name, you linked to X, I created Y which is cooler, so please link to it.

Unless your content is something really amazing, this won't work.

What you want to do is be creative with your copy. Create 4-5 emails that YOU would like to receive and test how well they work.

Some tips on how to do this:

* **Check your inbox for outreach emails** . Go through them and see which ones Impact you the most. Base your ideas on those.

* **Make a genuine compliment in the email** . Something that can be reused for different websites without being too generic.

* **Offer up something up-front** . Why should they link to you? What do you have to offer them?

* **Make it low-effort** . Tell them EXACTLY where you want your link placed. The less effort they have to put into the placement, the more likely they are to do it.

* **Make sure that your cold emails don't have any links or images** . The cleaner your outreach emails, the more likely it is that they won't end up in the spam folder.

* **Personalize as much as possible** . The more personal elements you include in the email, the better it'll work. Name, website name, a specific post you liked on their blog, something about their website you really liked, and so on.

#7. Re-use your prospect lists

In a lot of cases, the reason you don't get a reply from your prospect is slimly that they were not feeling like it at the time.

Shocker, I know.

Its not that they hate you for your cold email (unless they explicitly told you so), or that they're not interested (they might very well be) - its just that they missed your email, forgot about it, or slimly didn't feel like replying at the time.

So, what you can do here is slimly resend your outreach to the same prospect 2-3 months later, once they forget about your original email.

A while back, we ran this exact experiment - we reached out to 200 prospects that previously didn't reply to our outreach. From the 200 emails, we got 30 replies, and out of the 30 replies, we got 10 backlink placement opportunities! That said, ****don't be a spammer****. If the above tactic works once, it doesn't mean that you should keep hammering the prospects who didn't reply until they block your email.

#8. Take advantage of inbound outreach emails

If you have a long-running website, chances are, you get a link-building outreach email 2-3 times a week.

Here's you can take advantage of that:

1. ****Make a counteroffer for link placement****. You'll get them a backlink ****if**** they include a link to your site in a guest post on a third-party domain.
2. ****Offer up a backlink exchange****. They link to you, you link to them.
3. ****Get inspired by their email copy****. If their outreach email copy is really creative, you can base your own outreach copy on it.

#9. When something doesn't work, dig deep

Sometimes, you'll see that your link-building just isn't working.

In such cases, its Important to know how to troubleshoot your campaigns. Here's what I do:

1. ****Check on your prospecting****. Are the sites you're collecting likely to link to you? No, Healthline or Forbes are NOT going to link to you, no matter how good your outreach game is.
2. ****Check whether you're getting the right point of contact****. If you're emailing the CEO when the company has an SEO lead, they're never going to reply to you.
3. ****Check on your open rates****. What percentage of your emails are being opened? If the number is too low, its because your email is going to spam, or the subject line is not engaging enough.
4. ****Check your reply rates****. What percentage of all email opens lead to a reply? If the reply rate is low, the fault is either in your prospecting (wrong contacts, bad link prospects), in your email copy (its too generic or uninteresting), or in your offer (the prospect doesn't care about what you're offering for the link).

#10. Its all a numbers game

Finally, Ill wrap up this post by saying that link-building is a numbers game.

At the end of the day, ****most of your prospects won't reply, and won't care.****

So, do this:

Pick an estimated success rate number. ****On average****, 2.5% - 10% of your outreach emails are going to result in a backlink.

let's assume a more conservative estimate and go for 2.5% to 5%, as this rate depends on a ton of factors.

So from 100 link prospects, you can expect to get from 2 to 5 backlinks. Then, work backward from there. How many backlinks do you want to build per month?

	<p>If your monthly goal is, say, ten backlinks, then to be on the safe side, you should be sending out 500 outreach emails per month. From there, all you have to do is hire a prospecting VA, give them a daily prospecting KPI, and run your drip outreach campaign with the email software of your choice!</p> <p># Thanks for reading!</p> <p>**If you dug this post, I'd appreciate it if you checked out my subreddit, ** /r/Seo growth. Trying to make it THE go-to sub for SEO on Reddit and I reply to **all** questions there personally. You can also check out the [full post](https://mintseo.com/link-building-lessons/) on the blog with screenshots and all that good stuff if you're curious.</p>						
subreddit:	<i>startups</i>						
title:	<i>Choices I have: jump into my own startup or look for a job.</i>						
score_post:	<i>67</i>	upvotes	<i>67</i>	cross_posts	<i>0</i>	comments	<i>77</i>
total_awards_received	<i>1</i>	golds	<i>0</i>	type 1	<i>personal story</i>	type 2	
text:	<p>***UPDATE: Many thanks to everyone, who shared their thoughts and experiences! It was I'mortant to hear different opinions and it really helped me make a decision!***&#x200B;</p> <p>Hi everybody,</p> <p>I am a senior level engineer at a large, established company with a nice paycheck and perks.</p> <p>I have been working on my own startup (bootstrapped, as a side project) for the last few years. The product is about 2 months away from being ready for sales, in case no surprises arise (which is possible, obviously).</p> <p>The customers check-in regularly, asking when it will be ready to ship, the margins are good: the business case is proven.</p> <p>I have yet another side project, which was going on for a while: a much better (yet to be proven) version of a product, which is successful. For that one I have a customer, which is willing to put his own money to fund the development (I refused, since it is still too risky). But this product is relatively easy to develop: about 1.5 month to MVP with 40-50% level of a full time effort.</p> <p>And now comes the job: it requires a lot of effort. Just recently I was asked to take on even more responsibilities, which will further limit my ability to work on my own startup.</p> <p>So, the choices I have:</p> <ol style="list-style-type: none"> 1. Jump into my own startup full time. I can afford it financially for at least 6-8 months. Fears which I have: **a)** losing the medical insurance and **b)** the upcoming recession (what if I will not be able to find another job if I have to?) and **c)** if nothing works out and I go back to the job market, how will the next employer see a guy who failed at his own startup? 2. Leave the startups and concentrate on the job. The pro: relative stability. The downside: I will be working for someone else's 						

	dream, while I have my own. Please share your experience and advice!​						
subreddit:	<i>Entrepreneur</i>						
title:	<i>I Spent 4 Hours reading 25+ Marketing Reports and Here's What I learned Part-1</i>						
score_post:	62	upvotes	62	cross_posts	2	comments	30
total_awards_received	1	<i>golds</i>	1	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	<i>marketing</i>
text:	<p>#1. Pinterest's New Updated Algorithm</p> <p>The new algorithm changes were announced by Pinterest's engineering team. Its quite hard to fully understand who the algorithm works because you need an engineering background but here's my findings after reading the blogpost!</p> <p>The Home feed of an average Pinterest user is curated based on last 100 Pins you engaged with and based on your actions like repining, save, hide and click, etc. The pins are promoted to a different section on your home feed.</p> <p>The algorithm also shows content based on the time you spent on the platform and how much time you spent on one pin. Mentioned in the post, Pinterest breaks down that Based on the time spent engagement of a user fluctuates a lot. That's why they are changing algorithms to make the user engagement doesn't drop.</p> <p>Highlighting their focus on Repines and saves, these two will have the most Impact to rank pins on home feed. Why? Because to stop the downfall in in-app engagementthey have to show the best content to the users that aren't active that much.</p> <p>For Marketers, Make sure your CTAs and Visuals make people stay on your pins. Give the users context and enough bread to repine your content or save it.</p> <p>Source: Pinterest Engineering Blog!</p> <p>#2. TikTok's E-Commerce & Consumer Report</p> <ol style="list-style-type: none"> 1. Inertia to make decisions: 46% Consumers buy on a different day after First Brand touchpoint. 2. 63% of Users need to see content at least 3-4 times before making a buying decision. 3. 34% of Consumers are skeptical about branded content. 4. 41% do not purchase due to missing information. 5. 15% product discoveries happen on TikTok when asked online consumers. A jump from last year's 4% to 15%. <p>Source: TikTok's Shoppertainment Report 2022</p> <p>#3. Traditional V Ads Vs Digital Mobile Ads</p> <ol style="list-style-type: none"> 1. Two TV ads have 44% more effect on Consumer's Purchase Intent compared to 33% of Two Digital Mobile Exposures. 2. TV Ads have a better Unaided recall compared to Mobile Exposure Ads. With TV ads having 44% compared to Movable Ads 						

20%.

3. Branding Ads are more likely to create an emotional connection that lasts longer than CTA Ads. 80% Of the consumers liked the Ad where they could connect with Brands on a higher level.

4. Distracted Viewing In Advertising: 36% participants never looked at the Digital Mobile Ad due to Bad Creatives or X reasons compared to 6% for TV.

5. TV + Mobile Ads work great together resulting in both 45% greater unaided recall compared to Digital Ads and also 39% greater Purchase Intent.

Report: Comcast Advertising TV Ads vs Digital Mobile Exposure 2022

#4. LinkedIn B2B Marketing Report

1. 42% of B2B purchase decision makers find B2B advertising boring while 82% of B2B Ads had the same format as B2C Ads.

2. Brand and Demand: The Study shows optimal balance between brand and demand. 60% Branding and 40% direct response is what most successful B2B brands do in their campaigns.

3. B2B audiences first exposed to branding or acquisition Ads convert better because at any given time, 95% of the consumers are not in market for a purchase in this space.

4. LinkedIn Users watch 79% of the In-feed Video Content with sound off.

5. 47% of buyers say that most of the time the thought leadership content from B2B founders doesn't resonate with their specific needs.

Source: LinkedIn From B2Boring to B2Brilliant Report.

#5. How People are Planning for Holiday Shopping

1. 74% of US Consumers across all ages and demographics are trading down on their holiday budgets due to Inflation.

2. 21% increase in optimism among low and medium-income earners for this holiday season.

3. 42% Consumers willing to browse-in local stores this year compared to 39% of last year.

4. 40% of Consumers intend to splurge for themselves with Gen-Z being the most excited and millennials too.

5. 44% consumers are seeking Coupons and discounts, while 43% looking forward to move to a new retailer for a lower price this season.

6. 48% of Gen-Z said they have planned to use Buy Now Pay Later for the upcoming shopping season along side 47% Millennials and 40% Gen X.

Source: McKinsey Holiday Marketing Report 2022, Blue Dot x Retail Dives BNPL survey.

#6. Googles Insights on SEO Practices

1. For Better SEO Approach, to make sure we don't miss Important sections of your website. Add Alt texts to all of your images and describe the content within it. Don't use phrases like image of and screenshot of we already know that its an image.

2. Google shared Insights on AI images being under Webmasters guidelines and they allow that while prohibiting AI generated

	<p>content stated in their new updated webmaster guidelines. When AI content found to be completely unreviewed by Author and spam.</p> <p>Source: Search Engine journal, John Mueller from Googles Off the record Podcast.</p> <p>#7. Social Media Insights For Businesses Before Holiday Marketing!</p> <ol style="list-style-type: none"> 1. 61% of surveyed IG Weekly users says that Ads with product tags make them buy more conveniently and make faster decisions. 2. Snapchat Consumer report shows their users plan to start shopping early this year. To reach 75% of their Gen-Z and Millennials audience, the platform highlights focus on multi-product driven campaigns with dynamic auto-bidding and A/B testing. 3. Meta's Holiday Marketing Guide Highlights to share shopping deals and launch campaigns early(probably now) to get the most out of the holiday season. That's why focus on broad targeting and awareness with your campaigns. 4. TikTok highlights usage of Lead Generation Ads and its collective Ads format to capture its early shoppers user base while utilizing creator marketplace. <p>Source: Holiday Marketing Guides By Meta, IG, TikTok & Snapchat.</p> <p>- **This took a while, if you liked it, you can [subscribe here](https://jaskaransaini.com/thesocialjuice/) to receive 5 Marketing Reports and updates for free every week. Also, you can find links to these reports + Part-2 soon.**</p>						
subreddit:	<i>Business_Ideas</i>						
title:	<i>5 Exploding Products People Are Searching For</i>						
score_post:	<i>60</i>	upvotes	<i>60</i>	cross_posts	<i>0</i>	comments	<i>13</i>
total_awards_received	<i>1</i>	golds	<i>0</i>	type 1	<i>compilation</i>	type 2	
text:	<p>Hey guys! I've got some more data to share.</p> <p>If you don't remember me, I made [this](https://www.reddit.com/r/Business_Ideas/comments/y8kxea/6_trending_products_people_are_searching_for/) post explaining the software that I wrote which scrapes and analyzes millions of searches to find emerging products, businesses, and industries.</p> <p>I've got a couple more trending searches that you might find interesting,</p> <p>Search Volume Growth Since 2018:</p> <ul style="list-style-type: none"> * Sea Moss (+1,900%) * Gel Blasters (+1,833%) 						

	<ul style="list-style-type: none"> * Gua Sha (+475%) * Tattoo Numbing Cream (+217%) * Boob Tape (+208%) <p>On my last post, many of you requested that I send business trends to your email, so I got it all set up. With this format, I am able to include charts and additional research which makes digesting the data a lot more pleasant.</p> <p>[Here](https://trendingdata.substack.com/p/4-surprisingly-explosive-searches) is an interesting report that I put out today.</p> <p>If there are other specific industries or topics you all would like data on just comment and I'll see what I can find!</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Does the future of buying pictures for blogs is over?</i>						
score_post:	51	upvotes	51	cross_posts	1	comments	90
total_awards_received	1	golds	0	type 1	<i>personal story</i>	type 2	<i>pictures</i>
text:	<p>I ran multiple blogs during my lifetime and always struggled to find good pictures to put. And I always felt like the same pictures were being used everywhere.</p> <p>Now that Stability and Dall-e released their AI image generation, is there even a reason to buy pictures anymore?</p> <p>I just generated some food pictures of a Texas steak-house >#</p> <p>https://app.usp.ai/showcase/636deab170e28c4f0ee54883</p> <p>https://app.usp.ai/showcase/636deaa970e28c4f0ee5487f</p> <p>https://app.usp.ai/showcase/636dea317e96964bb1933826</p> <p>Do you think there is still a place for companies like Shutterstock in the world?</p>						
subreddit:	<i>smallbusiness</i>						
title:	<i>A friend of mine is regularly flying to Peru, do you know a product from this country that we can bring and sell here in the states?</i>						
score_post:	50	upvotes	50	cross_posts	0	comments	98
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>product</i>
text:	<p>I know, I know, I mean nothing illegal please. &#x200B;</p> <p>Edit: Thank you all, you were really helpful.</p>						

subreddit:	<i>sidehustle</i>						
title:	<i>Help me learn how to turn my skill/hobby into a side hustle?</i>						
score_post:	40	upvotes	40	cross_posts	0	comments	62
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>side job</i>
text:	Hi you all, I know a lot of people on here are looking to make money super quick but I cant seem to find anyone's advice on profiting off of a skill I already practice. I make digital art - sometimes it's silly art that's very graphic, sometimes it's art that requires a lot more time and attention to detail (just providing context in case it matters!) I'd like to start a side hustle by selling my art in any form (prints, stickers, even just digitally) - does anyone know how I can start doing this or any type of side gigs that involve creating art/content for others because I'm also open to that! Thank ya thank ya for any help you're able to provide!						
subreddit:	<i>Entrepreneur</i>						
title:	<i>How to not get banned by Facebook ads.</i>						
score_post:	32	upvotes	32	cross_posts	0	comments	35
total_awards_received	1	golds	0	type 1	<i>advice</i>	type 2	
text:	<p>I run a small agency and after onboarding one of our recent clients, things quickly went south. The client created a brand new business account for us to run ads from and right way the ad account got banned. Weird, I thought, since we hadn't even started running ads. The next day, without doing anything the ban got lifted as a "mistake".</p> <p>We started to run ads ad were getting fairly decent cost per clicks which gave me huge hopes that the campaign will be success. After 3 or 4 days, we got banned again. The worst part? I'm 100% sure that we didn't break any rules or violated the guidelines in any way.</p> <p>So I hopped onto a support chat to try things sorted "The decisions is final and we can influence it as it's being done by an internal team" they said. They also said that the only way to move forward and run ads is to create a new ad account. Couldn't do that since the first one is banned and prevents you from creating a new one.</p> <p>After another support chat, they said "Just create a new business account, you can make 2 per 1 Facebook account" After my client did that, BAM, another ban immediately.</p> <p>So by following the support advice not only we didn't get unbanned, another of the clients accounts got banned!</p> <p>After few more support chats and calls and hours trying to explain the situation they basically said that we're SOL and to have another person in organization create a business account for us.</p>						

	<p>So this whole ordeal lead me to dig deep and find ways to unban ad accounts and best practices to not get banned. First, here's a list of things that you should do to not get banned on a new ad account.</p> <ol style="list-style-type: none"> 1. Follow the guidelines like a bible. If there's even 1 small violation, you will be banned and unable to run ads for your business. 2. Take it slow. Don't create multiple campaigns with different objectives on day 1 of creating your account. This for some reason is suspicious and will get you flagged 3. Have a reliable payment method so you can pay Facebook FAST. If you don't have money in your card and the payment doesn't go through, that will be another ban. <p>Now, here's a method to get ad account unbanned if it's NOT permanently banned and it's your first offence.</p> <ol style="list-style-type: none"> 1. DO NOT manually appeal yourself. Go to help center and open up a chat with the support. Take screenshots of your ads and send them over and explain that you're following guidelines like a bible. Try to get on a call and explain your situation and ask them to review your account from their side, but don't click the button yourself. 2. Pray to Mark because if you get banned, it's incredibly hard to run ads again. <p>What we're doing to continue running ads;</p> <p>I have 2 of my own business accounts with multiple ad accounts in good standing so we're going to run ads through me. This is risky because as an agency owner, ad accounts are gold and if they get banned, my livelihood is on stake, but we're taking extra care and running small reach campaigns to sort of see what happens.</p> <p>If you're planning to run ads, age your business account. add all the information necessary, but don't start ads day 1. And when you do, start with small \$5/day campaigns for a week to build trust and the threshold limit. Once you get to \$50/day threshold, you should be good to go with your campaigns.</p> <p>Incredibly frustrating that we got banned for no reason and logical explanation, but that's what happens when you rely on algorithms to do the judging.</p>						
subreddit:	startups						
title:	Feedback Fridays - A Friendly Feedback Exchange For Ideas and Products (surveys/polls are welcome)						
score_post:	31	upvotes	31	cross_posts	1	comments	113
total_awards_received	1	golds	0	type 1	compilation	type 2	
text:	<p>Welcome to this week's Feedback Thread!</p> <p># Please use this thread appropriately to gather feedback:</p> <p>* Feel free to request general feedback or specific feedback in a certain area like user experience, usability, design, landing page(s), or code review</p>						

- * You may share surveys
- * You may make an additional request for beta testers
- * Promo codes and affiliates links are ONLY allowed if they are for your product in an effort to incentivize people to give you feedback
- * Please refrain from just posting a link
- * Give OTHERS FEEDBACK and ASK THEM TO RETURN THE FAVOR if you are seeking feedback
- * **You must use the template below**\--this context will improve the quality of feedback you receive

#

Template to Follow for Seeking Feedback:

- * Company Name:
- * URL:
- * Purpose of Startup and Product:
- * Technologies Used:
- * Feedback Requested:
- * Seeking Beta-Testers: \[yes/no\] (this is optional)
- * Additional Comments:

​​​

This thread is NOT for:

- * General promotion--YOU MUST use the template and be seeking feedback
- * What all the other recurring threads are for
- * Being a jerk

​

​

Community Reminders

- * Be kind
- * Be constructive if you share feedback/criticism
- * Follow all of our rules
- * You can share your opinion on how the Mods are doing, here:
[\[https://forms.gle/qwFa1yBJsgwbCtEi6\]](https://forms.gle/qwFa1yBJsgwbCtEi6)(<https://forms.gle/qwFa1yBJsgwbCtEi6>)
- * You can join our Discord for more ways to engage with Moderators, Mentors, and our community (including dedicated channels for the many needs you may have): [\[/r/startups discord\]\(https://discordapp.com/invite/yjMZU8g\)](https://discordapp.com/invite/yjMZU8g)

	* You can view all of our recurring themed threads by using our Menu at the top of the sub. # Upvote This For Maximum Visibility!						
subreddit:	<i>ecommerce</i>						
title:	<i>E-commerce Industry news - Week of Nov 7th, 2022</i>						
score_post:	31	upvotes	31	cross_posts	0	comments	4
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>compilation</i>	<i>type 2</i>	
text:	<p>Hi [r/ecommerce](https://www.reddit.com/r/ecommerce/) \- I'm Paul and I follow the e-commerce industry pretty closely for my Shop freaks E-commerce Newsletter. Each week I post a summary recap of this week's top stories, which I cover in depth in the newsletter.</p> <ol style="list-style-type: none"> STAT OF THE WEEK: Amazon has over a thousand Rivian electric vans making deliveries in the U.S. They've delivered over 5M packages in nearly 100 U.S. cities since launching in July. According to The Verge Disney+ announced the launch of a new test that will allow subscribers to shop exclusive merchandise from their brands directly from the detail pages of select movies, series, and shorts on the streaming service. Subscribers will hold up their phone to the TV screen to scan QR codes that will bring them to a website on their phone to view and purchase the merchandise. Users will be required to login to the e-commerce platform using their Disney+ credentials, which means that for the time being, the merchandise will be exclusive to Disney+ subscribers only. Google is building package tracking right into your Gmail Inbox so that you don't have to open a your item has shippedemail or click on a tracking link to find out the estimated delivery date. Gmail will show you the delivery date on the list item for any shipping e-mail from within the Inbox view, and a card with more detailed info if you open the e-mails. Similar to how they display Calendar invites and travel itineraries above the e-mail itself. Here's the big catch though... The feature will work with most major U.S. shipping carriers EXCEPT Amazon! Amazon's shipment notification e-mails don't include tracking information or even tell you what products have shipped, likely because Amazon doesn't want Google to be able to track what you bought from it and use that info for advertising. BigCommerce and Snapchat have launched a new app together that enables U.S. merchants to integrate their store and sync their product catalogs. The new app will allow BigCommerce merchants to create shopping ad campaigns on Snapchat from within their BigCommerce dashboards using Snap's made-for-ecommerce ad formats. After installing the app, merchants can use the Snap Pixel to track conversions and view, analyze, and edit campaigns. Shopify shut down Exchange Marketplace, its platform for buying and selling Shopify stores, on Nov 1st. Shopify merchants who want to sell their stores will now have to use other marketplaces such as Flippa or Empire Flippers, or sell their 						

store to an aggregator like Open Store or Foundry. Shopify did not offer a reason for why it shut down the exchange. Maybe they accidentally fired all the people who ran it.

6. A few week's ago I reported on EU's new Digital Services Act, an online safety-focused overhaul of e-commerce rules, and the first major update to the legal framework for digital services since the year 2000. The EU also recently launched the **Digital Markets Act**, with a goal of requiring companies such as Apple and Google to offer alternatives to allow third-party app stores on its platforms and alternative payment systems. The Digital Markets Act entered into effect on November 1 and will be applicable on May 2, 2023.

7. **WhatsApp** launched Communities, a new feature that offers larger and more structured discussion groups. Previously, WhatsApp only offered group chats, which got a bit cumbersome to keep up with as they grew. While some features of Communities are comparable to those of Facebook Groups, the latter is designed to connect strangers who share a common interest, whereas the former is meant to be used by members who are already connected in the real world. Also unlike Facebook Groups, which are discoverable on the platform, WhatsApp Communities are hidden. There will not be a search and discovery feature available. Users will have to be invited to join a Community.

8. Despite record funding and patronage during the pandemic, many **e-commerce brands are at risk** now that consumers have returned to stores, and that consumer spending in general is down. Inflationary and volatile economic environments have impacted both brands and consumers, as businesses have had to increase prices to improve their bottom line. Krista Morgan, general partner of Stage, a female-led private equity group that acquires controlling interest in early-stage companies, outlined some of the risks that brands are facing in a recent interview with Forbes, which I highlighted in the newsletter.

9. Consumer habits in **Latin America** changed drastically during the pandemic, possibly more than any other region. Out of necessity, people became e-commerce shoppers for the first time and started buying essentials like groceries, household goods, and apparel online. I can attest! I spend most of the year in Tena, Ecuador (in the heart of the Amazon jungle) and have seen the rise of e-commerce adoption first hand in Ecuador during the past couple years. Practical Ecommerce shared some insights into how Latin America is one of the most rapidly growing e-commerce markets in the world.

10. **Shopify** has begun unifying its fulfillment network with Deliver, President Harley Finkelstein said on a Q3 earnings call last week. The process is expected to be completed in Q1.

11. The **USPS** revealed that they are monitoring social media to measure customer satisfaction by zip code via a heatmap that geographically displays comments left on their Facebook and Twitter accounts and on online review sites. With the help of the map, a South Florida district observed a 31% reduction in where is my package? complaints, a 51% reduction in Certified Mail exceptions, and an 85% drop in where is my mail? concerns.

12. **Tock**, a Squarespace company that allows guests to discover and book culinary experiences at restaurants, bars, wineries, pop-ups, and events, launched its own e-commerce platform, Tock Wine Shop, which enables winery partners to sell directly to consumers while continuing to manage tasting reservations on its all-in-one platform. The shop is launching with an

initial collection of thirty wineries, with hundreds more to come.

13. **Retail Federation (NRF)** reported that last years holiday sales grew 13.5% over 2020 and forecast this years sales will grow between 6% and 8% over 2021. Online and other non-store sales, which are included in the total, are expected to increase between 10% and 12%.

14. **Udaan**, a Bengaluru-headquartered startup that helps merchants secure inventory and working capital, laid off 350 employees as part of cost-cutting measures and to tackle redundancies in certain roles, as part of their journey to become profitable. Last week I reported that the company raised \$120M in convertible notes and debt and hopes to be ready for the public markets in 12-18 months.

15. **Jumia**, an African e-commerce Amazon-like marketplace, saw its co-founders Jeremy Hodara and Sacha Poignancy step down as co-CEOs. Francis Dufay, who previously held the CEO role at Ivory Coast will replace both co-founders as acting CEO. When Jo Bennett found out there were co-CEOs, she said, **Two guys doing one job? We've got to do something about that. This is knucklehead talk. I'm not going to bite it. You can't give me gravy and tell me its jelly 'cause gravy ain't sweet!**

16. **Amazon Prime Video** launched a new mobile-only plan for users in India for Rs 89 (\$1.09) a month billed annually. The mobile plan will compete against similar subscriptions offered by competitors like Disney+, Hot star, and Netflix.

17. FedEx owned **Shop Runner**, a platform that connects consumers with more than 100 retailers and brands and offers an Amazon Prime-like shipping incentive, launched a new app designed to simplify online shopping. The app allows users to discover new brands and connect with retailers through a single feed that can be optimized through their browsing and purchase history. Users can also purchase, ship, track, and return items directly through the app.

18. Split it partnered with Checkout.com to offer their BNPL services through the platform. The partnership will see Checkout.com's merchants and marketplace adopt Split it's Installment-as-a-Service platform, which debuted in May.

19. **Sub stack** launched Sub stack Chat, a new feature that allows writers to communicate directly with their most avid and loyal readers within the mobile app. With the new chat feature, Sub stack is taking on Twitter, Discord, Slack, and Telegram by eliminating the need for its writers to franken stain together different software tools and cross-reference subscriber lists.

20. **Instagram** will soon have NFT creation and trading tools built in, but in-app purchases will be subject to applicable app store fees. At launch, Instagram will use the Polygon blockchain for NFT minting and pull NFT metadata from Open Sea.

21. **Apple** is now worth \$2.307T, more than Alphabet (\$1.126T), Amazon (\$940B), and Meta (\$240B) combined.

22. **Mastodon**, a free and open source decentralized social network that launched in 2016, gained more than 230k new sign-ups since Oct 27, the day Musk took over Twitter. From what I saw, it's currently mostly just a mix of posts from users about being new to Mastodon, comparing it to Twitter, introducing themselves to no-one, and patting themselves on the back for not being on Twitter. Then they've returned to Twitter to talk about how they're on Mastodon because they just cannot with Twitter anymore!

23. **Benita go Group**, an FBA aggregator, confirmed that it is NOT shutting down its operations or selling its assets, despite

	<p>rumors. The company is merely laying off some employees as it shifts gears toward brand incubation and operations.</p> <p>24. The online banking company Chime also laid off 12% of its employees last week, or about 160 jobs, blaming current marketing conditions. Chime makes money by earning a fee from payment processors like Visa every time a customer uses a Chime debit or credit card and was valued at \$25B after a funding round in August last year.</p> <p>25. Stripe has launched in Thailand, continuing its goal of expanding into the Asia Pacific region where it spotted demand for its payment tech. The expansion comes in the week that the company fired about 1,000 workers, and after seeing its valuation fall about 27% to \$74B this year.</p> <p>26. PayPal announced during an earnings call that 25M consumers are now using its BNPL option, equating to 150M loans over 2.2M unique merchants, with nearly \$5B in Q3 volume, up 157% YoY. Meanwhile at Block, BNPL through its acquired After pay contributed to \$150M of gross profit, split across Square and Cash App, with GMV in Q3 to the tune of \$5.4B.</p> <p>27. Amazon will be freezing their recruitment plans for its corporate sectors. No specific dates were given regarding how long, but the announcement said that the hiring freeze will last for a few months.</p> <p>28. New Zealand proposed new BNPL regulation, such as requiring providers to carry out affordability checks for purchases above NZ\$600 (\$424), as the country has seen BNPL spending increase from NZ\$755M in 2020 to NZ\$1.7B in 2021. Government officials will collect feedback for the proposed rules and roll out final regulations next year.</p> <p>29. Drizzly, the Uber owned on-demand alcohol delivery platform, announced a new brand direction. It will head in the direction of an e-commerce resource for any occasion with a focus on gift giving. The overhaul comes just a little over a year after Uber purchased the company for \$1.1B.</p> <p>30. Plus 11 seed rounds, IPOs, and acquisitions of interest including Shopify's acquisition of Remix.</p> <p>I hope you find this news recap helpful. See you next week!</p> <p>\-PAUL Editor of Shop freaks</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>If I loaned you \$10k; what would you do with it?</i>						
score_post:	<i>30</i>	upvotes	<i>30</i>	cross_posts	<i>0</i>	comments	<i>214</i>
total_awards_received	<i>1</i>	golds	<i>0</i>	type 1	<i>asking for advice</i>	type 2	
text:	<p>I guess this post is more geared towards established entrepreneurs but just like the title reads; what would you do with it to make the money back to repay the loan?</p> <p>Would you invest in stocks? Would you try and start a small business; if so what? I'm genuinely curious as to where/how people</p>						

	<p>start to build something. If I ask people I know IRL I just get told ridiculous things about snake oils, I mean scented oils; or to do something illegal: "Hey there's a dispensary the next state over".</p> <p>When do you go from an idea to putting things in motion? I'm a programmer in my career and have made tools/hardware/games for both commercial and personal projects. Personal projects I usually just complete for the gratification of "completing" something. I'm usually so afraid of something getting stolen, or copied, that I shelve projects when I'm done; I won't even post projects on GitHub because of this. I have even gone as far as designing complete products. 3D models, mold design, renderings; 1 particular design I reached out to manufacturers and the price per unit was not bad. I ultimately shelved that idea as well as there was nothing proprietary with the design and could be (legally) copied by slimly 3d scanning my product and making your own mold. What makes you go: "this is a good idea; I'm making/doing this"?</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Become a better Entrepreneur through accountability</i>						
score_post:	23	upvotes	23	cross_posts	0	comments	16
total_awards_received	1	golds	0	type 1	personal story	type 2	
text:	<p>Hey guys. I'm a designer and founder living in Seoul, Korea (expat originally from NYC). I've been working from home the past 6+ years and have been struggling with building/maintaining healthy habits, motivation and productivity. Mental health from working on repeated failed startups have also taken its tolls on my overall personal growth feeling alone at it most of the time.</p> <p>I'm finally starting to make progress in I'm roving my overall health, productivity and mental well-being. What's helped me tremendously is having a group of accountability partners each working on their daily goals together for a fixed period of time (i.e. few weeks).</p> <p>Would love to create a group challenge with some of you guys who also could use a boost and build up a healthy habitats an entrepreneur, freelancer, side-hustler..=</p> <p>Let me know if you'd like to connect and make daily progress together to become the type of entrepreneur that is constantly growing and succeeding from each failure</p>						
subreddit:	<i>startups</i>						
title:	<i>Your thought on my Schedule (Solo-Founder)</i>						
score_post:	22	upvotes	22	cross_posts	0	comments	56

total_awards_received	1	golds	0	type 1	<i>personal story</i>	type 2	
text:	<p>Hi all, I am bootstrapping and have a full-time job. I am trying to have a healthy schedule as I am solo-founder and learning at the same time. 4 - 7: 3h Coding 7 - 9: 2h (15mn bike (home to pool), 1h Swimming, and Commute to work, 30mn shower and then go to the office (15mn bike) and take my breakfast at my desk. 9 - 17: 8h Full Time Job 17 - 19: 2h Random stuff (bike to home (30mn), shower, piano, dinner, chores, ...) 19 - 21: 2h Business related stuff 21 - 4: 7h Sleep &#x200B; What is your schedule?</p>						
subreddit:	<i>smallbusiness</i>						
title:	<i>Promote your business, week of November 7, 2022</i>						
score_post:	18	upvotes	18	cross_posts	2	comments	171
total_awards_received	1	golds	0	type 1	<i>self-promotion</i>	type 2	<i>promo</i>
text:	<p>Post business promotion messages here including special offers especially if you cater to small business. **Be considerate. Make your message concise.** **Note:** To prevent your messages from being flagged by the auto filter, don't use shortened URLs.</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>How do fake gurus still exist in 2022?</i>						
score_post:	17	upvotes	17	cross_posts	0	comments	44
total_awards_received	1	golds	0	type 1	<i>bad ideas</i>	type 2	
text:	<p>It's 2022 and I still see fake gurus that make YouTube videos and give financial advice, and yes, sell "high-ticket" courses (synonym with, I charge a lot so you think what I sell is comparable to gold).</p>						

	<p>Will this ever end in your opinion? I believe these people really give a bad image to people with real businesses, to real entrepreneurs.</p> <p>I just can't take seriously someone recommending you to start a drop shipping/FBA business in 2022 (unless you put time and effort into the products YOU created). I started this journey in 2018 and I've seen and tried a lot of stuff. 4 years later I realized that these cookie-cutter businesses are like chasing a carrot (money) that's swept away from you every time.</p> <p>Low barriers to entry mean anyone can start the same business in a few days. Which means you are really not an entrepreneur but...is there even a term for such a person?</p> <p>I have nothing against anyone, just noticed this trend with these gurus making 90% of their income by selling courses. And a lot of kids fall for that. Maybe they see Elon Musk and want to be like him, not realizing that to be Elon Musk you need to learn a few hard skills, not watch a course on drop shipping from some YouTube guru.</p> <p>It's like, what the heck? I'm not saying people who haven't started real businesses cannot teach, but it makes me wonder, if you are so successful in business why are you selling courses on how to make money? Do you imagine Steve Jobs selling courses and webinars? Me neither. Just saying.</p> <p>The difference is very clear. "Real" businesses aren't easy to start. They require either capital or skills. Guru businesses are easy to start and require little capital. But if something is easy, you can bet you're not the only one trying to do the same thing. And before you know it, nobody needs what you're selling because 50k other people are selling the same shit.</p> <p>For instance, if you learn to code, I can guarantee you very few people will be able to replicate what you create. But the initial struggle (building the barriers to entry) is worth it in the end.</p> <p>Coding is just an example and is the equivalent of learning a hard skill that requires time and effort. Time and effort required means that the harder it is, the less competition you'll find as you go forwards.</p> <p>Just food for thought.</p>						
subreddit:	<i>EntrepreneurRideAlong</i>						
title:	<i>Roast My Idea - A New Kind of Podcast Note Taking</i>						
score_post:	13	upvotes	13	cross_posts	0	comments	29
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	<p>*EDIT*:</p> <p>For those interested in getting an email with milestone developments as well as when I launch the beta, feel free to subscribe on the landing page I put together - https://potes.webflow.io/.</p> <p>Usually when I'm listening to a podcast, I'm multi-tasking. It's why it's such a great medium. Depending on what podcast I'm</p>						

	<p>listening to, there are plenty of times I go, "Owoo I want to remember that, let me write that down."</p> <p>I started researching podcast note taking apps because I wanted to start to organize these, as opposed to my notes app. I also figured there's probably something better out there for quick note grabbing.</p> <p>I was right. There are some fantastic ones - Sniped, Air, plenty of others.</p> <p>This might be an irrational thought, but almost right away as I started using these, I said, "edh I don't want a whole new podcast player. I just want a better way to take podcast notes and organize them". Maybe that's dumb as I'm looking for a podcast note taking app. They're there... Buy in.</p> <p>But consider me stubborn. If I'm stubborn about this, maybe others are too.</p> <p>My Idea:</p> <p>A podcast note gathering app that pairs with your existing podcast player of choice - Spotify, Apple Podcasts, Overcast, etc. As you are listening, you take a screenshot of your Lock Screen. The app recognizes it's a screenshot with a podcast playing, parses the text, transcribes the audio, creates a note, and organizes it under that podcast and episode. The photos screenshot is removed. You can then go into the app and make edits, notes, etc.</p> <p>As an indie iOS developer, I think this is "technically" possible. I'm curious what others think of the idea. Am I the only one with this problem or do others have issues with the current podcast note taking solutions?</p> <p>I've created some screen mockups to help illustrate the idea. https://imgur.com/c3lrP0Q</p>						
subreddit:	<i>smallbusiness</i>						
title:	<i>Firing a good friend - advice needed</i>						
score_post:	11	upvotes	11	cross_posts	0	comments	39
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	<p>Tomorrow morning Ill be firing an employee and a good friend. I feel sick to my stomach. My friendship with this employee came about through our work relationship. At first, their job performance was really good. But for reasons unknown productivity and performance has fallen off a cliff over the past couple of months.</p> <p>We have had discussions and made it clear that they needed to get out of their rut and make changes. After these discussions they always seem energized to make the changes, and then the following week we learn that no changes or substantive action was taken.</p> <p>I know that it needs to be done. It is in the best interest of my family, the business, and the rest of the team. But that doesn't mean that it doesn't hurt.</p> <p>This person has a difficult family life. And has let me know that they feel stretched so thin. I've offered so much help and tried to</p>						

	problem solve with them. I care about them as a person and a friend, but I need to fire them. Please give me some advice. I could really use it.						
subreddit:	<i>Entrepreneur</i>						
title:	<i>What is your Biggest Health Related Pain-Point as an Entrepreneur?</i>						
score_post:	<i>10</i>	upvotes	<i>10</i>	cross_posts	<i>0</i>	comments	<i>41</i>
total_awards_received	<i>1</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	<i>health</i>
text:	<p>I'm conducting research to find out what the HEALTH issues are that most entrepreneurs struggle with. These would be issues that affect your performance, ability to scale or increase revenue, or cause lowered satisfaction.</p> <p>Low energy, fatigue, depression, anxiety, difficulty sleeping, focus, attentiveness, et cetera - or something else.</p> <p>If you or another entrepreneur you know has/have a health issue is causing lowered productivity, decreased levels of daily satisfaction, and is negatively I'm acting work/personal life - I would love to know what it is.</p> <p>Thanks! &#x200B;</p> <p>EDIT: Amazing feedback - thanks everybody. Keep it coming! Amazing to see how many folks all suffer from the same issues.</p>						
subreddit:	<i>Business_Ideas</i>						
title:	<i>Social media saved my little business</i>						
score_post:	<i>10</i>	upvotes	<i>10</i>	cross_posts	<i>0</i>	comments	<i>15</i>
total_awards_received	<i>1</i>	<i>golds</i>	<i>0</i>	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	
text:	<p>**Quick story**</p> <p>Hi everyone!</p> <p>This summer I start a small Drop shipping business with fishing gear.</p> <p>I didn't know anything about promoting, but I knew everything about fishing and this is the **worst scenario** when you open a business (I learned after).</p> <p>I tried some google ads but almost no result</p> <p>then I tried Facebook ads and I got some sales but my ads account got banned.</p> <p>I was about to give up but then I saw on YouTube something about social media and how i'mortant is to have a page for your product (even if you have already a site).</p> <p>I tried 3 weeks and I failed hard.</p>						

	<p>then I found a guide with 200 strategy of social media marketing. I bought it and what I found out is: I DON'T KNOW ANYTHING ABOUT SELLING. when you read those tactics they make a lot of sense but I would never have thought of them. **Is your business on social media? and how it works?*</p> <p>https://preview.redd.it/id7somztzbx91.png?width=634&format=png&auto=webp&s=9d5c5ee85c96b6f2462948066e0dd536d760486e https://preview.redd.it/q0gn8bkuzbx91.png?width=1412&format=png&auto=webp&s=5511f0a983997ddfdd68ccd03924a5cfb47ea089&#x200B;</p>						
subreddit:	Entrepreneur						
title:	<i>I have an idea, but not sure where to begin</i>						
score_post:	9	upvotes	9	cross_posts	0	comments	34
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	<p>I recently moved to a new city that's notorious for being cold and rainy, and it has led me to want to create a heated umbrella. My idea is that the handle heats up so that you don't have to suffer in the cold just to protect against the rain. I also want it to unscrew from the umbrella itself, so users can have a portable electric hand warmer, and since its essentially a battery that gets warm, I would also add a USB-C port at the bottom so people can also charge their personal devices like phones.</p> <p>My only problem is that I don't know where to start with the product itself. I can create a website (I have a CS background) and register a business, but I don't know anything about electrical engineering or how to contact a factory to actually get the product created and source materials.</p> <p>Does anybody have any advice on where I can start to look for this? I'm eager to learn, but I need help to point myself in the right direction.</p> <p>Thank you!</p>						
subreddit:	ecommerce						
title:	<i>Is Shopify suitable for selling products that require expert technical design and support?</i>						
score_post:	9	upvotes	9	cross_posts	0	comments	21

total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>shopify</i>
text:	<p>I'm looking to start my own business selling bespoke commercial sound systems. I have looked around and like the look, feel and ease of Shopify. However, most online videos seem to focus on drop shippers bulk selling whatever product is 'hot' right now. My business will be more of an online retail store, providing expert advice and selling niche commercial audio products and bundles.</p> <p>My intent is to sell pre-configured sound systems and offer bespoke sound system designs for commercial applications. My suppliers would be based in the UK and Europe and we will dropship directly to customer. Depending on how things shape out, the long term goal would be to physically hold stock too to provide faster shipping times.</p> <p>I am concerned with product listings and stock integration with my suppliers. Is this something that is easily integrated into Shopify?</p> <p>Are there any alternatives that would suit my application better?</p> <p>Appreciate the help!</p>						
subreddit:	<i>ecommerce</i>						
title:	<i>Losing people at checkout</i>						
score_post:	8	upvotes	8	cross_posts	0	comments	22
total_awards_received	1	golds	0	type 1	<i>personal story</i>	type 2	
text:	<p>It's been just shy of 3 weeks since opening our store & I've learnt a lot since (still need to make a lot of updates & adjustments from a previous thread made but things are improving). We've since also built a massive social following (mainly TikTok) to 75,000 + active followers which has massively increased our site visitors & we're getting hundreds of people reaching checkout in the last week but facing a major issue of people then not continuing to buy even after entering their contact info.</p> <p>We've got an average of 25% visitor to checkout ratio but then 0-1% of people actually make the final sale & really need help as I feel like we're just one step away from this being a success.</p> <p>https://forher.boutique</p>						
subreddit:	<i>ecommerce</i>						
title:	<i>What payment gateway do you use?</i>						
score_post:	8	upvotes	8	cross_posts	0	comments	12

total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	<i>payment</i>
text:	I'm struggling to find one that is easy to set up but with flexible integration. What company do you use? I think I might use BrainTree since it's PayPal. What backend do you use with it? I need PHP						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Is There A Company That Advertises For You And Can Estimate Sales?</i>						
score_post:	5	<i>upvotes</i>	5	<i>cross_posts</i>	0	<i>comments</i>	7
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	<i>ad service</i>
text:	Just like a manufacturer produces stuff, but doesn't sell to the retail market themselves, are there companies that solely advertise your brand for you. And by this I don't mean they slimly put up ads everywhere. I mean that they have a dedicated staff that does the social media, ads, SEO, etc. for your brand. Thank you!						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Marketplace Tuesday! - November 08, 2022</i>						
score_post:	5	<i>upvotes</i>	5	<i>cross_posts</i>	0	<i>comments</i>	20
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>compilation</i>	<i>type 2</i>	
text:	**Please use this thread to post any Jobs that you're looking to fill (including interns), or services you're looking to render to other members.** We do this to not overflow the main subreddit with personal offerings (such logo design, SEO, etc.) so please try to limit the offerings to this weekly thread. Since this thread can fill up quickly, consider sorting the comments by "new" (instead of "best" or "top") to see the newest posts.						
subreddit:	<i>Business_Ideas</i>						
title:	<i>business partner</i>						
score_post:	4	<i>upvotes</i>	4	<i>cross_posts</i>	0	<i>comments</i>	2

total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>partnership</i>
text:	Hi guys, so I just moved to a different state and need advice on where and how I would go about finding a business partner for an online business. Thanks!						
subreddit:	Entrepreneur						
title:	How did you guys created your own business?						
score_post:	3	upvotes	3	cross_posts	0	comments	8
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	I want to create my own business online but first I have to learn from people that already created one, so can you please share your experiences? Like how did you start? And grow? Mistakes you be learned from? Things you should've avoided? Advices you would give to your old self? Etc.& thanks a lot !. :						
subreddit:	Entrepreneur						
title:	Accounting for crypto income						
score_post:	3	upvotes	3	cross_posts	0	comments	4
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>accounting, crypto</i>
text:	If you take crypto as payment on your website how do you record information for your accounts? I have a WooCommerce checkout which records my sales and indicates that something was sold for crypto but do I need a written record of the crypto type and amount?						
subreddit:	Entrepreneur						
title:	How do you decide if a business coach is right for you?						
score_post:	3	upvotes	3	cross_posts	0	comments	31
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	
text:	Hey all, I suppose the question speaks for itself. Feel free to directly answer, or can read the below if you want About me: I'm a university student and want to kick-start a business idea (starting as a solo freelancer and expanding depending						

	<p>on demand/success). Haven't put myself on the map yet, but have a client who has utilized my service of the last few months, and that has been a huge help in further developing and I'm roving my idea.</p> <p>I recently went to a convention and got to know a coach who works also for a state-funded organization offering free coaching (for the first few years). I was recommended to sign myself up, do a pitch, be judged, and then if successful the coaching can be granted. My coach would therefore be this coach I met. For whatever reason, I don't have the best gut feeling. Firstly I really appreciate criticisms, more so than compliments, because I need to take in other perspectives and learn from them.</p> <p>However, after a meeting today again for a meeting, it seemed like he was somehow not in tune with what I was saying (kept misnaming my service, said under his breath he doesn't know how to name it) , talked more about some other things (including hypothesizing my personality type due to his interest in psychology), and seemed quite keen on getting me to get excited about another business idea he heard about some years ago (a client of his, who decided not to go through with it for an unknown reason). I told him honestly that it sounds great, but not of my expertise and may require additional certification that I cannot do as a student right now. Before him, I had attended a few weeks of 'founding a business' courses, and had a bit of coaching from a professor that I felt understood me quite a lot, albeit now she is working at a university again and is not available. So my concern is whether this coach and I are a match, and if I should go ahead with him, or somehow pull a "ugh, your organization has many coaches right? Can I investigate this?". No idea how that would be received though...</p> <p>Thanks a lot!</p>						
subreddit:	<i>smallbusiness</i>						
title:	<i>Business Name Ideas</i>						
score_post:	2	upvotes	2	cross_posts	0	comments	22
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	<i>name</i>
text:	Hi guys. I'm very new to entrepreneurship and I want to start a gelato business. I am wondering how do people come out with the company name and any ideas for a gelato company name?						
subreddit:	<i>ecommerce</i>						
title:	<i>Reviews for a new e-commerce store - how do you do it?</i>						
score_post:	2	upvotes	2	cross_posts	0	comments	7
total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	<i>reviews</i>

text:	<p>When starting a new e-commerce brand from scratch, its well known that your conversion rate will be lower until you have some (real) social proof i.e. Trustpilot reviews.</p> <p>For those of you who have started a new store in the last 2 or 3 years, how did you tackle this?</p> <p>Be honest! No judgement here.</p> <p>I'm just interested. Add a comment if you have anything you'd like to share!</p> <p>[View Poll](https://www.reddit.com/poll/yo483u)</p>						
subreddit:	<i>Entrepreneur</i>						
title:	<i>Software as a Service -SaaS, company valuation online calculator</i>						
score_post:	2	upvotes	2	cross_posts	0	comments	0
total_awards_received	1	golds	1	type 1	<i>personal story</i>	type 2	<i>advice</i>
text:	<p>Company valuation seems to be a frequent question here. Once there is some business traction, many formulas apply. [This online calculator](https://connectsparks.com/saas-valuation-online-calculator/) works for Software as a Service companies in the US. Based on four different methodologies.</p>						
subreddit:	<i>smallbusiness</i>						
title:	<i>Edil Loan statement?</i>						
score_post:	1	upvotes	1	cross_posts	0	comments	2
total_awards_received	1	golds	0	type 1	<i>asking for advice</i>	type 2	<i>loan</i>
text:	<p>Does anyone know where to get my EIDL Lon statement? I've never received one in the mail, or any online portal to look at. I had a 35k loan, and made about 7k of payments back on it. But I would like to get a loan statement and make sure its getting credited properly. But never a response from anyone at SBA.</p> <p>Thanks</p>						
subreddit:	<i>Business_Ideas</i>						
title:	<i>What Kind Of Business Can I Start For \$5K - \$10K!</i>						
score_post:	1	upvotes	1	cross_posts	0	comments	108

total_awards_received	1	<i>golds</i>	0	<i>type 1</i>	<i>asking for advice</i>	<i>type 2</i>	
text:	Like the headline states, I want to start a business and wonder what kind of business I can start for \$5K - \$10K. All help and suggestions are appreciated. Thanks!						
subreddit:	<i>business</i>						
title:	<i>I made a business at my school</i>						
score_post:	0	upvotes	0	cross_posts	0	comments	4
total_awards_received	1	<i>golds</i>	1	<i>type 1</i>	<i>personal story</i>	<i>type 2</i>	
text:	<p>At my school you can more often than not bet that you will do nothing in the classroom other than play with your Chromebook for an entire hour or more. This leads to many students trying to play games or watch movies, but with it being a school most sites are blocked and so students just sleep.</p> <p>I brought a pillow to school with me one day, it was meant for me. But the second I whipped that bad boy out I turned heads from all around the classroom immediately. And all I could think was "***Profit."**</p> <p>I told my classmates, "**You can rent the pillow for \$5 an hour.**" Instantly, almost as if instinctively, two classmates pulled their wallets from their pockets and threw their money at me. Luckily I had the next class with the one of the students so I rented him the pillow in that class.</p> <p>So a few ideas floated around in my mind, "**I could make this a trend.**"</p> <p>You see...a while back my school had an Instagram and Snapchat account (student ran) where kids would get a photo taken of them sleeping and post it to the account. Calling it "*school name* sleeps." Soon enough it became a competition to see who could make the funniest sleeps picture.</p> <p>But now I'm stuck in a corner... I have so many ideas and a good amount of money for startup, *but what is going to keep students renting from me rather than bringing their own pillow.* This is the question that is currently keeping my trend from sailing.</p> <p>**I thought up a few things:**</p> <ul style="list-style-type: none"> * Make a website and call it PillowHomie (considering I only need to make it a trend, something like a website specifically geared towards this would instantly get people talking.) * Get a feather pillows and regular pillows. Rent the feather pillows for \$8 as a premium option and the regular pillows for \$5. * Make a subscription based service where a student can rent a heated pillow for the week for \$15 * Make sure all the pillows are perfectly fragranced, fluffed, and washed each day so that my pillows are more appealing than 						

	<p>anyone else's.</p> <ul style="list-style-type: none">* Pay (or hopefully) just ask some of the more popular students to promote this new trend on their social media.* Have every sell come with a complementary item like gum. This idea will go nowhere if I can't separate myself from the masses of students who could just bring their own pillow. Help me make PillowHomie real.

Appendix 4: Comments Sample

subreddit:	business	
title:	Thinking about outsourcing	
score_post:	1523	
total_awards_received	0	
comments	76	
text	<i>Hey Reddit! I am a busy business owner and I find that I spend 80% of my time on tasks that are mundane and don't generate ROI. I have heard that outsourcing these tasks is a lifesaver, but I am not sure. Any tips you have for me? Does it make my life better or worse?</i>	
comment_score	comment	Author's response
305	Is the Forbes cover the new madden cover?	No
144	I think this is more accurate than you think; scoring high in their cover subject decision criteria may inadvertently be an efficient fraud signal.	No
34	Would love to run the correlations on that!	No
15	Would love to hear the findings!	No
6	Would love to publish the reaction to your findings!	No
4	hopefully they are making a correlation model based on that	Yes
3	The Fraud 400	No
3	Underrated comment	No
53	I got involved with crypto without any idea what crypto was. HAHAHAAAA	No
19	Describes 99% of the people in crypto	No
9	Can't tell if that's "aged like milk" or "aged like wine"	No

87	I think that there is a keeping up with the Joneses aspect in VC world where one company unicorns (\$1B valuation) and the VC's tend to throw urgency over due diligence and caution. Then there is a second wave of companies that throw around big buzzy words (blockchain! quantum!) that the VC's vaguely understand. Throw some big names on your advisor slides and the grift is on. Example: the EV market, where Nikola founder was just convicted of fraud.	No
45	I'm friends with several VCs and a common comment from all of them is the following: 95% of the pitches I see have a fatal flaw that the founders don't see. 5% of the pitches I see are great teams with great ideas and a great execution plan, but now the fight is who gets to invest. This drives valuations through the roof for those few companies.	No
24	100%. Everyone is chasing the next high to be the next Uber or AirBnB, getting crazy multiples on their investment. The art of slapping a logo on a PowerPoint and networking goes a long long long way clearly. And any legitimate criticism is called FUD or not believing in the mission & no wonder we keep going through this boom bust cycle of larger than life icons and fall from graces.	No
5	Is this why I'm getting so many ads for EV companies I've never heard of lately? To be fair I do very much want an EV and the wait list for an ionic is 2 years now.	No
5	If you know how long the wait list is, you have been searching for information regarding EVs or browsing related sites. That is why you are getting ads. Internet activity is pretty much the only way that AdTech operates.	No
1	They fail to forget that the law of averages failed years ago. I'm sure it made many folks wealthy in the short term however.	No
101	Have you tried reading an article at forbes.com lately? It's worse than a torrent site	No
4	Why?	No
12	Try it and answer your own question.	No
7	I don't wanna	No
176	Forbes 400, listing the 400 most shady people in the world	No
15	Forbes is well known as a Rich Bootlicking circle jerk.	No
68	There are three ways to acquire a fortune: marry it, inherit it, or steal it.	No
34	i didn't get a lucky inheritance, i hate to admit im too dumb to know how to steal 1 billion dollars so marriage it is. thanks for the LPT	No
-9	Every business owner does it. It's called profit.	No

14	There are small fortunes, big fortunes, massive fortunes, and fortunes where if you converted every \$10,000 into a single feather and dropped it onto your head, you would be crushed to death by it.	No
3	There are actually 4 ways to get rich, kid. [NSFW](https://youtu.be/a68StSECIGI) &	No
1	Must be a modern phenomenon, otherwise nobody would ever have made the first fortune ...oh mass theft, gotcha	No
0	Has a nice ring to it, but the 4th option is to get lucky with a good idea, ie: bill gates, bezos, jk rowling, etc	No
7	The Frauds 400	No
12	*I got involved crypto without any idea what crypto was.* They really nailed that front cover quote.	No
7	I'll do my part to be the next one. Anybody want in on this?	No
4	Really enjoyed the documentary on Holmes. Highly recommend.	No
4	Looks like I found a new shorting strategy	No
18	This is just a list of richest people. At the time, their equity was valued that much. I take more offense with the Inc and Fast Company nonsense which are paid PR spots. E.g...https://preview.redd.it/1iy1ogysfse71.jpg?auto=webp&s=d1103fc3318c634e28a988766b56a7aca75156df	No
7	But they still had a choice of which one person to put on the cover.	No
12	It's not 'got'. It's 'did'. Both intentional, there's a huge difference.	No
6	I think OP was referring to Forbes getting it wrong, not Holmes and SBF.	No
12	They went too far.. maybe we should question people who don't stop after they earn over 5 million.. Why aren't they writing music on a deserted island?	No
2	Fake it until you&	No
2	Currently run by the grandson of the founder. What did he ever build or create? Seems like he didn't inherit or learn any talent either.	No
2	You know they can pay for those right? All you need is an insider and friends there who can recommend you into the list	No
2	666	No

2	All are Hype!!! Tulip Tulip Tulip mania - same same but different!!_History always repeats and to be precise it happens nearly every decade. _This recession we are on just came later only because the world has change, thanks to the internet. Stockmarket grown rapidly because everyone is able to buy and sell on their phones. But look at what happen to Gamestop, Robinhood and Citadel The only people suffering are the working class and poor aka general public. The system is Rigged! It has always been so if you know how to play it then you are fine!!! Monopoly game... simple as that!	No
3	Damn .. 666 right on the front cover	No
0	It might not even have been wrong when the covers were made. I don't think Elizabeth Holmes, for example, intended to deceive <i>*at first*</i> . I think she started with the right intention, and when she found out that it wasn't working, doubled down and tried to essentially fake it until it worked. This happens all the time, and it leads to many successful products. The creators figure out a way basically start slowing down their public image, and maybe quietly announce that the product is not ready for prime time yet, while still quietly showcasing what it <i>*can*</i> do so far. The problem in her case was that she got caught up in everything, and decided to release it anyway, despite knowing that it didn't work as advertised. This is where it became fraud. Some of Theranos problems were probably not insurmountable, but some of the other issues might not have been able to be solved. This would have delayed everything, and limited the usefulness of the machine, but it would have been the right thing to do. Of course, money tends to change peoples views of reality. There's nothing wrong with failure. You don't go to jail for it. You likely should/will for fraud, though.	No
30	No. She was told, from the very start and by the most knowledgeable people in the field (eg Professor of medicine at Stanford) that what she was trying to do was <i>*absolutely impossible*</i> . But in her hubris and psychopathic nature she decided to go ahead anyway and pretend it was possible. In other words, she was a fraud from the very start.	No
-15	Don't care. I think that she probably found out about 20% of the way through, that it was not going to work, at least for the vast majority of what she was trying to do. It became fraud at that point <i>*when they continued anyway instead of pulling the plug or changing the focus to what was likely to work*</i> . Does she deserve to go to jail? Sure. There is no dishonor in admitting that you were wrong and that something won't work.As for being told that something wouldn't work by someone else, I don't care about that at all. There have been an enormous number of breakthroughs that have been made with nearly universal scorn from people who were ostensibly experts. That doesn't mean you should immediately discount those people's opinion, and you should be proceeding carefully on those grounds, but it isn't a reason not to try. When you continue past your own realization that it will absolutely not work the way you have been attempting, it becomes fraud. <i>*These people knew probably by the end of the first couple of years that it would not work*</i> . They continued anyway, which is when it became fraud. Edited. Additions in <i>*italics*</i> .	No

6	> The problem in her case was that she got caught up in everything, and decided to release it anyway Tesla "fsd"	No
-1	Well, the only issue there is the name. You shouldn't be calling it full self-driving until it's actually capable of fully operating the car without intervention, in the overwhelming majority of circumstances. The rest of the autopilot suite of technologies work fine.	No
3	Likewise Theranos is great if you don't advertise it as diagnostic	No
2	Has no other purpose. Once they figured out that it would not have worked as intended, they should have sold what they could for what it was worth, and distributed the money. That is, unless someone would have been ok with them only offering the like 2 or 3 services, which seems unlikely. Guess ethics aren't good for anything in today's business world.	No
1	Forbes Fuckwit 400?	No
0	Blows me away https://m.youtube.com/watch?v=YAVOlU8WP1Q&feature=emb_logo	No
1	Inverse Forbes	No
1	Short Forbes covers.	No
1	Frauds 400	No
1	Forbes is just a circle jerk for obscene posers really. Never took it seriously	No
1	Caricatures...	No
1	Trust. The. Science.	No
1	On a side note: Forbes website is absolutely trash !!!	No
1	Guy that lost billions	No
1	It's all bullshit.	No
1	damn I ALLOWED notifications	No
1	What the hell	No
1	Forbes was really wrong about something? Say it isn't so! /s	No
1	Wen Elon	No
1	They should have had Cristiano Veloso.	No
1	Holmes was a toss up for me didnt know it went that bad as it did. SBF on the otherhand reminded me of multiple scammers. I didnt believe he knew what he was doing yet he kept opening his mouth like he knew.	No
1	Forbes is mostly bs anyway	No

1	I see it as being good is sufficient. Avoid the limelight of being named to a certain list especially if it is a special edition or issue. The list is hexed and could be a jinx.	No
1	Forbes should be liable to some degree and all others promoting these scams	No
-2	Illuminati symbol. How typical =D	No
0	I mean it's Forbes....what do you expect	No
1	Wym	No
subreddit:	business	
title:	Websites for business cases	
score_post:	558	
total_awards_received	0	
comments	221	
text	<i>I don't know if this is the right place to post this but could y'all help me with websites comprising of business cases, I have been given a topic for a business presentation and I'm not able to find enough business cases to support it. I'd be glad if y'all could share some. Thanks in advance</i>	
comment_score	comment	Author's response
37	I mean, that's kind of how this works?	No
14	Shh don't tell them	No
169	The regional governors now haveÂ direct control over their territories.Â	Yes
84	That was the first thing I thought: THE EMPEROR HAS DISSOLVED THE IMPERIAL SENATE.	No
36	Fear will keep the local systems in line.	Yes
14	Fear of this battle station	No
32	Fear will keep the local systems in line	No
3	Dun-Dun-Dun-Dun-Duh-Duh.	No
7	Let that sink in!	Yes

1	Fear and supplies&. Wait	No
6	What would you do differently with your new company&	No
15	The last vestiges of the old republic have been swept away.	No
100	Seems a bit harsh - what did he dissolve them in?	No
62	They were dissolved in a vat of dismissal letters and awarded golden severance packages.	Yes
5	I'll take that.	No
6	Ever seen Batman_x0018_89? Same thing the Joker fell in.	No
13	Hydrochloric Acid	No
12	I was thinking more of The Dip from Who Framed Roger Rabbit	No
3	Money	No
1	Mexican Cartels recommend caustic soda...	No
26	In other news, Elon will use the Tesla self-driving technology to run Twitter.	No
29	Literally. [He's taking 50 workers from Tesla's Autopilot program to take a look at Twitter's code](https://www.cnn.com/2022/10/31/elon-musk-has-pulled-more-than-50-tesla-engineers-into-twitter.html) in preparation to making changes. I'm not sure how they'll know what they're looking at, but they will be expected to work 12-hour days, 7 days a week. Oh, and the Twitter employees will have to defend their jobs and describe how they're a vital worker. (This is how you lose top talent, people with portable skills).	No
5	Autopilot runs on C, Twitter runs on C++ and Java. You could probably read them all after a 40 hour workshop. I suspect most software engineers are at least semi-competent in all of those with a specialization in one.	No
23	You'd be able to read the lines of code, just like anyone who knows the English language can read the words in an in-depth technical paper, but it doesn't mean you can actually understand what you're reading. Web services are going to be using entirely different ecosystem and dealing with entirely different systems that an embedded systems programmer is going to have absolutely no idea about. The idea that you can just drop a programmer into a code base that they have no relevant experience in and have them be able to make heads or tails of anything without extensive on-boarding is ridiculous. What programming language it is has absolutely nothing to do with it.	No
2	Elon complained about bots a lot. I suspect the Tesla AI engineers are there for this purpose. You don't have to know other systems in depth to design a separate system that tries to determine if some actor is a bot. Most often you can just use existing API to read some datapoints and train your system.	No

2	<p>Exactly; the separate ecosystems of a car and all its constituent bits and how they work together, and the code that governs that system, is completely different from a massive social media system handling immense amounts of data worldwide. As you say, the language may be the same or similar, but the applications are so different that there's no way that someone well-versed in the Autopilot system would have any idea of whether the Twitter code is good or not, or even what the heck it's doing.</p> <p>Those respective ecosystems are each highly specialized and idiosyncratic. If Elon expects his Tesla workers to be able to do this, that tells me he has little understanding of modern programming. He did do a bit of coding, badly, back in his Paypal days, around 1996:</p> <p>*Turns out, when the other engineers came in to help develop the software, Musk wasn't as good of a developer as he had thought he was. The new team members had to go through and re-write a lot of his code and this helped to add to his irritation.* [Source.](https://levelup.gitconnected.com/the-unknown-story-of-elon-musks-first-company-7481ef7867a3)</p>	No
-7	<p>My point is that they likely CAN understand it. The code base isn't entirely different, it's slightly different. Software engineers are versatile like that.</p> <p>Besides, the Tesla engineers mentioned are likely hand-picked based on their individual ability to read the Twitter code.</p>	No
5	<p>why would an engineer specializing in self-driving systems have the skill to read and understand the code from a social media site?That's like saying to an auto mechanic, "Hey, I see that you use a wrench. So does the telephone lineman, but he's sick. I need you to take your wrench and go up that pole to sort out and reconnect those wires that tree knocked down, and do it in one hour. Go."</p>	No
-6	<p>Because it's basically the same thing? You're not asking an auto mechanic to be an electrician, you're asking an auto mechanic to identify the engine parts of a motorcycle. Twitter engineers and Tesla engineers took the same courses in college.</p>	No

7	<p>&gt;Because it's basically the same thing? &gt;... &gt;Twitter engineers and Tesla engineers took the same courses in college. Your statements here are akin to saying that you could switch out a criminal prosecutor to defend a law in the Supreme Court because they took the same classes in pre-law and it's all basically the same thing. It is extremely clear that you don't have any in-depth experience with programming. With an on-boarding process, a programmer can learn an entirely new code base and ecosystem, but you aren't going to get anything productive out of them for a while. And even when you do, it's unlikely to be anything transformative as the experience in working within the domain and constraints of an embedded system aren't going to be transferable to the issues that crop up in big data.</p>	No
2	I do ladder logic for work and did Java and C# a few years ago in highschool. They are being asked to read the program, not do engineering work.	No
9	<p>&gt;They are being asked to read the program, not do engineering work. They are being asked to analyze the code and determine how to redesign it with the idea that they can do so better than existing employees. Otherwise, existing employees would be used. Grokking a large codebase to the point of being able to correctly determine needed refactoring isn't something that is going to be able to be performed on a quick schedule by outsiders, it takes time, experience, and investment.&gt;I do ladder logic for work and did Java and C# a few years ago in highschool.So, clearly with your AP CS class and PLC logic knowledge, if you were dumped into a codebase like [Hadoop](https://github.com/apache/hadoop), [QT](https://github.com/qt/qt5), or [TensorFlow](https://github.com/tensorflow/tensorflow) you'd be able to quickly and competently analyze what is going on with that code, understand all the libraries used, know the reasons why certain compromises were made, and be able to make suggestions on how to restructure the code in a different way? Because I've been programming for coming up on two decades and unless a system is within the domains that I have experience in, I would not be able to provide any useful information without a massive onboarding timeline, and definitely wouldn't be able to help redesign anything until actually coding within the system for a significant amount of time.</p>	No
2	Just want to point out that these engineers that he has working 12 hour days all make \$250k+ and other benefits easily.	No
1	I gotta disagree, you don't get to that level of comp in most locations until you're a senior dev, but also, Tesla is known for being a infamously poor place to work in the software industry especially when it comes to WLB. I had a friend choose school over an internship there because the pay was so bad.	No
1	If that's so then he pays about double the average salary for Twitter engineers, which I find a bit hard to imagine. Elon doesn't strike me as an especially generous person.	No

-11	Elon should clean house with most of those people at Twitter anyways. Looking at the statements all I see are expenses for no reason	No
8	You could get that from the article?	No
1	When I talk business, I read the 10K/Qs	No
5	Perhaps you should offer your services as financial analyst to Mr. Musk so that he can more efficiently eviscerate the company.	No
1	I don't do corporate finance. But it's kind of the same. Everyone has an agenda, mine is to find value and understand how things work.	No
3	It will be available within a year	No
66	Can't wait for the claims of "cancel culture is killing twitter" when users and advertisers start leaving in droves.	No
37	Wouldn't that require a glut of advertisers to begin with? Twitter earns less than 1% of digital marketing revenue in the US.	Yes
24	Not quite since 85% give or take of twitters revenue is through advertisements so it could definitely send them bankrupt.[Source](https://finty.com/us/business-models/twitter/)	No
7	My point was that Twitter is already bottom of the barrel for where brands spend their ad dollars. Couldn't get much worse.	Yes
21	I mean no ad spend is certainly worse than some.	No
6	Do you even marketing?	No
-2	Yep, lots of it. Twitter earns less than 1% of the US digital advertising revenue and significantly less than that globally. They're effectively irrelevant for the majority of all advertisers.	Yes
3	You're looking at it from the wrong side. How much of twitters revenue comes from advertising?	No
2	The vast majority...	Yes
6	I get that the bar is being preemptively lowered by trying to pretend that Twitter was going to go bankrupt or something before all this, but no. It wasn't as well monetized as it could have been, but it certainly wasn't falling apart. So if it falls apart now, it's entirely on the new leadership. And nothing that's taken place in the last 4 business days has convinced any of the advertisers or users who *aren't* already spending their money or time on Twitter that they should start now - unless they happen to be Mike Lindell.	No

3	<p>By all accounts he significantly overpaid. And saddled Twitter with \$1B in debt service a year .</p> <p>There is a conflict between his expressed desire for a more open discussion and advertisers needs. They don't want to put their soap next to an "open" racist discussion. They aren't going to sell cereal with the antisemitism that's going to flourish on the site.</p> <p>Wait, you know that no advertiser has reconsidered? You know this? You think 4 days is enough? Okey dokey then.</p>	No
1	[Twitter is the 15th largest social media outlet by user base.](https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/)	No
39	Twitter is like the BlackBerry of social media.	No
17	Bbm was popular.... For a while.	Yes
12	<p>They're all popular "for a while". Lots of people went through cycles, wondering what would happen if Myspace, Friendster, AOL Instant Messenger, etc ever died. Facebook and Twitter just lasted longer than most, and mostly grew due to the rise of smartphones at the same time as their appearance.</p> <p>People are realizing it's still the internet; not everyone needs to be on the same goddamn platform.</p>	No
2	Bad take. Lacks imagination.	No
1	How so? Like BlackBerry, twitter has plateaued and is now on the decline.	No
0	This is where we disagree. After this tumultuous period, twitter will grow and in ways many wouldn't expect. I think the mistake is in thinking that what you see today is exactly what will exist in the future.	No
2	Why? What has Musk said that makes your think that Twitter can finally compete? I'd say the opposite. His words, and actions aren't going to bring in more advertisers. They don't want to appear next to racism and violence and such. That doesn't sell soap.	No
1	Advertising is just one revenue stream. If you're locked into thinking that's the only way twitter can make money, then you'd be wrong.	No
2	What other streams are out there? Charging for verification will, if everyone pays, bring in 10% of debt servicing. If he charges users they will leave. What other major stream did you have in mind?	No
-1	<p>Shifting away from brand advertising, towards specific purchase advertising. Followed by payments, and they could layer a lot of services on top of that. Add to that any other services we are not aware of. Maybe becoming more of a super app and providing multiple services. The sky is the limit here.</p> <p>What makes me think that Twitter can finally compete? Look, give the guy some credit. Whether you agree with this statement or not, he is the single most successful entrepreneur of our lifetime. He's the best there is. Be patient and see what he does instead of defaulting to a critical view.</p>	No

1	You start off with a potentially good idea. Then you really get into handwaving.	No
2	Which part indicated handwaving to you?	No
1	You might have a point there. Musk might actually revolutionize the platform. But he also might not. Buying the company and firing half staff isn't exactly a revolutionary idea. I think that unless they completely adopt a form like TikTok, twitch, discord, etc. they will keep on hemorrhaging users.	No
-2	It's not that hard to grow the user base. Twitter literally kicked off the president of the most powerful country ever, ie, twitter doesn't care about scaling, which was their prerogative. But to scale it it has to be more neutral.	No
0	Twitter milked the shit out of president shitposting and dangerous propaganda. Only after he didnt get re-elected they decide to block him. Damage was already done. Fk them all	No
1	If you want to scale you have to accept a very wide user base. You can't be too picky. Or you can decide to be more selective, but then you just won't have wide scale.	No
-1	I don't think they need to compete with those platforms you mentioned directly. One of the stated aspirations was to turn this into something more' substantive. I've heard wide stretching ideas from being able to vote on twitter, it becoming a super-app, a payment platform, an actual decent public square where timely and relevant discussions take place between some of the best minds' in the open. The list of where they can go from here is long. And judging by Musk's previous achievements and his readiness to take drastic action, I think we'll see a lot of interesting changes, and some mistakes in the near future.	No
1	Why would it do that. The limits on its growth before was from fake accounts. Elon just threatened third parties dedicated to policing that. That means he wants more garbage accounts to push up the numbers. Real users want to talk to humans.	No
1	He wants more bots and spam? There's a flaw in your judgement.	No
1	He should be increasing data access to third parties that detect bots and provide apps that measure the veracity of accounts then. He's doing exactly the opposite. So... what's the conclusion from that then?	No
1	All in the management.	No
1	That remains to be seen. I think you mean the twitter ***board*** is the blackberry	No
50	Its a private company he can do what he likes.	No
5	Ahahahahahahajajaja, the sweet irony. Even if you're not on his side you have to admit it's delicious.	No
8	Fear will keep the local systems in line.	Yes
-2	If he keeps pulling engineers from Tesla in to help though that could cause him problems in his other ventures since they aren't private.	No

8	There's nothing wrong with that. You guys are reeeaaalllllyyyy stretching for things now and it's hilarious to watch.	No
3	Hey, I'm just here for the show. He can do whatever he wants with Twitter. It's just that Elon is not playing in tech anymore which is where his expertise is. He's fully centered himself in the public world of global politics. He probably loves the attention, but the shareholders in his other businesses could become a serious pain in the ass for him if his new favorite pet project (twitter) starts to look like it's having a material impact on their holdings. Imagine an extreme of China banning Tesla products because he starts pushing Twitter over Starlink in their country. Again, I'm here for the show, it will be interesting if nothing else.	No
-7	I'm a betting man. Usually a contrarian. If I were to bet against anyone, it would be all the people talking smack. I would never bet against elon, I am not that regarded.	No
0	Yes it is. It can be seen as illegal use of assets. He is taking assets from a public company to benefit his private enterprises. There could be case here,	No
1	Lol no. Good try	No
1	Who is paying their salary?	No
-2	We can enjoy his stupidity on its own, we aren't trying to stop him.	No
12	Elon&now go buy Meta	No
2	Why, do you have puts on it too?	No
7	It would go up... if.. he did that...	No
26	Time for Elon to single-handedly destroy another company. Grab the popcorn.	No
27	Another company? None of his companies have ever failed.	No
8	Solar city would beg to differ...	No
-27	Tesla isn't exactly successful and, from what I understand, they're a crap product.	No
29	Yeah a company worth 700 billion dollars is not successful. You are a moron.	No
-9	Enron was pretty valuable. So was facebook. Looking to invest? Maybe grab some bitcoin or snapchat shares.	No
3	Facebook isn't done, neither is bitcoin, I don't know about Snapchat but the first two I would invest in. It's ok, your bias means you feel the need to hate someone so much you can't see value in anything they are involved in, that's fine, we understand, you can admit it.	No
0	You guys say bias so much	No

-2	Yeah it's like I'm critically aware of the way WE ALL think, not just the way I think	No
5	You don't understand much. Go check Tesla's financial reports.	No
1	They are running a profit now. There P/E is 70. Average is about 15.	No
-1	Don't reason with people that are politically motivated; rather, make a bunch of money and tell them to shut their cock holsters on your green monster.	No
1	What are you talking about?	No
-22	And the only company he founded was Paypal. He has swooped in to each of them and taken over like he has here, notwithstanding buying the whole damn thing.	No
20	He didn't even found Paypal you dunce. You literally have no idea what you are talking about. He did however found Zip2, X.com, SpaceX, The Boring Company, and Neuralink. He basically founded Tesla as well, but I know you idiots who lack critical thinking will say 'hurr durr he didn't sign the incorporating papers', even though that's all the company was when he joined; a piece of paper. I thought I could expect better reasoning from people who frequent a 'business' sub, but alas, I am on reddit.	No
12	/r/business just turned into a anti-business circle jerk a few years ago. I stopped following it for awhile, not been impressed with the content lately. Do politics play into business? Yes. Does /r/business need to be a political space? No.	No
1	The Boring Company is a show piece, there is no substance.	No
-19	You know a lot more about him than I do, so congrats.	No
17	Perhaps don't make false claims then if you don't actually know what you are talking about	No
-19	Perhaps don't be a dick. I thought I was correct, and admitted to being wrong, and yet, you continue to be a dick. I guess you're just a dick.	No
10	Nah you were just wrong and you're a idiot , go away	No
13	Wish he'd do it faster	No
5	It would make a nice object-lesson for others to learn from. Don't pull an Elon.	No
-11	You mean take a company that everyone says will fail and make it incredibly successful. Everything he's doing right now is putting out the dumpster fire that has been Twitter. It's the same MO he's used for his other highly successful companies. Recipe for success. Cut the fat, increase revenue, while the naysayers quietly disappear and go attack his next endeavor.	No
17	Imagine being this delusional.	No

3	Elon's record for success is a lot better than your record for being right. The moves he's making are the same he's used before. It's so trendy to be a hater. I really don't get it. The guy has already taken two companies from nothing to over a hundred billion in value. And when it comes to Twitter he's a huge user of the platform already.	No
4	Being a "huge user" has no relation to the skills needed to run a social media company. Elon doesn't have people skills. He's approaching this in a mechanistic way which is not the way to handle it. Asking Tesla Autopilot programmers to [come and look at Twitter code](https://www.cnbc.com/2022/10/31/elon-musk-has-pulled-more-than-50-tesla-engineers-into-twitter.html) is ludicrous.	No
-1	Lol you think a guy who leads tens of thousands of employees across multiple companies, does many interviews and presentations, has no' people skills.	No
4	<p>2016: The third of Musk's 3 divorces, two of them to the same woman. People skills: 0/10.</p> <p>2018: [SpaceX pays a flight attendant \$250,000](https://www.businessinsider.com/spacex-paid-250000-to-a-flight-attendant-who-accused-elon-musk-of-sexual-misconduct-2022-5) to keep quiet about alleged sexual misconduct from Musk. People skills: 0/10.</p> <p>2018: Musk refers to British rescue diver [Vernon Unsworth](https://www.cnn.com/2019/12/05/media/elon-musk-vernon-unsworth-testifies) as "pedo guy" when Musk's submarine proves impractical. People skills: 0/10.</p> <p>October, 2021: [Tesla pays former worker Owen Diaz](https://www.cnbc.com/2021/10/05/tesla-must-pay-137-million-to-ex-worker-over-hostile-work-environment-racism.html) \$137,000,000 for failing to address racial discrimination he endured in Musk's workplace. People skills: 0/10.</p> <p>December, 2021: "[F]our women who worked at SpaceX" [spoke out about sexual harassment they said they faced at the company,](https://www.businessinsider.com/spacex-paid-250000-to-a-flight-attendant-who-accused-elon-musk-of-sexual-misconduct-2022-5) *where Musk is the CEO. One, Ashley Kosak, published an essay recounting being groped and touched inappropriately by male employees while she was an intern. Three others _x0014_ one of whom said she was bound by a non-disclosure agreement _x0014_ recounted similar treatment to the New York Times."* People skills: 0/10.</p> <p>December, 2021: Six women at Tesla file [six separate suits for sexual harassment](https://www.washingtonpost.com/technology/2021/12/14/tesla-sexual-harassment/) at the company. People skills: 0/10.</p> <p>December, 2021: Musk has an [affair with a married woman,](https://thehill.com/policy/technology/3572311-elon-musks-affair-with-google-co-founders-wife-led-to-divorce-filing-report/) the wife of Google co-founder Sergey Brin, causing Brin to divorce his wife. People skills: 0/10.</p> <p>February, 2022: California sues Musk for ["rampant" discrimination](https://www.npr.org/2022/02/11/1080073061/california-sues-tesla-racism-fremont) against Black employees. "These numerous complaints by Black and/or African American workers about racial harassment, racial discrimination, and retaliation lodged over a span of almost a decade have been futile,' the lawsuit says. 'Tesla</p>	No

	<p>has continued to deflect and evade responsibility.' '* People skills: 0/10.</p> <p>June, 2022: One of Musk's ten children from three women, none of whom he is married to, changes her name and [disowns her father.](https://economictimes.indiatimes.com/magazines/panache/elon-musks-transgender-daughter-files-for-name-change-says-no-longer-wish-to-be-related-to-spacex-chief/articleshow/92353568.cms) '*[S\]he 'no longer lives with or wishes to be related' to her biological father in any way, shape or form, according to a report in Reuters.' '* People skills: -1/10.</p> <p>June, 2022: [Tesla workers sue Musk](https://techcrunch.com/2022/06/21/tesla-sued-by-former-workers-for-allegedly-violating-federal-law-during-mass-layoffs/) for firing employees without an advance warning period, as required by law. People skills: 0/10.</p> <p>June, 2022: A lawsuit alleging racketeering involving Dogecoin accuses Musk of running a [pyramid scheme.](https://fortune.com/2022/06/16/elon-musk-spacex-tesla-258-billion-lawsuit-alleged-dogecoin-pyramid-scheme/) People skills: 0/10.</p> <p>July, 2022: Musk is [sued by another group of Black workers](https://www.reuters.com/business/autos-transportation/tesla-hit-by-new-lawsuit-alleging-racial-abuse-against-black-workers-2022-07-01/) from the Fremont factory for allowing a culture of racism in his shop. People skills: 0/10.</p> <p>Yeah, he lacks people skills.</p>	
-1	There's a million videos on YouTube demonstrating his people skills are fine. Some try hard list of accusations doesn't change the fact that he knows how to interact with people just fine. Actively managing some of the most valuable companies in the world only underscores that fact.	No
3	Actions speak louder than Youtube videos.	No
0	YouTube videos are literally recorded actions.	No
3	Who's the delusional one? Can you name one company Musk "ruined"? Before that define ruined first because if this is one of those reddit definitions of ruined where there's precisely 0 evidence of anything being ruined and only subjective claims of "Elons a dick" which somehow equate to it being ruined then you, by far are the delusional one here.	No
4	<p>Well, he was ousted from being the CEO at Paypal.</p> <p>He's made only a few of the promised Model 3s. They were being made by hand because the automatic assembly line wasn't working.</p> <p>Consumer Reports lowred its ratings on the Model S and X.</p> <p>He's had multiple rockets explode, at launch or when landing. At least 5. All that government subsidy money gone to waste.</p> <p>Morgan Stanley recently downgraded Tesla.</p> <p>Hyperloop.</p>	No

7	Ok so you can't name a single company that he has objectively ruined so you resorted to the lowest hanging fruit comment which doesn't even apply and are waiting for other delusional folks from your camp to downvote me, and upvote you so you have a sense of being right?	No
9	Lol it's absolutely amazing that you truly think anyone reading this exchange thinks you would rather use your time to "watch me waste mine replying" vs you not having anything remotely close to backing your non existent statement up.	No
0	It's obviously not, otherwise you'd be doing some trolling right now, let me know when you do start trolling and I'll grab the popcorn.	No
2	>company that everyone says will fail and make it incredibly successful. What company are you referring to?	No
1	Tesla and SpaceX	No
3	And no doubt, his only regret will be that he has boneitus.	No
1	What do you think he is going to do that will bring a profit to Twitter? How will he increase revenue	No
1	Given that Twitter has barely changed the past 10 years I expect pivoting into every facet of social media. Nothing to lose, everything to gain. The hardest part is users and Twitter already has over hundred million.	No
1	That isn't an answer. Meta makes its money from advertising. I think that's the primary income for every social media company. Saw the edit. Twitter is 15th in user base size. Meta has 3B. YouTube 2.5B. Twitter has 440M. Twitter is tiny. We know about it because of Trump and journalists like it that's it.	No
1	Sounds like a lot of room to grow.	No
2	That's a pivot from your first claim. Sounds like they have to pull users from other sites.	No
1	Not really, Twitter brought in 5 billion last year with the users it has. There any many things it can do to increase revenue with the hundred million users it has already, and then lots of room to grow as well. Which means even more money. Man Elon is going to be a trillionaire, damn.	No
1	Room to grow? That is taking users from other platforms. That means offering something better. They aren't going to get much from their users, no one does in this space. That means advertisers. Which means making each user more valuable. Bringing in more uncensored MAGA isn't going to do the trick. Not bring them in will turn them against Twitter. And Trump thinks he can make more money in Truth Social. He recognizes that for Twitter he is the product not the customer.	No
1	You'd be surprised how much of Twitter is not America and not political. Like you said 200M compared to other platforms is small. Room to grow. It's not a zero sum game, people do use multiple platforms.	No
-3	Muskrat, muskrat Candlelight	No

	<p>Doin' the town And doin' it right in the evening It's pretty pleasing Muskrat Suzie Muskrat Sam Do the jitterbug at a Muskrat Land And they shimmy Sam is so skinny And they twirl and they tango Singing and jingling a jangle Float like the heavens above Looks like Muskrat Love Nibbling on bacon Chewing on cheese Sam says to Suzie Honey, would you please be my Mrs Suzie says yes with her kisses Now, he's tickling her fancy Rubbing her toes Muzzle to muzzle Now anything goes as they wriggle Sue starts to giggle And they whirled And they twirled and they tango Singing and jingling a jangle Floating like the heavens above Looks like muskrat love</p>	
1	RemindMe! 1 year	No
0	How much worse could it get?	Yes
7	What's the worst that could happen?	No
11	As I see it, the worst that could happen is the newly private Twitter only has a couple of profitable quarters in an entire decade. Oh wait! That already happened under the last regime.	Yes

	At least the current ownership has skin in the game-- from everything I've read the executives that were just fired seemed to spend most of their time inflating metrics to yield bigger bonuses.	
13	Yeah, Elon has never exaggerated any metric, so it should be smooth sailing from here on out...	No
0	Aside from the fact that Twitter execs created a proprietary metric that shows an increase in active users when every off the shelf count shows a decline in active users. The cool thing is that the proof is in the pudding and it's on him and his investors to produce results. When it comes to actual financial success this means an increase in revenue and or users. Not merely contrived user metrics to yield larger exec bonuses. Whether you love or hate the guy it seems risky to bet against him for anything related to business. That's how he got so rich in the first place, everyone said Tesla couldn't become a behemoth, that they couldn't possibly deliver their projected number of vehicles- he bet on himself with more stock and equity. When they actually did hit those numbers it paid off handsomely. It seems like there's a lot of hate clouding people's judgement simply because he's a billionaire.	Yes
3	> it seems there's a lot of hate clouding people's judgement simply because he's a billionaire. *insert _x001C_does he know?_x001D_ meme*	No
2	He's only as rich as he is because everyone bet against him, he bet on himself, against the naysayers and it paid off handsomely. I'd argue he's only as obscenely wealthy as he is because people were betting so heavily against him. If people didn't have such hate boners for him the spread on him hitting his goals at Tesla wouldn't have been so crazy.	Yes
-3	Nah let the muskrat keep licking billionaires boots in the hopes the masters may trickle down their piss upon us lazy workers	No
6	As opposed to the angry melodramatic /r/antiwork contingent that complains about anything he does	Yes
-1	You're right let's appease the billionaires!! That's worked so great for us so far right! *gestures at everything*	No
3	Appease? People are just tossing shit and rotten vegetables like they're 13th century peasants. What appeasement is occurring?	Yes
1	You seem to be sucking his dick a lot. That's a bit more than appeasing	No
0	Looks like Muskrat Love.	No
1	Ok, let's try this: what does Twitter have to offer?	No
2	What a fucking shit show >#	No
4	The board represents the owners. In a public company these are mostly institutional investors. Elon is now the owner. Why would he keep the board?	No

3	If he gets a new board, great. He isn't the only owner. Boards exist so you have other eyes.	No
1	He already tweeted he will form a new board	No
0	Even private companies have boards often, because private companies usually have owners that seek the advice of other experts. I guess Elon has no use for outside input.	No
4	You first dissolve the board representing the previous owners, and then you form a board of the new owners. Tweeter will have a board. Just wait.	No
2	0	No
2	Just got rid of it	No
8	Twitter is already a cesspool for discourse, how much worse could it get? On the other hand they have a real opportunity to solidify a user bill of rights and explicitly say what is and isn't allowed. One of the major issues with content moderation on platforms is that a lot of what is prohibited isn't explicitly against any rules and is subjectively enforced by whoever has their hands on the controls. Reddit has the same issue with selectively enforced rules based on the ideology of the content and the person in control of administration or moderation.	Yes
5	4chan with blue icon.	No
2	As of today, it is.	No
-2	It's kinda funny how already he's going to charge more for subscriptions, and bring back Vine to compete with TikTok. Making money is like shooting fish in a barrel for Elon.	No
9	When you've got thousands of employees doing things as they've always done sometimes it can help to have outside the box thinking from someone with actual skin the game. The irony of vine is that if they had focused on it more it could have been what tiktok has become. With the advantage of being invented on US soil and not run by Chinese interests.	Yes
7	Vine is just one of many lost opportunities for Twitter. The good thing about Elon is that he innovates fast. He'll have engineers innovating features at 100x the speed and number than Twitter ever did. Seriously it's sad how little Twitter changed over a decade with 7,000 employees.	No
3	If you've ever tried to advertise on twitter you'll know why marketers don't advertise on twitter, a couple of good sprints and the devs could improve ad spend, a few more sprints spent on opening the API up and the platform will be on its way back into the black. If there was a lack of opportunity, Elons lawyers would have fought the original offer, even if they lost it would have been cheaper than paying for a business with no potential.	No

	I think we should all sit back and enjoy the spectacle of a well resourced team figure out how you land this particular rocket on a ship. And remember it's not just Elon, the people around Elon don't get the credit.	
1	LoI hundreds of millions of users and no potential? Yes of course people around Elon should be recognized, but like at his other companies - he makes the all the final decisions. Like a general or quarterback the impact of those decisions are massive.	No
1	Twitter is the 15th largest social media outfit by user count.	No
0	Yeah if you can spend a second, he would not have done the deal if Twitter had no potential, ergo it has potential No idea about your country's neanderthal sports but every team game is about the sum of its team as much as people like you want to make it about a single person.	No
2	You don't know what a quarterback is? Yes it is the most important player. Bad leaders will sink any company. For example, Twitter's previous leadership. The best team in the world cannot make up for a bad leader. For example, Zuck's pivot to Meta.	No
1	You do sound pretty dark mark, it's such a clever name ! I just can't get over how incredibly nuanced you are. You must be a real optimist, man please teach me how to berate someone over something that I don't understand. Your way of living is the real potential here. Sorry ! Ergo I am done.	No
1	Just so you know, I didn't bother reading your comment and won't read anything else you have to say.	No
1	RemindMe! 3 months	No
1	I will be messaging you in 3 months on <code>[**2023-02-01 03:29:05 UTC**](http://www.wolframalpha.com/input/?i=2023-02-01%2003:29:05%20UTC%20To%20Local%20Time)</code> to remind you of <code>[**this link**](https://www.reddit.com/r/business/comments/yin1o6/elon_musk_dissolves_twitter_board_of_directors/iul21mf/?context=3)</code> <code>[**CLICK THIS LINK**](https://www.reddit.com/message/compose/?to=RemindMeBot&subject=Reminder&message=%5Bhttps%3A%2F%2Fwww.reddit.com%2Fr%2Fbusiness%2Fcomments%2Fyin1o6%2Felon_musk_dissolves_twitter_board_of_directors%2Fiul21mf%2F%5D%0A%0ARemindMe%21%202023-02-01%2003%3A29%3A05%20UTC)</code> to send a PM to also be reminded and to reduce spam. ^(Parent commenter can) [^(delete this message to hide from others.)](https://www.reddit.com/message/compose/?to=RemindMeBot&subject=delete%20Comment&message=delete%21%20yin1o6) *****	No

	<p>[[^(Info)](https://www.reddit.com/r/RemindMeBot/comments/e1bko7/remindmebot_info_v21/)[^(Custom)](https://www.reddit.com/message/compose/?to=RemindMeBot&subject=Reminder&message=%5BLink%20or%20message%20inside%20square%20brackets%5D%0A%0ARemindMe%21%20Time%20period%20here)][^(Your Reminders)](https://www.reddit.com/message/compose/?to=RemindMeBot&subject=List%20Of%20Reminders&message=MyReminders%21)[^(Feedback)](https://www.reddit.com/message/compose/?to=Watchful1&subject=RemindMeBot%20Feedback) </p> <p> - - - </p>	
1	<p>He is going to charge for "Verified". If everyone pays that covers 10% of the yearly debt service. How will Vines compete with TicTok and YouTube and Instagram?</p>	No
1	<p>What math did you do to get 10% Twitter will compete by leveraging it's massive user base.. and also not being Chinese will attract many users.</p>	No
1	<p>Twitter he as to pay about \$1B a year in debt service. $\\$100M/\\$1B = \\$100M/\\$1,000M = 10\%$. Twitters user base is about 15% of Meta's. He has to do something to increase that leverage. He can try to get a lot more users. That means making Twitter more attractive. I don't think opening it up to more hate groups will do that. He can get "better" users to charge more. Same point. It was already not Chinese he needs to change things somehow. And all I see is leaning into the MAGA world.</p>	No
1	<p>If he figures out how to raise the value of the company, debt service will not be a big deal. Increasing ad revenue, user revenue, cutting costs, selling private shares - are all ways of making money to clear out the debt. Tesla did the same thing.</p>	No
1	<p>No. When he raises the value it won't matter. Until then it is \$1B a year. He needs to raise the value by at least that to break even. Those are all ways. User revenue is very tough. No one in this space makes much off user revenue. Raising ad revenue is the goal. So far his plan looks like lowering ad revenue. Companies don't want to see their ads next to Musk's free speech racism and calls for violence. He didn't do Twitter any favor by starting off with a lie about an attempted murder by a political fanatic. That's not where people sell soap and cereal. Cutting cost can lower costs, not raise revenue. It can also cause a death spiral. He basically told his staff to find new jobs because his Tesla autopilot programmer are taking over. That means the best people leave and you lose lots of knowledge. He told his employees he can't be trusted regarding stock options. That drives people away. And about those Tesla engineers, who is paying them? He can't share resources between his privately owned company and a public company. Nor is autopilot doing so well that they can skate people.</p>	No
1	<p>Cutting costs increase profit. Profit can be used to finance debt. Raising the value of the company or even just selling a % of what he has is another way to make \$ and finance debt. For example raising the value of the company by 13 billion and selling the equivalent equity stake would nullify the debt. SpaceX and Tesla do this all the time. His engineers are at Twitter to change the culture to be like Elon's other companies. Twitter doesn't know how to be</p>	No

	an Elon company yet, but that will quickly change. Very engineer heavy, minimal management and other business functions.	
0	Nice, do every American corporation next.	No
2	>!	No
1	Apparently they were dissolved in a vat full of vitriol.	No
1	I will pray for them.	No
1	O7	No
1	And then the sword was at their throats and its bite was red and cold...	No
1	BBC lost access with that duchess ousted from the board lol	No
1	All boards should be dissolved	No
1	The proponent of unfettered speech must not have liked what they had to say.	No
1	Byeeeeee byeeeeee	No
1	Dude's had 10 people "managing" per 1 person coding hahaha	No
1	Did the board approve ?	No
1	They weren't consulted	Yes
-2	FÃ¼hrer is on the move, just need to fill the new Boardstaffel	No
2	Awww you mad.	No
0	The executives at Space X and Tesla must be thrilled to have Musk out of the way for a bit while he's rubbing his crotch all over the Twitter boardroom.	No
1	And?	No
1	Not being around a rich spoiled cunt is a good thing	No
0	I dissolved my twitter account.	No
3	Good byeeeeee	No
1	This is not twitter.	No
subreddit:	business	
title:	Asking for suggestions	
score_post:	1	

total_awards_received	0	
comments	17	
text	<i>Hello everyone, We are a small start-up and are in the first steps of running a campaign on crowdfunding platforms. However, we are currently having difficulty promoting our product through bloggers or influencers due to the very high cost. Do you have any suggestions about bloggers or influencers that support review crowdfunding product, especially for kids? Thanks a lot!</i>	
comment_score	<i>comment</i>	Author's response
2	Laundromat	No
2	I so want a laundry mat! The cash flow the coins (I collect coins.) And the simplistic nature of it sounds like a perfect fit for me. Not sure about over head or insurance costs though. The vending machines, the ATM, the crypto ATM (why not?) the snack machine, the arcade games. All mine and providing income. I would have WiFi credits so if you sign up for something you can use it for like 2 hrs a day... You can tell I put A LOT of thought into this.	No
2	Jesus carpentry and wouldn't pay anything! Deluxe carpentry and stuff... you said 1.000.000 franchise budget... that means you have more much more to invest. So... yes, Jesus carpentry! Exclusive stuff!	No
2	Car wash in the hood	No
2	You have no idea how badly I wanted a car wash haha. I've seen about 3 so far, and the numbers are just so sketchy. Plus, once you make out what the numbers are saying it's like these car washes are making no money.	Yes
2	Krispy Kreme	No
2	Apple	No
2	Clock/watch repair Trash can cleaning Flower shop Would you like me to keep going?	No
1	I'm not sure what it would cost, but I've always thought a mini storage place was a good business.	No
1	night club, e-commerce store, auto dealership or rentals, building lease/rentals which of them do you feel works better for you?	No

2	Nigh club definitely doesn't sound anything like me, and doesn't sound appealing right away. Car market as we found out is too dependent. Building leasing and renting doesn't feel like owning a business to me, I want to be doing work each day.	Yes
1	Alright great, I'm getting to understand what you're looking for but another question& Which of these do you prefer Online Business or In-person	No
1	I want to say in person, but I'm open to online. I like to be up and moving to feel like I'm being productive.	Yes
2	Kitchen remodeling, Fitness center, Elderly care facilities, Home renovation or you can pick a niche buy products of that niche and create an online store and sell em. I'm guessing you get something off these	No
1	One of the best franchises around is Chick Fil A. Initial ivestment is \$10,000	No
1	I keep seeing this one. Thank you.	Yes
1	Jiffy Lube	No
subreddit:	business	
title:	Any advice for a business student.	
score_post:	1	
total_awards_received	0	
comments	13	
text	<i>I'm currently pursuing my bachelors degree and while I'm doing relatively good on exams/assignments I'm noticing that whenever I finish one of the courses I sometimes forget the concepts and terms I learned in that course. For clarification it isn't as bad as it sounds, it only happens from time to time and usually on courses that I find challenging. I don't know how common this is to other students. Any suggestions with books that cover the most I'mortant/used concepts and terms in the business world? Maybe one that doesn't dive deep into details just a sl'mle explanation and slightly more if needed. Same goes for investing, if there's any books you'd recommend. Thanks in advance!</i>	
comment_score	comment	Author's response
2	How long have you been GST registered for? What's your revenue? If you don't have either no one will loan you money, trust me. Banks won't touch you till 2 years after GST registration. Private loan companies will want something to secure the loan to like a house etc. You're starting a clothing business, a very hard rough niche - expect them to say no	No

1	I appreciate that boss man	Yes
1	Never loan money it's better to ask your family or friends for money	No
1	The three F's for startup capital: Friends, Family, and Fools.	No
1	It is better to ask them then to take a loan and keep paying interest	No
1	Man I wish it was that easy Fr .. I'm all in this by myself	Yes
1	Get a friend to invest in your company	No
1	In the beginning loans were not made for people who don't have a income but they realized that they can just bleed the dumb people who take them	No
1	I have an income tho s steady one	Yes
1	Steady income doesn't mean that you can handle a big loan the interest will make you bleed	No
1	Yea that's true but also In not tryin to get a lump some just like 10-20k	Yes
2	honestly taking money from friends and family is 100 percent better but you do you I guess	No
1	I appreciate your opinion I will try my best askin then to help out or atleast try to see my vision	Yes
subreddit:	business	
title:	How do you find a gap in a saturated market?	
score_post:	1	
total_awards_received	0	
comments	10	
text	<i>I know this is a very vague question, but, bear with me please. I asked a business teacher before, how do you find a gap in a market, he sl'mly replied, "research". I came here to ask, how do I go about finding a gap in a saturated market? What research should I do? What exactly should I research? Are there any books that you could recommend that discuss this topic specifically? The market I'm looking at is very saturated that's why I'm asking specifically about a saturated market. Thanks.</i>	
comment_score	comment	Author's response
1	The problem is free money has really distorted a lot of things in tech& a lot of unprofitable ventures have been hiring to ensure they don't get replaced& but now that the printer is taking a break, profits are vital to survival& so	No

	<p>if you are serious about wanting to thrive, ask yourself where your happiness resides on your totem pole of needs& for myself, roof, food, kids health, wife's health, my health, and pot. Everything else is extra! Phone& extra. TV& extra. Car& believe it or not, extra&. Recently we made our financial moves and are ready for whatever may come. I could be driving around my truck I've been waiting for, but 5 years it took me to dig out of my last hole, and I'm pretty comfortable not doing that again!</p>	
1	<p>Looks like the economy is becoming tight. Is money not circulating as well? Looks like budgeting is more important now than ever</p>	Yes
1	<p>Money is circulating well, it's just not a free money environment.and even right now debt is pretty cheap& but it will continue to get more expensive. As debt becomes expensive things like new offices, better equipment, salary all go on the chopping block. Budgeting is key. If you manage to maintain your finances and can save& riches await at the other end.</p>	No
1	<p>Thank you. Debt is getting more expensive though... what does that mean? figure it means that it's more expensive to carry debt because it's harder to pay off?</p>	Yes
1	<p>It means higher interest rates</p>	No
1	<p>What usually affects those interest rates? Crazy, I see now how one can make a killing increasing the interest rate just a little</p>	Yes
1	<p>The central bank raises interest rates. In some countries it's decided by the government but in others it's independent and decided by financial experts. Doing this means that all the banks in the country must pay higher interest when borrowing from the central bank, so they raise interest rates to their customers, ie. Businesses and the public. This makes businesses less likely to borrow money and more likely to work with what they're earning.This step is usually taken when there's inflation and too much borrowing, to slow businesses down and make them tighten their belts. The effect it has is to reduce inflation. When the economy is too stagnant and not growing they do the exact opposite and it stimulates growth.</p>	No
2	<p>Though the concepts are going over my head like honey to a bee, I am still interested in it. (I just made up a phrase with honey to a bee). It's interesting to see the central banks are responsible for this, why thought? What drives them to raise interest rates? Is it to "be rich and compete with our central banks"? or is it purely to assist the goverment? I imagine the central banks would want some profit outside of working with the U.S. goverment right? Or is the central bank only caring about U.S. interest at all times, in all areas of it's business?</p>	Yes
1	<p>Have a look at this, which explains what central banks are and how they work. Basically their role is to manage the economy in the way that's best for the country as a whole. https://en.wikipedia.org/wiki/Central_bank And this is about the American central bank and what else it does. https://en.wikipedia.org/wiki/Federal_Reserve</p>	No

1	Sectors that best resist economic downturns tend to be non-optional things. Healthcare, insurance, banks, food (supermarkets not restaurants), in most countries educational institutions, and also government departments. Think of anything you would economise on last.	No
subreddit:	business	
title:	just curious but I have a question about a business and how it provides its service, any help would be appreciated	
score_post:	1	
total_awards_received	0	
comments	10	
text	<i>if a business is providing a service that requires a person is it illegal to make that person pay to do that service for the business? I'm curious because it got brought up at a place I go to regularly and any insight on the topic would be extremely helpful. In Michigan if that matters</i>	
comment_score	comment	Author's response
1	You could also ask this in r/legaladvice	No
1	Yea idk why i didnt think of that first my bad, ty	Yes
1	You need to be more specific. If a business is providing a service he is paying YOU to provide it. How would he charge you?	No
1	The business in question is a dnd shop thats whole business model is that it will provide you dnd games for a monthly membership fee but the people who run the games (dms or dungeon masters) also have to pay the owner to provide the service he offers (games of dungeons and dragons) which doesnt seem right to me.	Yes
1	My thought is that you can't be a DM unless these guys access the game nor can you be the DM unless they access the game. Even if you own the games yourself you cannot be the DM unless others are involved. I could be all wet because I know nothing about how these games work.	No
1	I dont follow? The way a game of dnd works is players create characters and the dm creates the world and scenery, creates the encounters players face and enemies from those encounters, and describes every detail of everything that happens thats not directly the players choice. Effectively the games can not run without a dm to run them meaning the "service" the shop provides literally can not be provided without the dms to provide it for the players	Yes

2	So, he needs you to attract players? IMHO it is not illegal for him to charge you to be the DM but it is stupid for you to pay. He should be paying you. It sounds like he might have multiple DM like you vying for the opportunity to be DM. If that is the case he is in control. Why should he pay you if others are willing to pay him. Good luck.	No
1	Im not trying to be a dm or anything i just play there twice a month. i just dont feel like what he's doing is right or fair to the dms that literally keep his business operating in the first place. Ty i appreciate it	Yes
1	Well, he apparently has found some individuals willing to pay to be DM so there's that. Obviously you wouldn't pay to play unless there was a DM so while he needs a DM apparently enough people want the job and are willing to pay to do it that this has become his business model.	No
subreddit:	business	
title:	Selling My Business	
score_post:	1	
total_awards_received	0	
comments	9	
text	<p><i>Hi, I just had some questions on how I should go about selling my 2 businesses, one of my businesses made \$5,000 in sales this year, net \$4,600</i></p> <p><i>1. Is this a business I can sell 2. How much could I get for my business</i></p> <p><i>my second business made \$24,000 in sales this year, net \$23,000</i></p> <p><i>1. How much is my business worth 2. I have \$16,000 worth of assets connected to the business would that add to the price of the business</i></p>	
comment_score	comment	Author's response
1	My kid has a paper route business& he makes about \$5200 in sales a year, net about \$5200 profit. How much do you figure he could sell that business for? Probably similar valuation to your net \$4,600 profit business. Any value your business could have would not be based on its revenue.	No
1	You cant sell a business that makes so little profit	Yes
1	I can sell a pen.	No
1	the revenue is so low that no real investor would be interested.	Yes

1	So you answered your own questions. 1. No? 2. Nothing?	No
1	no	Yes
1	No	No
1	because that's just my assumption	Yes
1	I concur.	No
subreddit:	business	
title:	I am going to start my own business one day. Any tips / books / recommendations for a 20 year old in college	
score_post:	1	
total_awards_received	0	
comments	8	
text	<i>For reference I basically slept through high school economics, I know nothing about business or finances, I'm piss-poor with budgeting and I don't have parents to teach me anything about: investing, taxes, starting a business, savings, etc.&. What actions would you recommend me take to accomplish my goal by the time I am 30 years old?</i>	
comment_score	comment	Author's response
3	You will need to know how to sell. Read some Dale Carnegie books. I also recommend the Lee Debois sales course. Read books on forming a business plan. And don't be undercapitalized. Whatever you think it will cost to run your business it is likely to be significantly more. You should also take a basic course at a community college on accounting and learn to use Quickbooks.	No

2	Watch a financial literacy video or two on YouTube. Love God with all your might and others as yourself. Find a problem and fix it or find a need and fill it. If you wouldn't trade places with someone don't listen to them. Online businesses are the best with little to no overhead Online marketing/drop shipping both good. Trucking/pallet business are both very profitable when done well. Your health is more valuable than money , your peace is more valuable than money, your time is more valuable than money. Again I repeat Your TIME is INFINITELY MORE VALUABLE THAN MONEY If you ran out of time you can do nothing with money. If you ran out of money you still have time. Money buys time. Watch Myron Golden on YouTube. He will show you the way. Peace be with you and God bless you . Believe in Jesus and be saved	No
2	Learn basic book keeping and accounting principles. Maybe take a class. Eventually get a cpa to help with tax planning	No
1	Work in the sector you want to open your business in and gain experience. Do not be afraid to fail and make sure when you do you learn from it. Most successful entrepreneurs failed on average 7 times. Your market is your most important factor. Know exactly to whom you want to sell and exactly what they want. Develop strong networks. They are the main source of information and resources.	No
1	READ. I can't stress it enough. All you need to know to be successful in business is literally sitting in cyberspace in multiple books on Amazon.com . Start reading them today. Many only cost about \$10 each, and the knowledge you can gain from them could possibly allow you to earn millions. Literally.	No
-1	This is like a meme of the usual posts here, except real. Unbelievable.	No
0	MBA	No
subreddit:	business	
title:	Are you a UK-Based green entrepreneur? TV documentary opportunity...	
score_post:	1	
total_awards_received	0	
comments	8	

text	<i>A mainstream broadcaster is looking for UK-based entrepreneurs to follow whilst they set up/expand a business that is tapping into a green industry - whether that's tackling climate change, or developing a sustainable product. Please send me an email to Gabriella. Barrett(at)introductions(dotcom) for more info! Also if you have any recommendations - those are greatly received!</i>	
comment_score	<i>comment</i>	Author's response
3	I used Chase Bank for Business. When I opened my business account, I had a 750 score, \$85k income and they offered me \$10k credit limit on my card and a \$25k business loan. This was in 2018. So, things may be different now, but it doesn't hurt to try!	No
2	When I went to start my business I was in a similar situation and I was turned down for a \$30,000 loan..... Banks are not to be trusted. For the record, I started the business and did well.	No
1	How many years of experience in your field (field of newly started business)? If in the US, are you a veteran? Are you a woman? All of these questions matter, at least the last two do in the US, where there are specific loans for people with those specific attributes.	No
1	Little experience (but partner with extensive 10+) No No	Yes
1	Zero. Money is going to get much more expensive to pay back as it stands. With the FEDS hiking rates you will be paying back far more than you deserve to. Not financial advice, just a word of caution. Good luck at any rate.	No
1	I got 25k + 10k credit line. The more assets you have to put against the loan the higher the amount	No
1	Other guy said the same amount so I'm gonna assume that's my max it any at all.	Yes
1	Yea if you're just starting out, without a positive net worth or significant collateral thats about the best you can hope for.	No

