Twitter Thread by FARTCRAFT



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has anyone covering the Wall Street GME reaping and sowing gone into the fact that a lot of the GameStop and directly associated trades have been largely amplified by social listening powered mega firms doing machine learning automated trades because the “idea” of GME is popular?

like I thought this was a thing investor people & press just knew & instead it’s all just focused on the message of redditors clowning short sellers and not “the computers saw the infinite monkeys on infinite typewriters and decided That Would Be A Cool Thing To Emulate” for $$$

for those new: finance social listening is a marketing “science” that involves advanced web & social network data collectors scraping everything for nuance on companies, purchasing behavior & language, investor & finance sentiment, etc & using it to make billions of trades for $$

Musk & his core investor clique is notorious for doing this as are some other big hedge firms & finance firms - you take the raw off Bloomberg Terminal, Superdata, public social networks and headlines etc etc, machine learning the fuck out of it, collect money. A hype machine.

This has been going on for about 8 years but only got popular & competitive in the past 2, when firms realized the machines could do a better job with these data flows in setting up short term shorts & holds vs people - & they could also “game” media to effect other hype machines

It’s relatively harmless &unregulated because not many people talked about it, but there are plenty of cases of the hype machines “misfiring”. Best example is when like Kodak or a Pretzel company announced blockchain in press release - the machines saw it and bought/sold hard lol

reason I bring it up is looking at where the volume flows came from yesterday, while retail aka “Reddit” traders were a good deal of the volume, the real bears were said hype machine platforms making massive buys - and selling not-related positions to make the capital to do so

& the reason I bring THAT up is right now there are a LOT of private firms that are normally super secretive now with a fucking TON of GameStop and Blockbuster stock their computers bought because everyone else talked about it, & now their human masters are realizing the exposure

tldr: Reddit didn’t just fuck up hedge firms, they also mega fucked up a bunch of private capital & equity firms because their machine trained computers on social media and press saw this horseshit & decided to copy it on a rationale entirely different than Reddit

chaos reigns

disclosure: I freelance as a games marketing/tech analyst/market engineer who specializes in social listening (aka collecting public data in aggregate and understanding it) to determine courses of action for investors & publishers to release games

watching this week is HILARIOUS