

## 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