AIDRAN

HOW HUMANITY
TALKS ABOUT AI

WEEKLY RELEASE

2026 W37

How people talked about AI companies, models and products on Reddit, Bluesky, YouTube, Hacker News, arXiv, Google News and Exa, 7–13 Sep 2026. Each platform is measured on its own.

PUBLISHED IN DEVELOPMENT

WINDOW	RELEASE DAY	AS OF
Mon 7 – Sun 13 Sep 2026	Wednesday 16 Sep 2026	25 Sep 2026 13:30Z
METHOD	DAYS SETTLED	SOURCES
005c-series-v3.1	21 of 21 that can settle	7, each measured on its own

Permanent link
aidran.ai/releases/2026-W37

Published by AIDRAN LLC · hello@aidran.ai
Made 2 Oct 2026 16:00:27Z.

IN BRIEF

Release 2026-W37

This release measures which AI subjects drew people into the conversation in the week of 7–13 Sep 2026, platform by platform. It holds a summary table for each platform and a reading for each of its subjects. Every figure carries its conditions, and every reading has a permanent link.

85

subjects on the summary table

15 shown here, in Reddit's order; all are on the release page

97

readings in this release

all in development; each has its own permanent link

2

platforms that count people

Reddit and Hacker News; each ranks on its own

Counts of stored objects in release 2026-W37, as of 25 Sep 2026 13:30Z. No figure in this release adds platforms together.

CONTENTS

Cover 1

In brief, and contents 2

What this release found 3

The summary table 4

Platform totals and coverage 5

Conditions, method and citation 6

Reddit posts · In development. Spam, bot and incentive posts were removed with labels that agree with a stronger model at kappa 0.74, below the 0.80 needed to drop this mark. Estimated from a uniform sample of 15,000 of the week's 959,384 posts (4,806 kept; seed "2026-W37|reddit"): 95% interval 300,323 to 314,538. **Hacker News posts, Hacker News threads, Hacker News people, arXiv posts, arXiv threads · In development.** Spam, bot and incentive posts were removed with labels that agree with a stronger model at kappa 0.74, below the 0.80 needed to drop this mark.

WHAT THIS RELEASE FOUND

First place on each platform that counts people

Each lead is the stored measured statement of one platform's first place, verbatim. Platforms rank separately, and nothing here is added across them.

01 · #1 ON REDDIT

9,248

distinct people on Reddit

Claude Model · Anthropic

IN DEVELOPMENT

On Reddit, 9,248 distinct people posted about Claude between 7 and 13 September 2026: 13,617 posts, an estimated 4.43% of that week's Reddit posts about AI, leaving out spam, bot, incentive and templated automated posts (100.0% of these posts had an identifiable author).

Claude · Reddit · posts from 7–13 Sep 2026 · n 13,617 posts · author coverage 100.0% · 7 days: 7 backfilled

02 · #1 ON HACKER NEWS

21

distinct people on Hacker News

Claude Model · Anthropic

IN DEVELOPMENT

On Hacker News, 21 distinct people posted about Claude between 7 and 13 September 2026: 23 posts, 6.34% of that week's Hacker News posts about AI, leaving out spam, bot and incentive posts (100.0% of these posts had an identifiable author).

Claude · Hacker News · posts from 7–13 Sep 2026 · n 23 posts · author coverage 100.0% · 7 days: 7 backfilled

Measured statements are generated from stored figures and never rewritten. People are distinct platform identities, counted on each platform separately.

THE SUMMARY TABLE

People per subject on each platform

Read down a column for one platform's ranking; read across a row to see how differently the platforms rank one subject. The first 15 in Reddit's order.

#	Subject · lineage	Reddit ▼ n 15,000 posts		Hacker News n 363 posts	
1	**Claude** Anthropic	9,248	#1	21	#1
2	**ChatGPT** OpenAI	5,670	#2	Hidden · n 8 people	
3	**GPT** OpenAI	3,053	#3	Hidden · n 11 people	
4	**Codex** OpenAI	2,186	#4	Hidden · n 6 people	
5	**Gemini** Google DeepMind	2,052	#5	Hidden · n 2 people	
6	**Qwen** Alibaba	1,988	#6	Hidden · n 2 people	
7	**DeepSeek** DeepSeek	1,918	#7	Hidden · n 6 people	
8	**Claude Code** Anthropic › Claude	1,573	#8	Hidden · n 6 people	
9	**Grok** xAI	974	#9	Hidden · n 0 people	
10	**GLM** Zhipu AI	711	#10	Hidden · n 1 people	
11	**MiniMax H-series** MiniMax	673	#11	Hidden · n 0 people	
12	**Gemma** Google DeepMind	454	#12	Hidden · n 1 people	
13	**Kimi** Moonshot AI	423	#13	Hidden · n 2 people	
14	**Muse** Meta	335	#14	Hidden · n 2 people	
15	**Microsoft Copilot** Microsoft AI	297	#15	Hidden · n 0 people	

Distinct people who posted about each subject, 7–13 Sep 2026, as of 25 Sep 2026 13:30Z; in development. Each bar is scaled to its own platform's first place (Reddit 9,248, Hacker News 21), so no two columns share a scale. A hidden figure shows its reason on the release page, never a number. All 85 subjects are at aidran.ai/releases/2026-W37.

PLATFORM TOTALS

The context for every share

Posts, threads and distinct people on each platform. Each platform stands alone, so there is no total row.

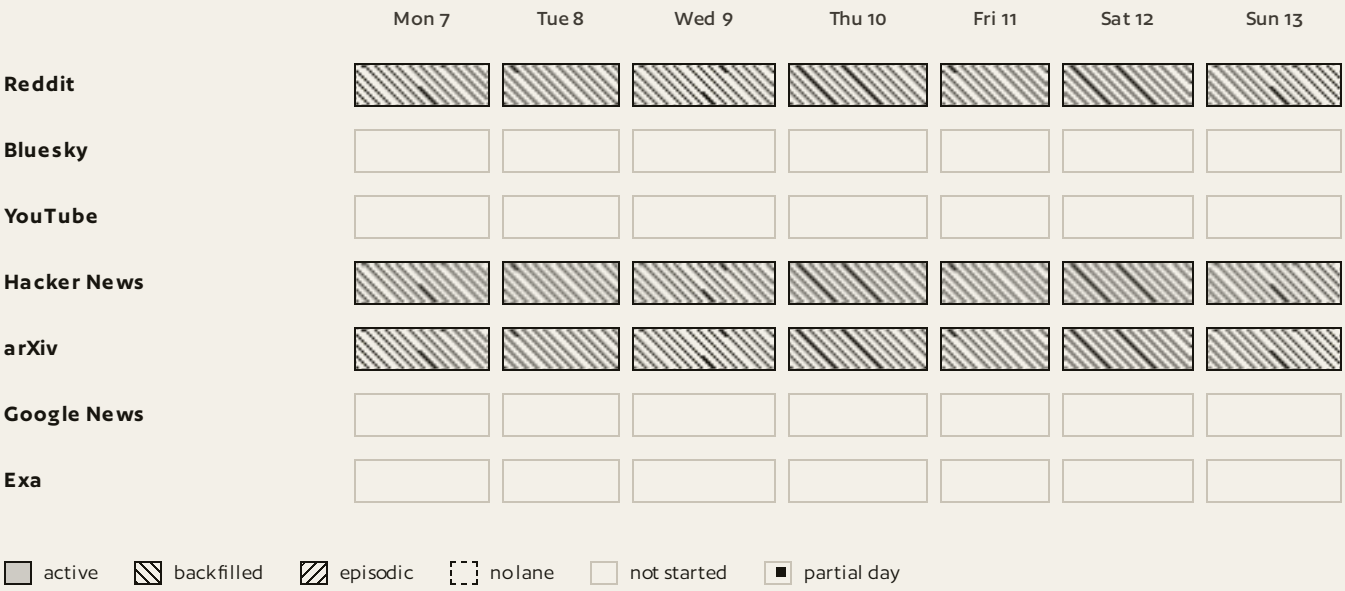
Platform	Posts	Threads	People	Author coverage
Reddit	307,387 In development	Hidden	Hidden	–
Bluesky	Hidden	Hidden	Hidden	–
Hacker News	363 In development	363 In development	311 In development	100.0%
arXiv	319 In development	319 In development	Not applicable	0.0%
Google News	Hidden	Hidden	Not applicable	–
Exa	Hidden	Hidden	Not applicable	–

7–13 Sep 2026, as of 25 Sep 2026 13:30Z, counted from posts' own data. People are distinct platform identities, never added across platforms, and not applicable on article sources. Reasons for qualified values are in the brief. Reasons for totals without a final value are on the conditions sheet.

COVERAGE THIS WEEK

What AIDRAN was collecting, day by day

A day can hold posts even when collection hadn't started: they were captured later.



Each lane's status for each day of 2026-W37, from its coverage as of 25 Sep 2026 13:30Z. Every status is shown by shape and a label, never by colour alone; each platform's days, in words, are on the release page.

CONDITIONS

What this release rests on

As of	25 Sep 2026 13:30Z
Days settled	21 of 21 that can settle
Method	005c-series-v3.1
Status	Published, Friday 2 Oct 2026
Author coverage	posts with an identifiable platform identity; article sources have none by definition

Reddit threads, Reddit people · Hidden. Not measured this week: not every post was labelled, and distinct people and threads among posts about AI can't be scaled from a sample. **Bluesky posts, Bluesky threads, Bluesky people · Hidden.** Not counted this week: Bluesky has no day between 7 and 13 September 2026 that AIDRAN counts, so there's no figure to show. **arXiv people · Not applicable.** arXiv posts are articles, which have no authors, so people aren't counted. **Google News posts, Google News threads · Hidden.** Not counted this week: Google News has no day between 7 and 13 September 2026 that AIDRAN counts, so there's no figure to show. **Google News people · Not applicable.** Google News posts are articles, which have no authors, so people aren't counted. **Exa posts, Exa threads · Hidden.** Not counted this week: Exa has no day between 7 and 13 September 2026 that AIDRAN counts, so there's no figure to show. **Exa people · Not applicable.** Exa posts are articles, which have no authors, so people aren't counted.

METHOD

Every reading in this release names the method version it was made with, here 005c-series-v3.1. The methods note for it is at aidran.ai/method.

REVISIONS

A revision or a correction is a new reading. The original stays online with a dated notice. The log of every notice is at aidran.ai/method/revisions.

CITATION

How to cite this release

AIDRAN	AIDRAN. Release 2026-W37.
APA 7	AIDRAN. (2026, October 2). *Release 2026-W37: 7–13 September 2026* [Data set]. https://aidran.ai/releases/2026-W37
Chicago	AIDRAN. "Release 2026-W37: 7–13 September 2026." October 2, 2026. https://aidran.ai/releases/2026-W37.
MLA 9	"Release 2026-W37: 7–13 September 2026." *AIDRAN*, 2 Oct. 2026, aidran.ai/releases/2026-W37.
Harvard	AIDRAN (2026) *Release 2026-W37: 7–13 September 2026*. Available at: https://aidran.ai/releases/2026-W37 (Accessed: 2 October 2026).

The citation is final. BibTeX, RIS and CSL-JSON are on the release page.

AIDRAN

Published by AIDRAN LLC · hello@aidran.ai
Set in Author, by the Indian Type Foundry.