

WEEKLY RELEASE

2026

W38

How people talked about AI companies, models and products on Reddit, Bluesky, YouTube, Hacker News, arXiv, Google News and Exa, 14–20 Sep 2026. Each platform is measured on its own.

☐ PUBLISHED☐ IN DEVELOPMENT

WINDOW

Mon 14 – Sun 20 Sep 2026

RELEASE DAY

Wednesday 23 Sep 2026

AS OF

2 Oct 2026 04:00Z

METHOD

005c-series-v3.1

DAYS SETTLED

29 of 29 that can settle

SOURCES

7, each measured on its own

Permanent link

aidran.ai/releases/2026-W38Published by AIDRAN LLC · hello@aidran.ai

Made 2 Oct 2026 18:12:31Z.

IN BRIEF

Release 2026-W38

This release measures which AI subjects drew people into the conversation in the week of 14–20 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

4

platforms that count people

Reddit, Bluesky, YouTube and Hacker News; each ranks on its own

Counts of stored objects in release 2026-W38, as of 2 Oct 2026 04:00Z. No figure in this release adds platforms together.

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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 935,881 posts (4,554 kept; seed "2026-W38|reddit"): 95% interval 277,350 to 291,011. **Bluesky posts, Bluesky threads, Bluesky people, YouTube posts, YouTube threads, YouTube people, 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 8,811 distinct people on Reddit	Claude Model · Anthropic IN DEVELOPMENT On Reddit, 8,811 distinct people posted about Claude between 14 and 20 September 2026: 12,463 posts, an estimated 4.39% of that week's Reddit posts about AI, leaving out spam, bot, incentive and templated automated posts (99.9% of these posts had an identifiable author). Claude · Reddit · posts from 14–20 Sep 2026 · n 12,463 posts · author coverage 99.9% · 7 days: 4 active, 3 backfilled, 1 partial
02 · #1 ON BLUESKY 895 distinct people on Bluesky	Claude Model · Anthropic IN DEVELOPMENT On Bluesky, 895 distinct people posted about Claude between 14 and 20 September 2026: 1,283 posts, 3.40% of that week's Bluesky posts about AI, leaving out spam, bot, incentive and templated automated posts (100.0% of these posts had an identifiable author). Claude · Bluesky · posts from 14–20 Sep 2026 · n 1,283 posts · author coverage 100.0% · 7 days: 4 active, 3 not started, 1 partial, 1 late heavy
03 · #1 ON YOUTUBE 65 distinct people on YouTube	ChatGPT Product · OpenAI IN DEVELOPMENT On YouTube, 65 distinct people posted about ChatGPT between 14 and 20 September 2026: 66 posts, 5.68% of that week's YouTube posts about AI, leaving out spam, bot and incentive posts (100.0% of these posts had an identifiable author). ChatGPT · YouTube · posts from 14–20 Sep 2026 · n 66 posts · author coverage 100.0% · 7 days: 4 active, 3 not started, 1 partial
04 · #1 ON HACKER NEWS 25 distinct people on Hacker News	Claude Model · Anthropic IN DEVELOPMENT On Hacker News, 25 distinct people posted about Claude between 14 and 20 September 2026: 25 posts, 6.43% 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 14–20 Sep 2026 · n 25 posts · author coverage 100.0% · 7 days: 5 active, 2 backfilled, 1 partial

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	Bluesky n 37,727 posts	YouTube n 1,162 posts	Hacker News n 389 posts
1	Claude Anthropic	8,811 #1	895 #1	65 #1	25 #1
2	ChatGPT OpenAI	5,479 #2	701 #2	65 #1	Hidden · n 6 people
3	GPT OpenAI	2,362 #3	210 #7	Hidden · n 18 people	Hidden · n 3 people
4	Qwen Alibaba	2,246 #4	206 #8	Hidden · n 4 people	Hidden · n 8 people
5	Gemini Google DeepMind	2,235 #5	554 #3	Hidden · n 15 people	Hidden · n 7 people
6	Codex OpenAI	1,874 #6	123 #10	Hidden · n 8 people	Hidden · n 2 people
7	DeepSeek DeepSeek	1,754 #7	227 #5	Hidden · n 4 people	Hidden · n 6 people
8	Claude Code Anthropic > Claude	1,564 #8	248 #4	Hidden · n 8 people	Hidden · n 10 people
9	Grok xAI	953 #9	218 #6	Hidden · n 3 people	Hidden · n 0 people
10	GLM Zhipu AI	648 #10	55 #13	Hidden · n 0 people	Hidden · n 0 people
11	MiniMax H-series MiniMax	585 #11	Hidden · n 6 people	Hidden · n 0 people	Hidden · n 0 people
12	Gemma Google DeepMind	415 #12	34 #15	Hidden · n 1 people	Hidden · n 0 people
13	Microsoft Copilot Microsoft AI	391 #13	129 #9	Hidden · n 2 people	Hidden · n 2 people
14	Kimi Moonshot AI	360 #14	39 #14	Hidden · n 0 people	Hidden · n 0 people
15	Muse Meta	296 #15	73 #11	Hidden · n 6 people	Hidden · n 1 people

Distinct people who posted about each subject, 14–20 Sep 2026, as of 2 Oct 2026 04:00Z; in development. Each bar is scaled to its own platform's first place (Reddit 8,811, Bluesky 895, YouTube 65, Hacker News 25), 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-W38.

The context for every share

Platform	Posts	Threads	People	Author coverage
Reddit	284,133 In development	Hidden	Hidden	–
Bluesky	37,727 In development	31,717 In development	19,391 In development	100.0%
YouTube	1,162 In development	923 In development	1,020 In development	100.0%
Hacker News	389 In development	389 In development	318 In development	100.0%
arXiv	591 In development	591 In development	Not applicable	0.0%
Google News	Hidden	Hidden	Not applicable	–
Exa	Hidden	Hidden	Not applicable	–

What AIDRAN was collecting, day by day

	Mon 14	Tue 15	Wed 16	Thu 17	Fri 18	Sat 19	Sun 20
Reddit	episodic	episodic	episodic	active	active	active	active
Bluesky	not started	not started	not started	active	active	active	active
YouTube	not started	not started	not started	active	active	active	active
Hacker News	episodic	episodic	active	active	active	active	active
arXiv	episodic	episodic	active	active	active	active	active
Google News	not started	not started	active	active	no lane	no lane	no lane
Exa	not started	not started	not started	active	active	active	active

active
 backfilled
 episodic
 no lane
 not started

■
 partial day

5/6

CONDITIONS

What this release rests on

As of	2 Oct 2026 04:00Z
Days settled	29 of 29 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. **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 14 and 20 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 14 and 20 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

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APA 7	AIDRAN. (2026, October 2). <i>Release 2026-W38: 14–20 September 2026</i> [Data set]. https://aidran.ai/releases/2026-W38
Chicago	AIDRAN. "Release 2026-W38: 14–20 September 2026." October 2, 2026. https://aidran.ai/releases/2026-W38 .
MLA 9	"Release 2026-W38: 14–20 September 2026." <i>AIDRAN</i> , 2 Oct. 2026, aidran.ai/releases/2026-W38 .
Harvard	AIDRAN (2026) <i>Release 2026-W38: 14–20 September 2026</i> . Available at: https://aidran.ai/releases/2026-W38 (Accessed: 2 October 2026).

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