



Welcome to Reddit



Principles of New Media #PNMF18
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What is



reddit...*REALLY?*

Overview

- [Reddit](#) is the Social Media Artifact that is often referred to as the “*front page of the internet*”. It is a place where millions of people go every day to discuss various of different things such as politics, post memes and share every odd thought that has ever occurred to them in the shower. No matter who you are or what you’re into, Reddit has a place for you. From social justice warriors to men’s rights activists and conspiracy theorists, all are accounted for. But many first-timers stare at the front page and wonder how to use Reddit.

How It Works

- The main unit of content on reddit are “posts”, which can only be submitted by users with a reddit account. A “link post” consists of a title that links to any page on the web (including links to other pages on reddit). A “text post” consists of a title and body of text. Both link and text posts have a comments section where other users can discuss the post.
- Posts are voted “up” and “down” by redditors. Posts that receive more “upvotes” rise to the top of the page and become more visible to other users. The up/down voting feature is what defines reddit and sets it apart from traditional forums.
- An equally important component to the functionality of reddit is the system of “subreddits”. Subreddits are categories and every post is placed into a single subreddit. Redditors subscribe to subreddits that interest and allow them to follow specific types of content more closely. Subreddits are often prefixed with “/r/” to match the URL structure that reddit uses on the website. So the “News” subreddit is often referred to as “/r/News” and can be found at <http://reddit.com/r/news>
- <https://www.youtube.com/watch?v=pU7dhH15CgE&t=7s>

Why Do People Use Reddit?

- Many Reddit users find the website very useful due to the fact that it is content oriented and not user oriented. Unlike other social media platforms, Reddit is a completely different paradigm that attracts a dramatically different user. Also it builds communities around topics, and does not filter what you see to the people you know.
- Discussing a topic with people you don't know is different than discussing whatever comes to mind with friends. It centers the conversation around something substantial, and opens users to new mindsets and experiences. People love the content of the website and the fact that everything is pretty much text based. It allows them to freely engage in various discussions and feel no pressure expressing themselves.



Historical Background/Ownership of Reddit

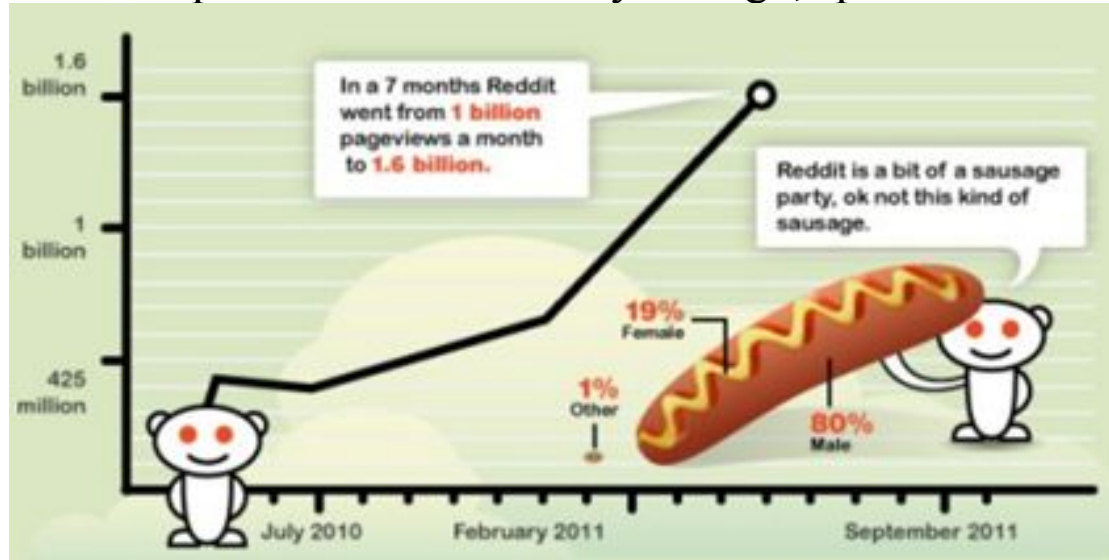


Historical Timeline

- The front page of the Internet” was started back in 2005, by two guys at their twenties by Alexis Ohanian and his friend Steve Huffman, who first started submitting most of their links from many fake accounts.
- In June 2005, Reddit received \$100k in funding from Y combinator - an american start-up funding company and later was bought by “Conde Nast” for an estimated amount of \$20 million.
- By 2008, reddit allowed its users to create their own subreddits and in the same year it became open source.
- In 2009, first RedditGift exchange happened, where 4,500 redditors spent \$185,000.
- In 2009, Reddit launched their advertising program and by 2010, Reddit Gold was launched – a special subscription plan, with which a user gets access to some special features and to the “secret community”.

Historical Timeline - Cont.

- In February 2011, Reddit hits 1 billion page views a month and later In the same year, Reddit overtakes Digg in ranking.
- In September 2011, as Reddit surpassed its rival Digg.com having more visitors and higher rankings while hitting new record breaking 1.6 billion page views a month, “Conde Nast”, the firm that acquired the site several years ago, spun it out as a separate company.



The death of Digg really helped Reddit grow

Before Digg v4 launched Reddit was running **600,000** unique visitors a day



After Digg v4 launched Reddit hit **950,000** and kept growing



There was a max exodus from Digg to Reddit



REDDIT GOLD

A subscription to Reddit, which gives users access to a few new features

Reddit Gold allowed the Reddit to bring 46 new services online, and many new staff were hired



Conde Nast is a subscription-based company so Reddit Gold allowed Reddit to show Conde Nast how popular their site was



83,000+ different subreddits and counting,

although only **6,700** have more than 100 subscribers

90% of visitors never make accounts

90% of regular visitors who have accounts never vote

Unlike other news aggregates, everyone has an equal opportunity to make it to the front page, whether you have been there forever or just made an account today

How Does Reddit Make Money?

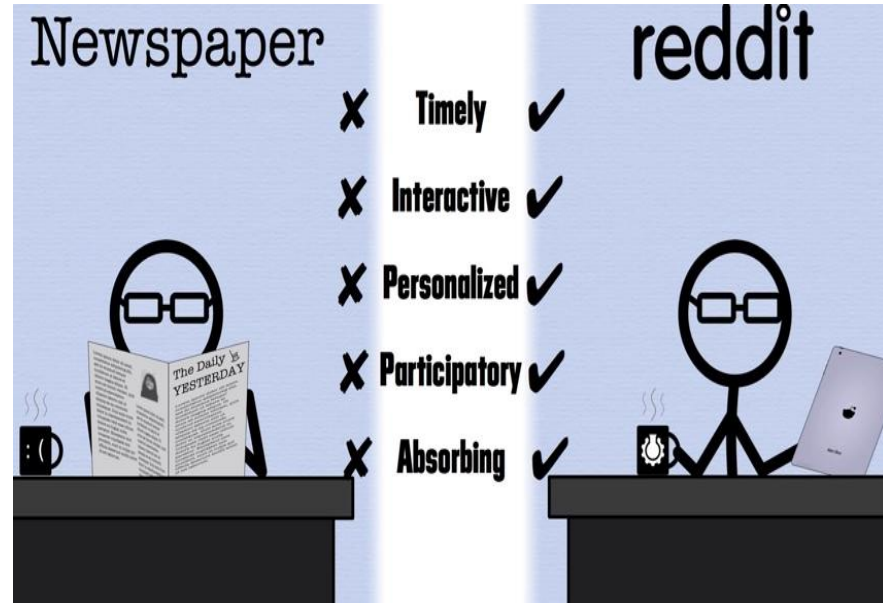
- Just like most of the social networking websites, Reddit too makes money through advertisements. But unlike them, there are a lot more sources in the revenue model of Reddit.
- Advertisers can make their ad appear on the front page or target on specific subreddits as a sponsored link. The rate usually starts from \$5 and \$0.75 per thousand page-views and can go up to \$20,000 based on the threshold value which is based on the number of page-views. Higher the number of page views higher the amount.
- Reddit also makes money by serving Google AdSense advertisements on its sidebar.
- Reddit has a [profit yielding Premium \(Gold\)](#) membership option which is said to improve the user's "Reddit experience" by providing some extra features like options to turn off ads (Users can turn-off the ads anytime they want), more comments per page, saved and categorizing comments where user can save the comment he/she likes and can categorize them to their need, access to custom themes provided by Reddit.
- Reddit gold members can make unpaid Reddit members into Reddit gold members with just a click with obviously a limit. Reddit gold is \$3.99 per month, \$29.99 per year.

Reddit Gold Counter

BY YEAR	REVENUE	CHANGE
2013	\$235,254.39	+0.00 %
2014	\$778,528.80	+230.93 %
2015	\$945,390.60	+21.43 %
2016	\$961,996.98	+1.76 %
2017	\$1,053,575.46	+9.52 %
2018	\$911,503.53	-
<i>2018 (predicted)</i>	<i>\$1,108,995.96</i>	

Advantages of Reddit

- Reddit is full of images, tons of topics, discussions, opinions and just about everything you can think of. Its diversity and variety attracts individuals from a wide demographic range and geographic locations, making it one of the most powerful social forums on the internet.
- Reddit provides an ideal location to promote comments, opinions and potentially brands, due to the large user audience, many of which are in search of entertainment, news and everything the front page of the internet offers.



Disadvantages of Reddit

- Distributed Wisdom - Reddit has tremendous amount of information and knowledge on Reddit, that is provided by a large group of people and the way it is distributed leaves its users wondering if it will ever reach the person or persons who are looking for it.
- Reddit users are always seeking original and fresh content, which often times can feel overwhelming if you don't have a consistent process to produce a constant stream of content.
- Reddit users can make or break you.
 - If the users of Reddit like your content and article, it may even be made a star and lead to a great deal of traffic generation for your website.
 - If they do not agree with your content, be prepared for a serious dose of criticism
- Sometimes it requires a lot of time to find the information you are looking for on Reddit
- Reddit is mostly unmoderated, so you have to be aware of what you encounter on the website

Dark Side of Reddit

Reddit has a number of platforms on their website that can be excessively controversial and very unacceptable for many of its users. The stumbling block to that has been a number of subreddits that, while not technically doing anything illegal (In most cases), are often viewed as being at the least inflammatory. That gray area is where [r/KotakuInAction](#) resides.

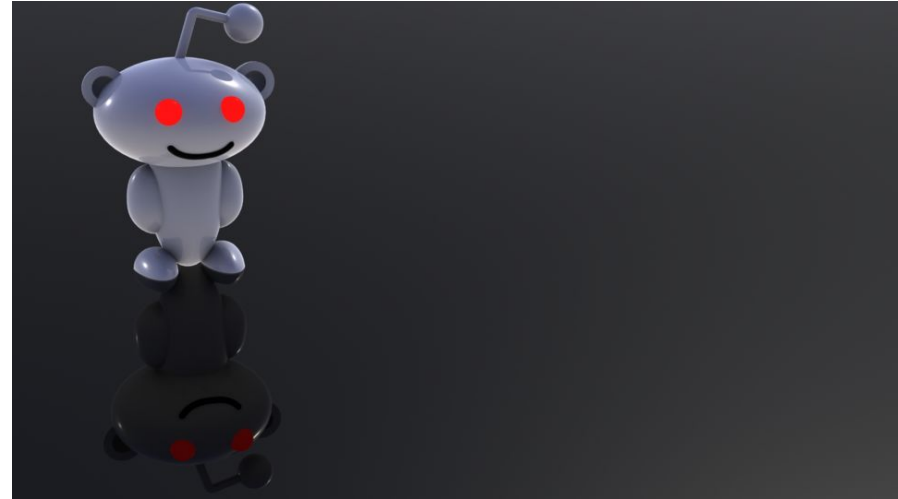


r/KotakuInAction Controversy

- The subreddit r/KotakuInAction (KiA), was founded by the user, david-me, in 2014, in the wake of GamerGate. GamerGate, as *Polygon* succinctly describes it, was a reactionary, hateful campaign that targeted women and marginalized people in the games industry and manufactured a cover of being interested in “ethics in games journalism”.
- KiA was an overflowing fountain of material for anyone that wanted to take shots at diversity in gaming, women in gaming, and ethnicity in gaming. Just about anyone but straight white males was a target, and david-me was a ringleader of it.
- Fortunately, david-me had an awakening, revelation and realized that the world didn't need KiA, it's harassing speech, hate speech, and vitriol, and if Reddit wouldn't kill it, he would. He provided his explanation to Reddit in a post titled “Righting a Wrong.”

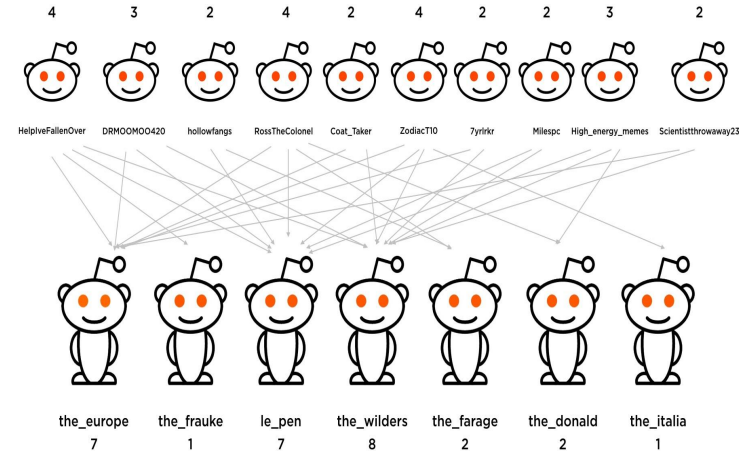
r/KotakuinAction Controversy

- Reddit received the backlash from many people by allowing such subreddit to be created and not be immediately shut down. To this CEO Steve Huffman told one user that hate speech is “difficult to define.” Enforcing a total ban is “a nearly impossible precedent to uphold,” he said, and “impossible to enforce consistently.” In the past, Reddit has taken steps to shut down forums that “violate the spirit of the policy by making Reddit worse for everyone else.” KiA has managed to remain untouched during these purges, despite being a cesspool for misogyny, racism, and more masquerading as free speech.



Characteristics of Reddit

- The Massive User Base - The Reddit's HUUUGE user base is broken down in thousands of communities built around various user-created topics. With over 243 million unique visitors from over 200 countries and millions of user accounts, It is no secret why it is referred to as the “Front Page of the Internet



Characteristics of Reddit

- Fun Place To Be At - Reddit is both a creator of original content, and a curator of popular content from elsewhere on the web. It provides a place for self-expression, build on a culture of sharing and semi free speech. And while similar services exists, few have the sheer numbers of users that reddit offers. it gives regular people a platform to have their voice heard.



Characteristics Of Reddit

- It's incredibly simple to use - Go to the front page and look around. It's extremely easy to set up an account on Reddit, and even simpler to use it. If you feel overwhelmed and confused on social media sites such as Twitter, Reddit will come as a delightful surprise.



Future Possibilities

- Today Reddit boasts 300 million monthly users and generating the modest amount of revenue from advertisements, mostly very simple display ads and promoted posts, and a low cost subscription service. So, where does Reddit go from here?
- Reddit is a strong organization with an extremely engaged user base. It is unique and enormous, and there's a variety of directions its owners could choose to take it. For example, an acquisition by a larger media organization, allowing investors a profitable exit or go through the process of an IPO and trade on the open market, which might prove an attractive option, essentially giving Reddit users to the chance to become shareholders and invest money into the company.
- Growth and fundraising are an important part of the business, and an upgrade to the site could prove to push it further in a positive direction. Its leaders and investors should make sure to focus on that possibility. Instead of being driven to change the site just to grow revenues in an effort to justify an enormous valuation, acts that could result in sameness and mediocrity, they ought to prioritize innovation.

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A laptop with a white base and a black bezel around the screen. The screen is white and displays the text "Thank You" in a large, orange, serif font. The laptop is centered against a white background.

Thank You

chrome