



Ask Me Anything:

reddit and the future
of asking questions online

Hi there!



Login

Password

OVRs-2

OVRs-6

OVRs-3

OVRs-7

OVRs

OVRs-4

OVRs-8

OVRs-5

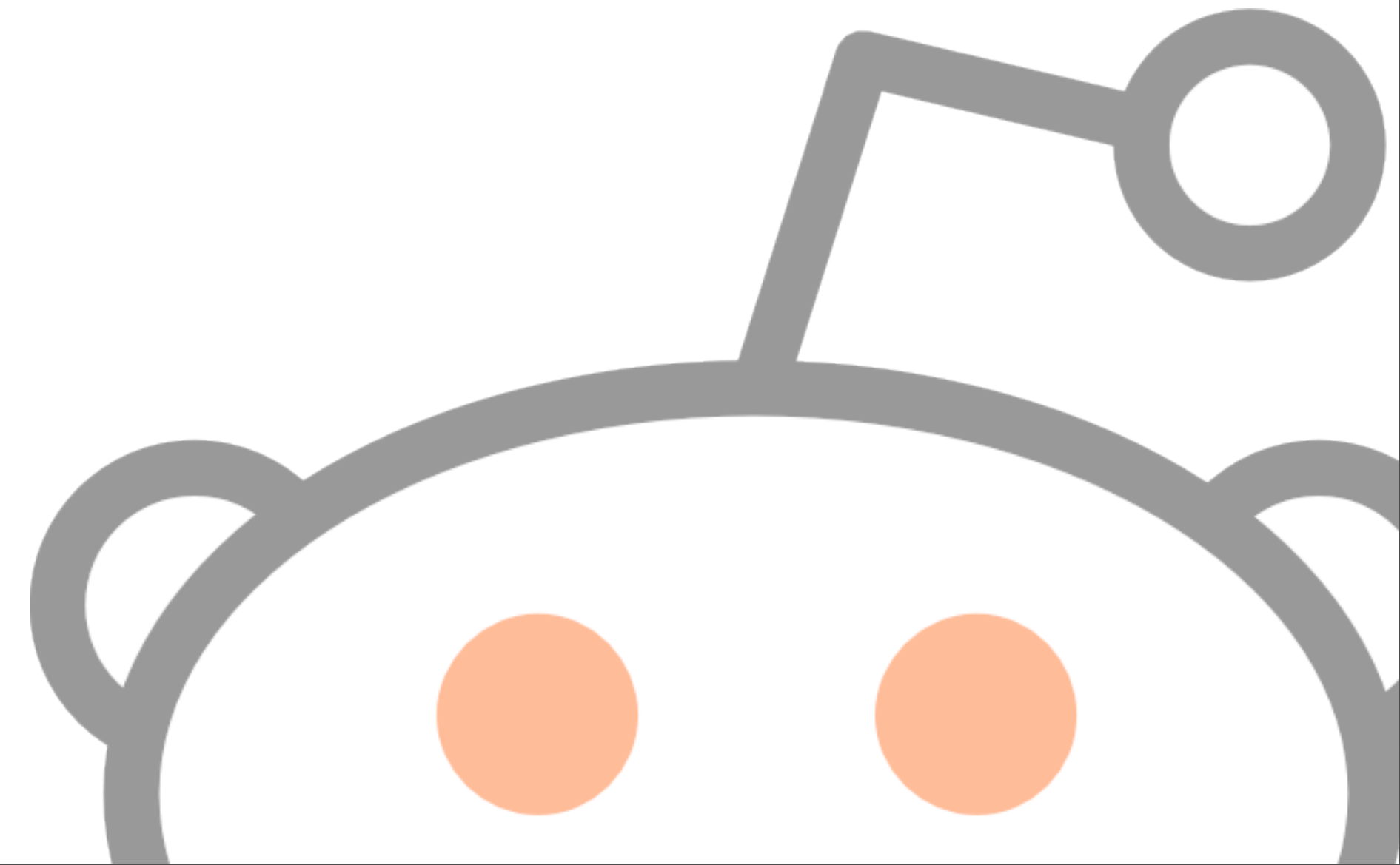
OVRs-9


Subreddit:

www.reddit.com/r/OVRs


NSFW

So, **what** is reddit?





anonymous
social bookmarking
information sharing

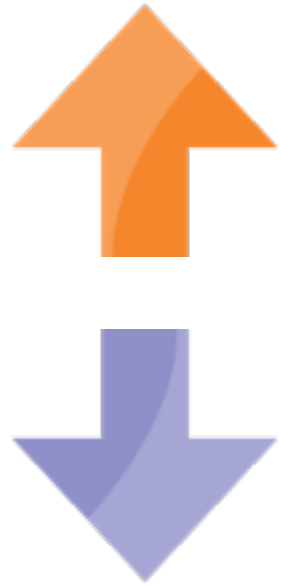


submit links or self posts
upvotes / downvotes
karma



MetaFilter





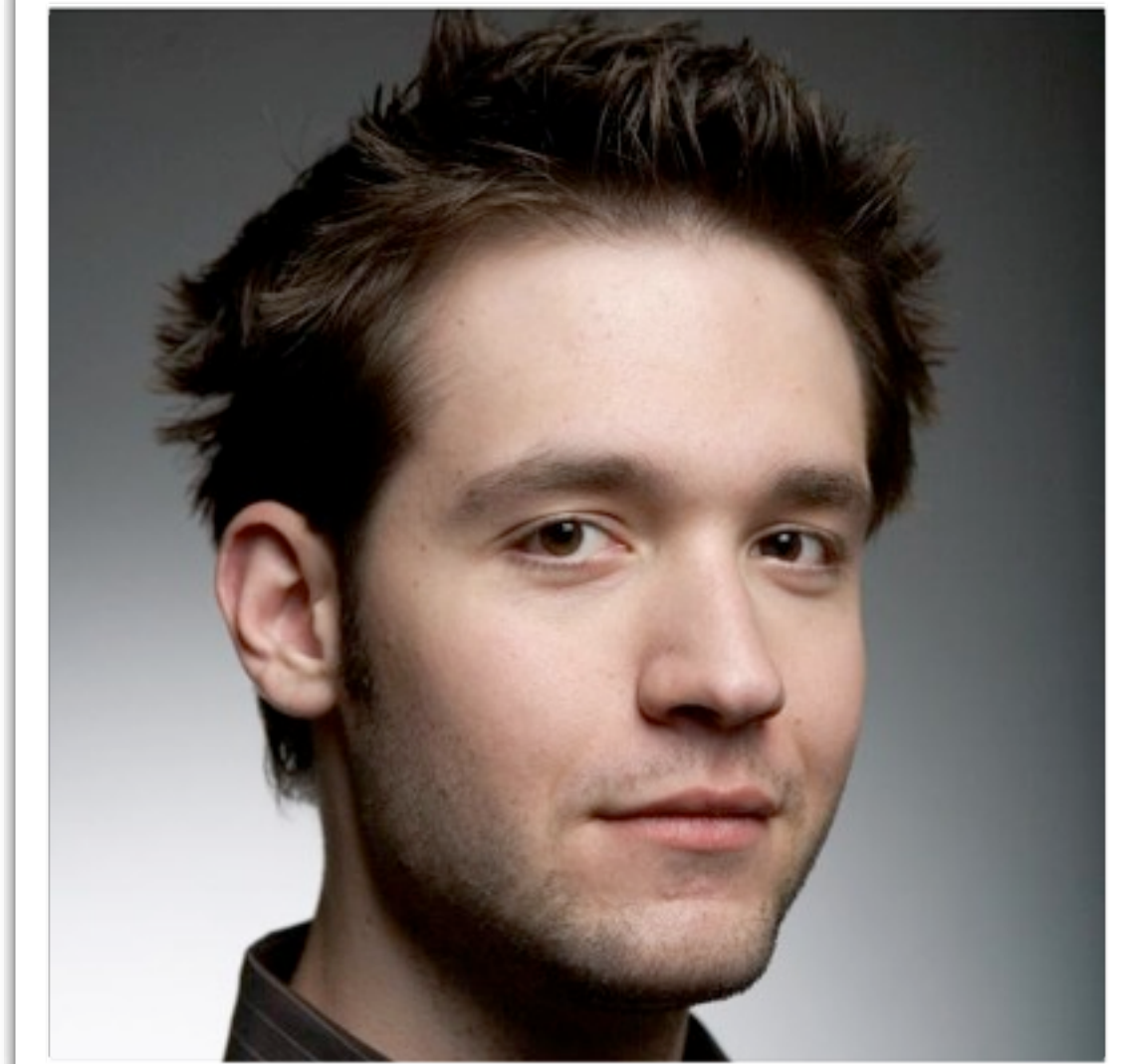
allow me to demonstrate

le history

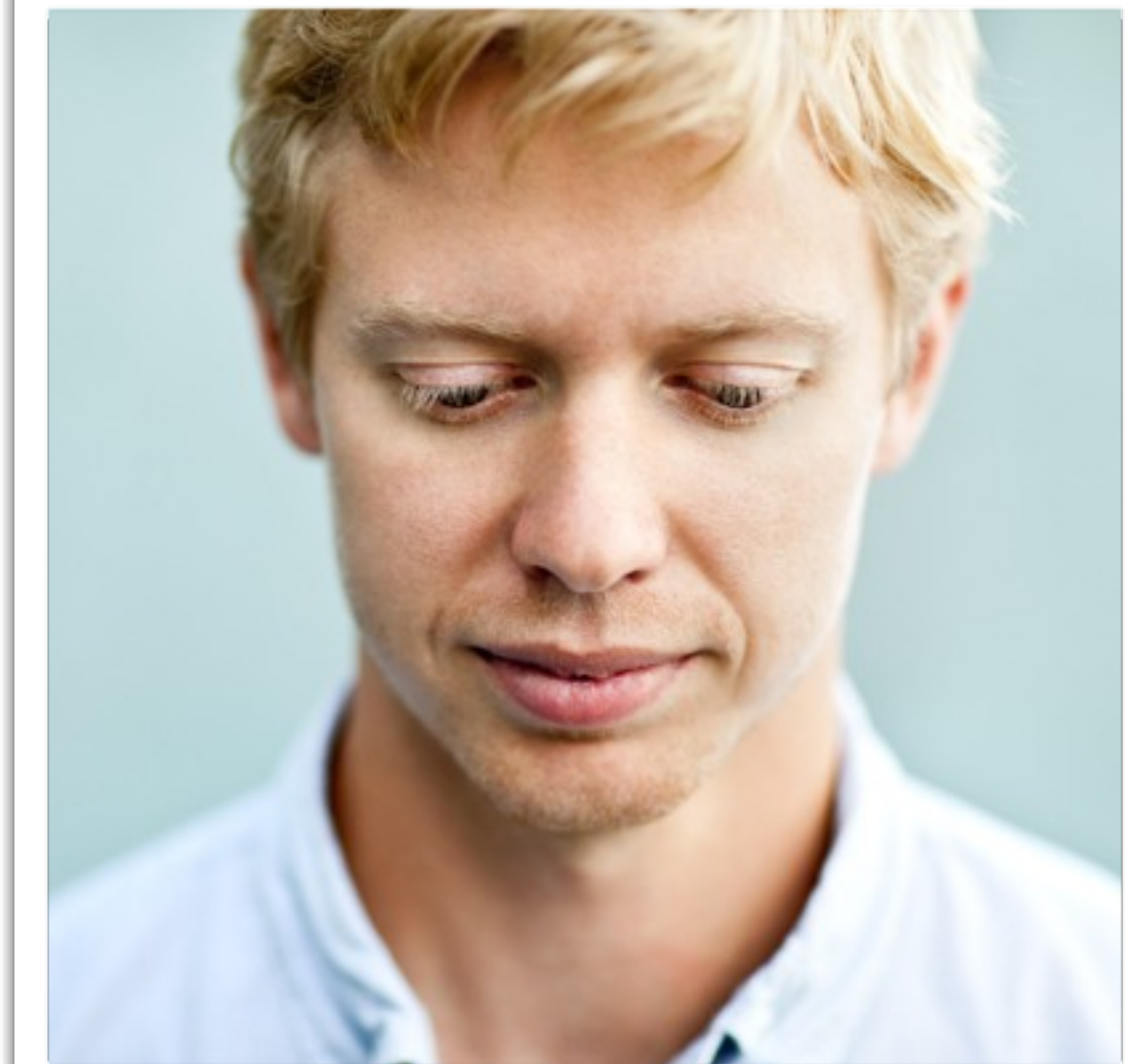


2005

Alexis Ohanian (**kn0thing**)

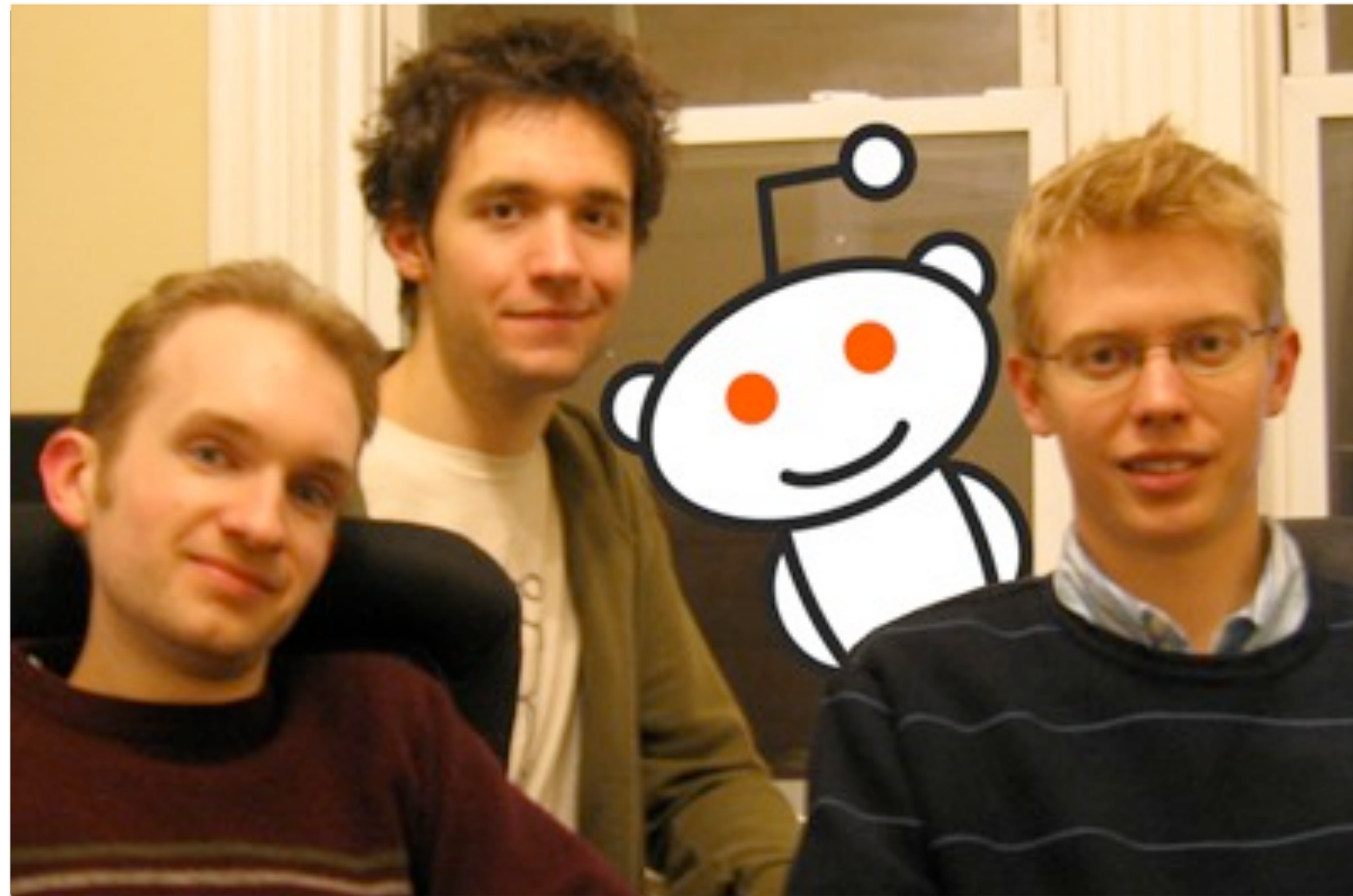


Steve Huffman (**spez**)



2006

Aaron Swartz
([AaronSw](#))



Chris Slowe
([KeyserSosa](#))

Ohanian

Huffman



2006

r/subreddits

CONDÉ NAST

2011



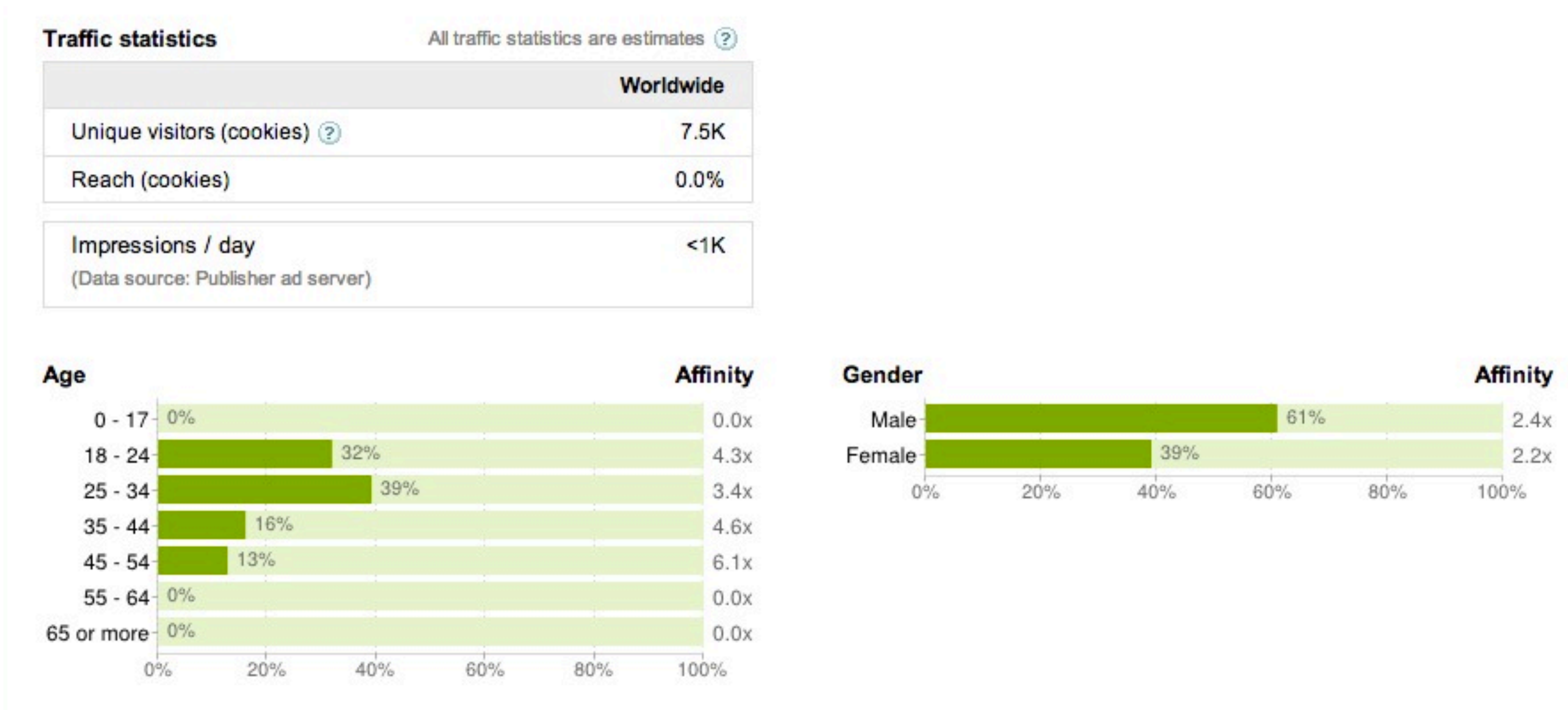
advancenet

Who is reddit?

Who is reddit?

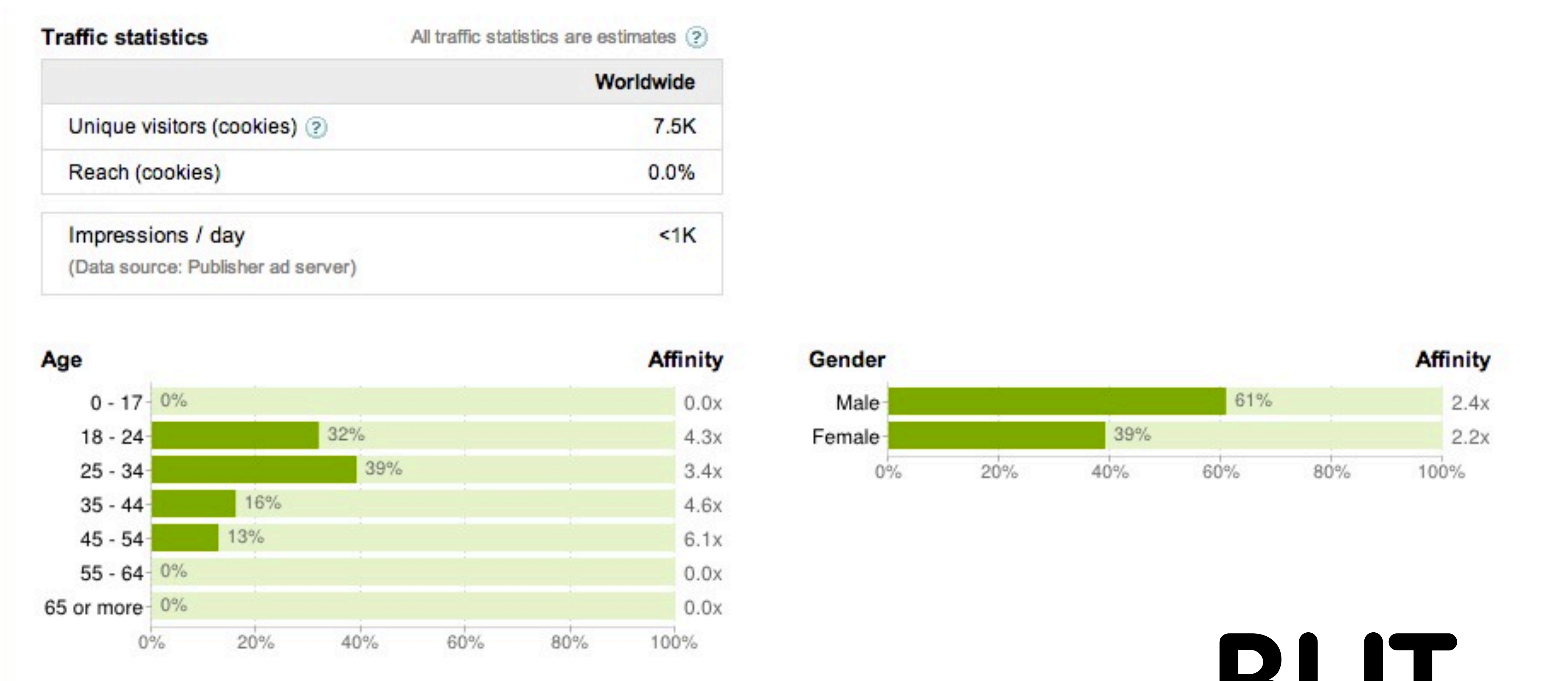
Well, that's a little **harder** to answer.

reddit.com, according to Google Ad Planner:



(as of 4/25/13)

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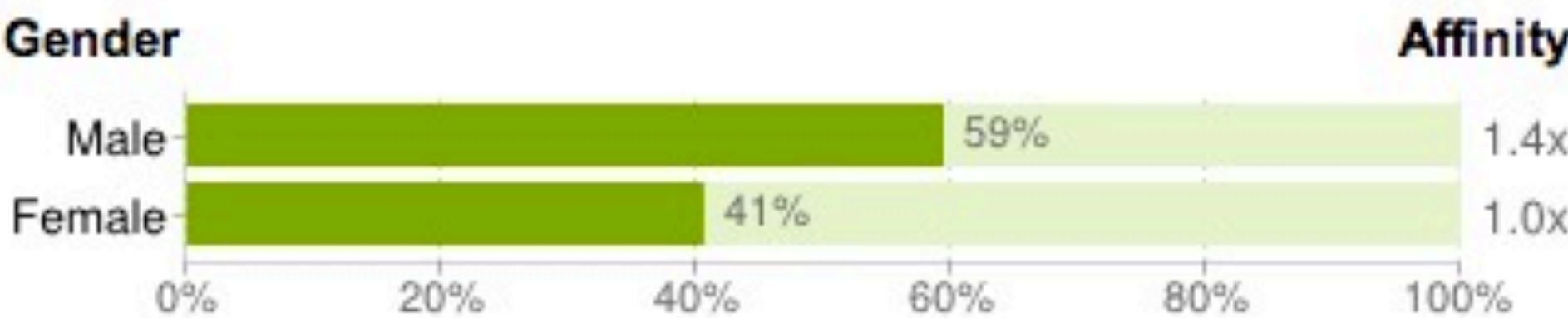
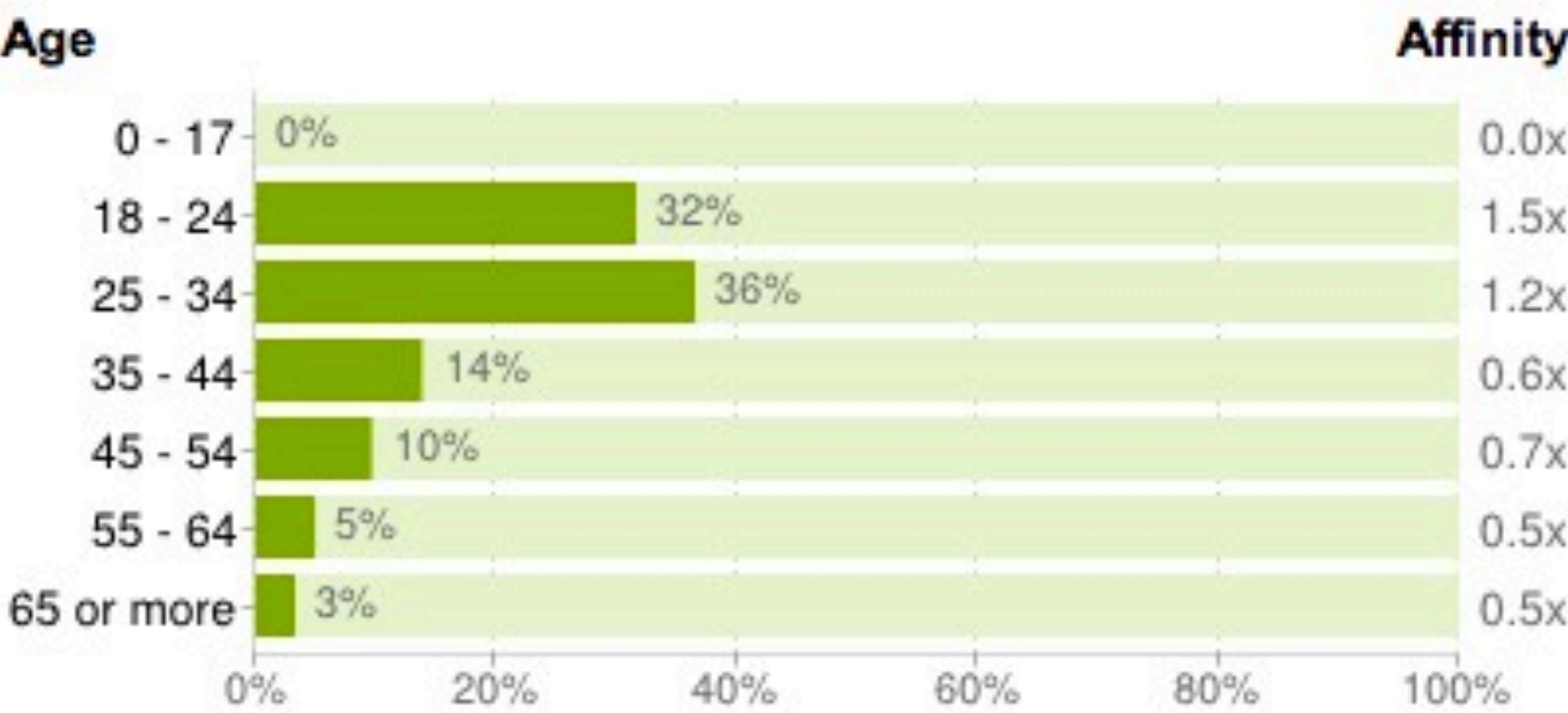
(as of 4/25/13)

BUT...

imgur.com, according to Google Ad Planner:

Traffic statistics All traffic statistics are estimates ?

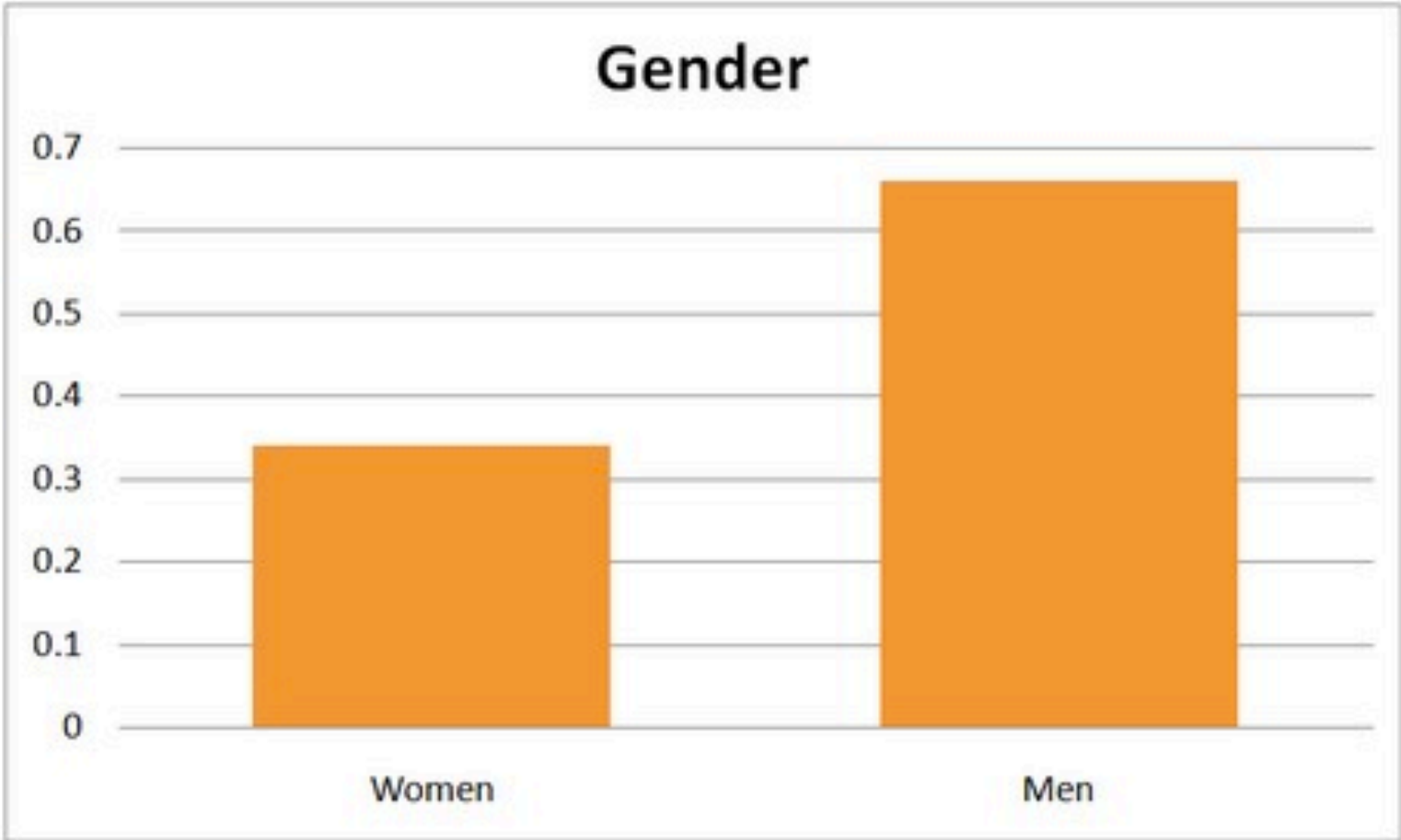
Worldwide	
Unique visitors (cookies) ?	21M
Reach (cookies)	0.4%
Impressions / day (Data source: Publisher ad server)	20M - 50M



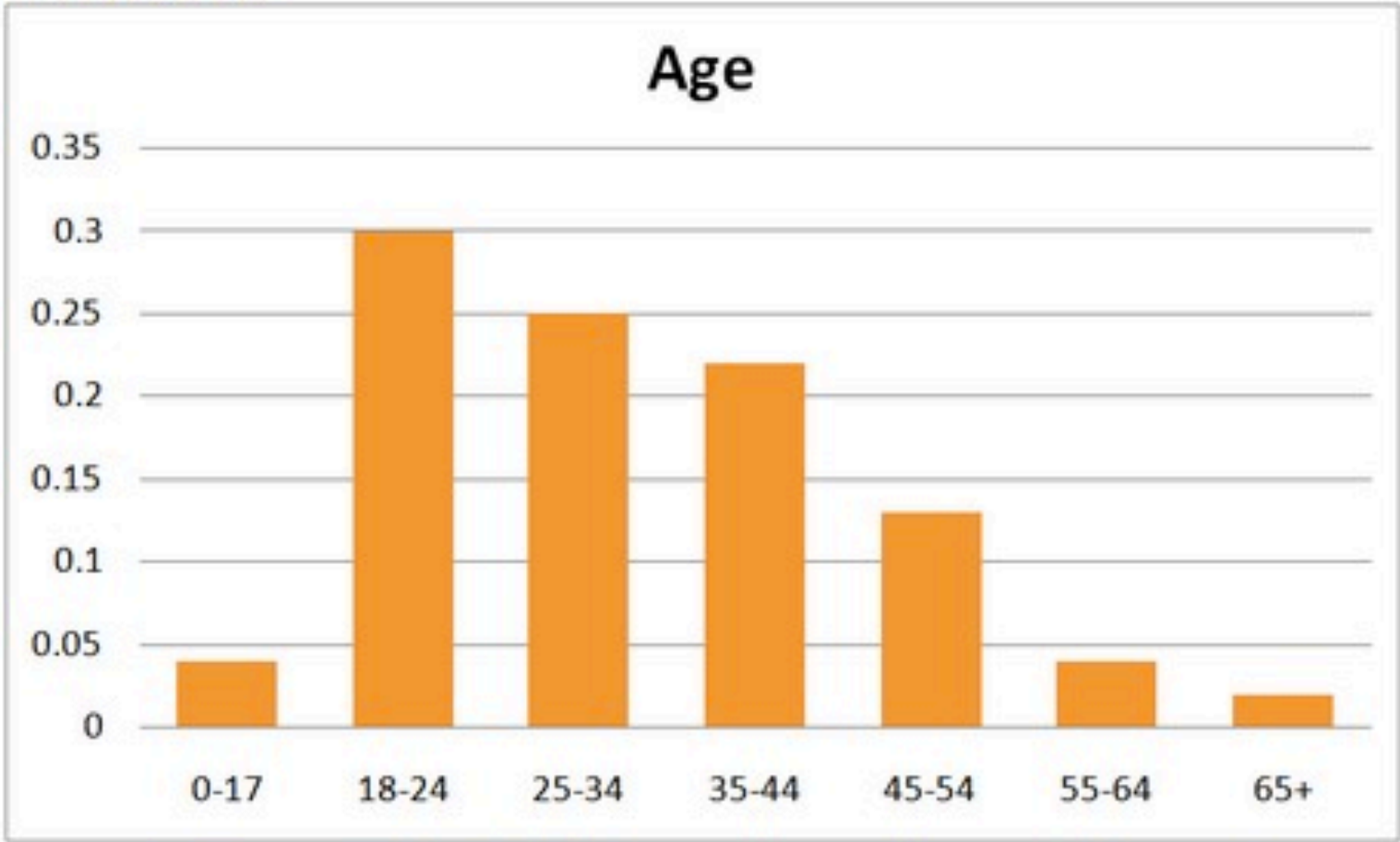
(as of 4/25/13)

reddit.com, according to Ignite Social Media:

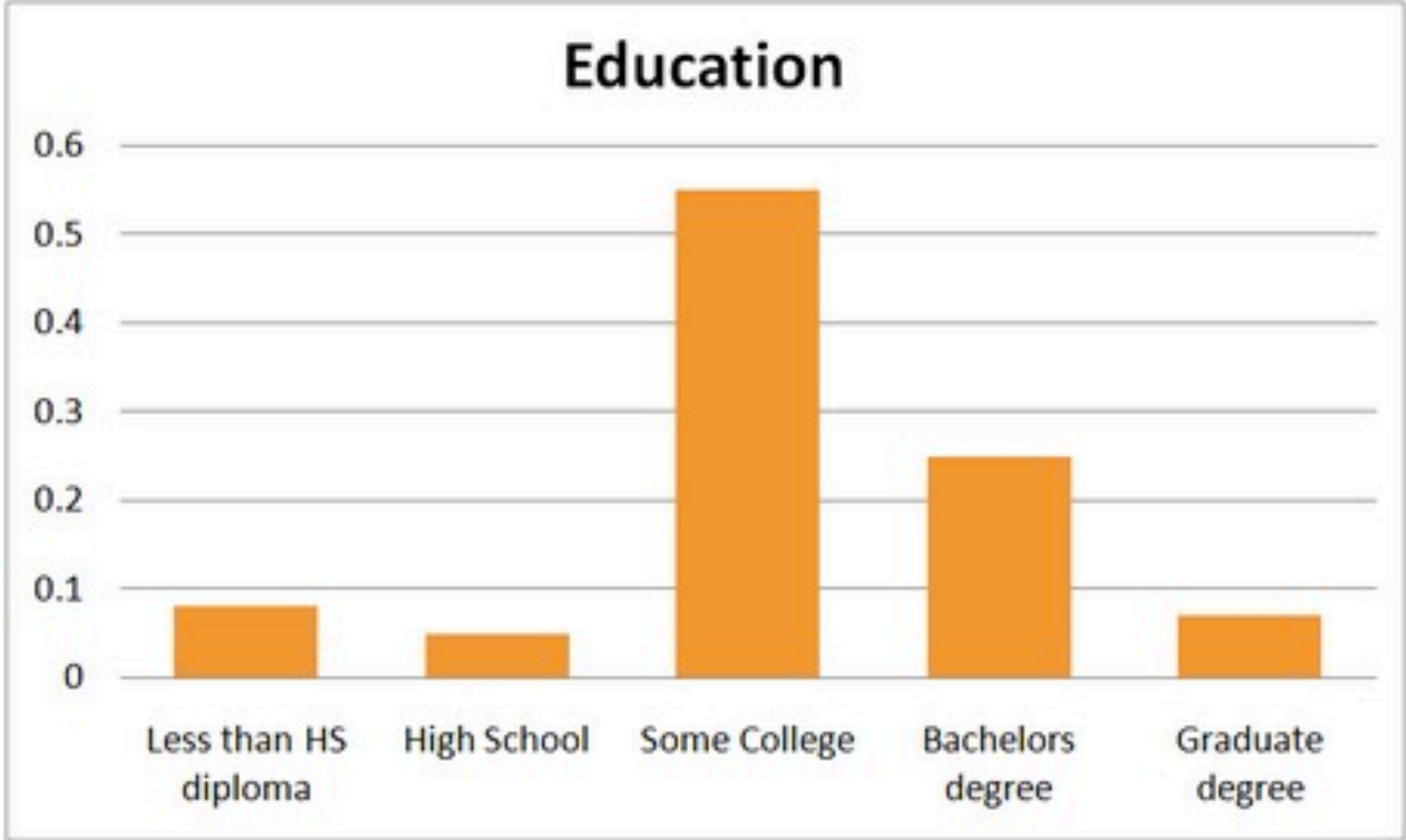
Reddit Gender 2012



Reddit Age 2012



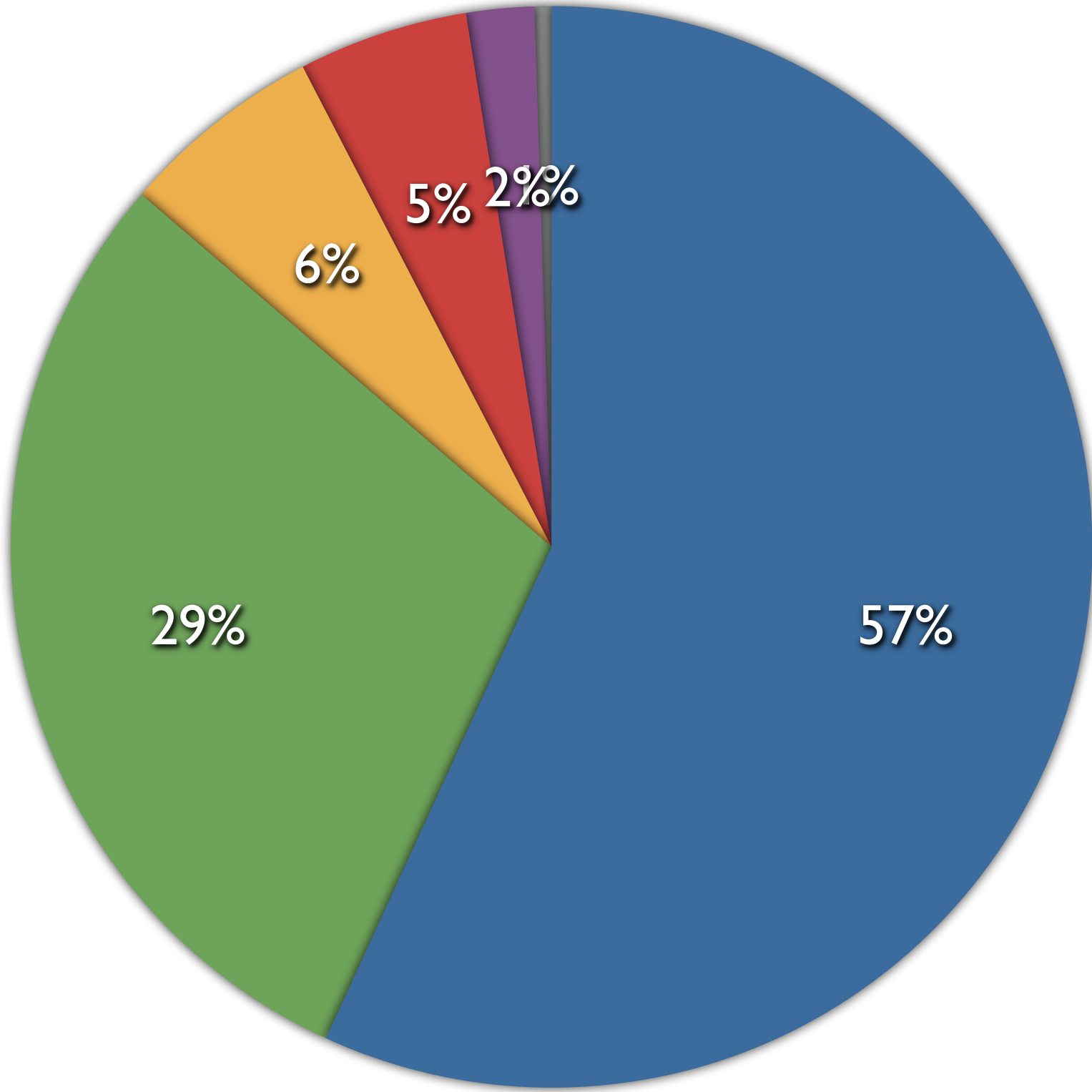
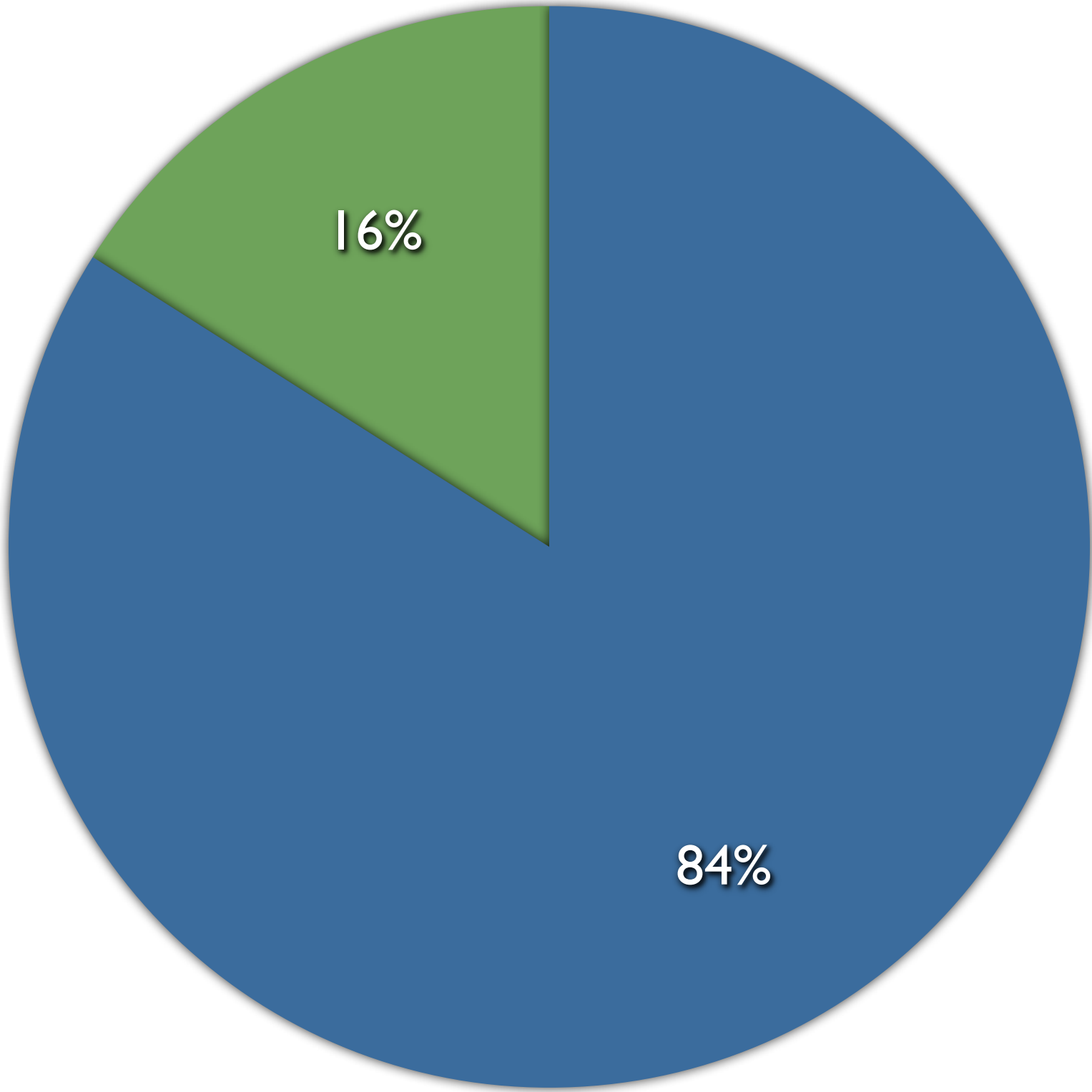
Reddit Education 2012



(as of 4/25/13)

an informal survey by u/burgess_meredith, 4/28/11

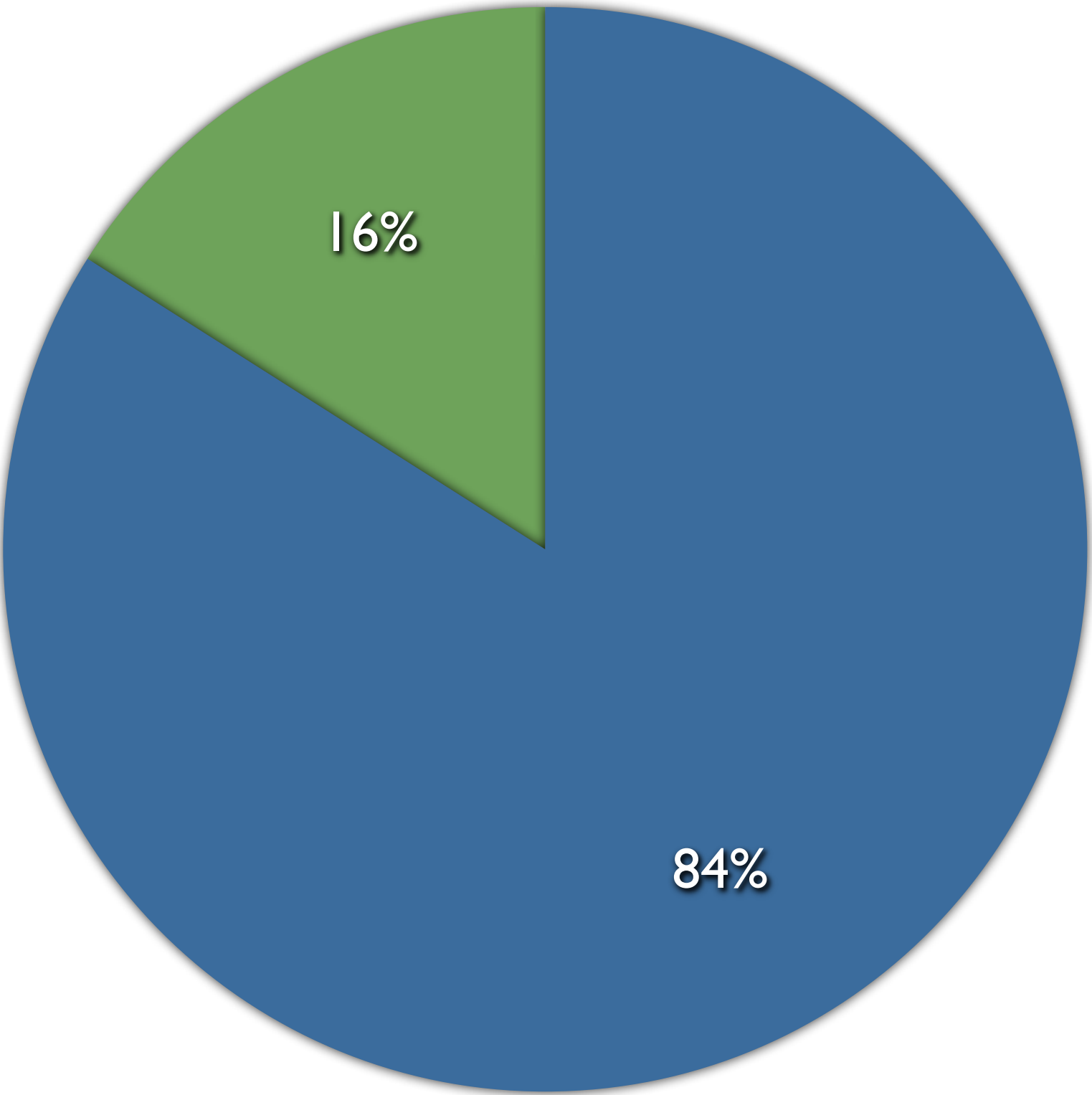
Male Female



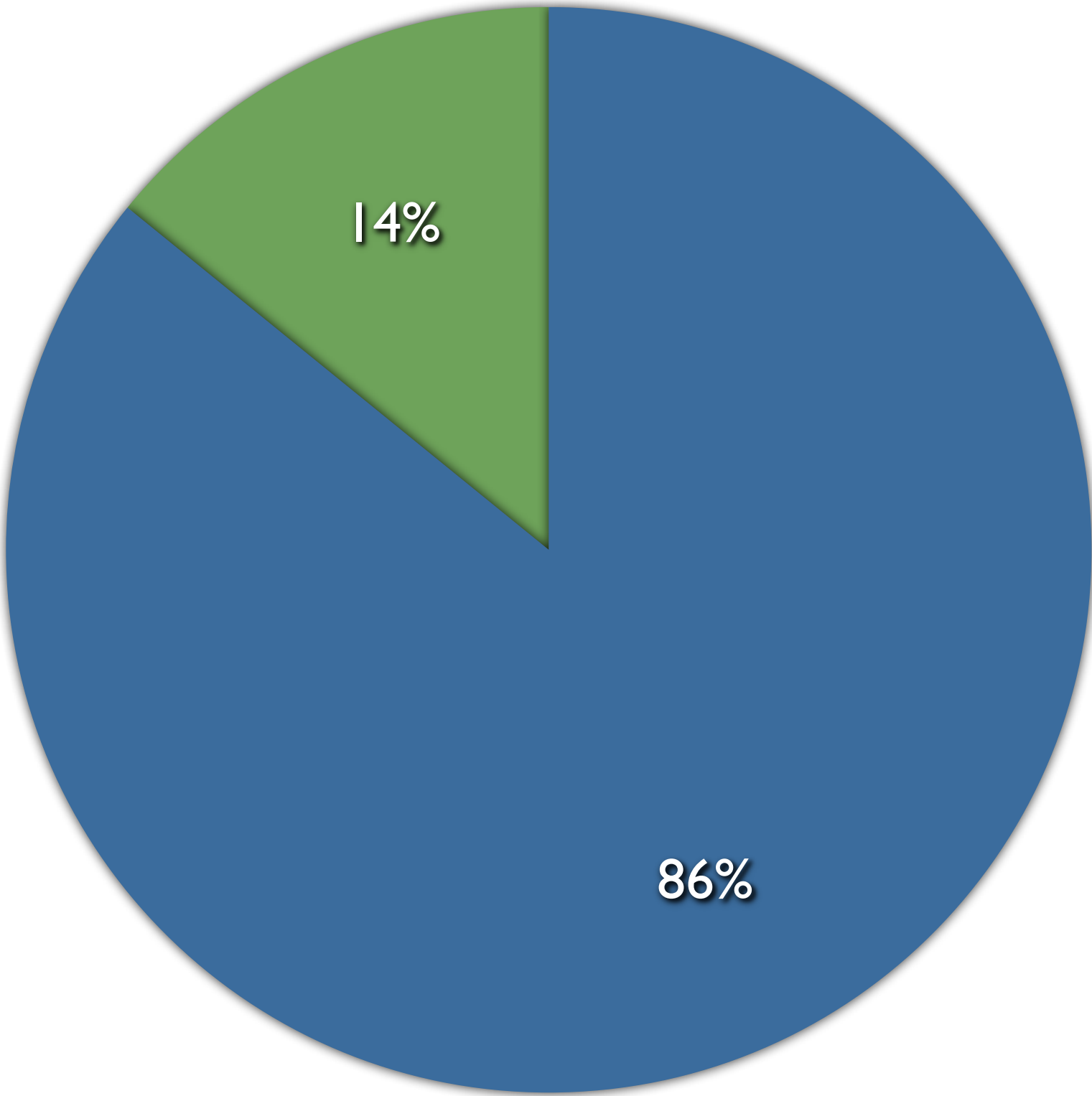
18-25 25-35 under 18 35-45 45-65 65+

or another way of looking at it...

Male Female



18-35 everyone else



a somewhat more official survey by reddit.com staff, 7/13/11...

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unreported

best guess:

approximately:

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70% male

best guess:

approximately:

70% male

60% in USA

best guess:

approximately:

70% male

60% in USA

50% currently or recently in college

best guess:

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60% in USA

50% currently or recently in college

85% have at least some college education

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approximately:

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average age: 23-24

Alexa ranks reddit.com at

#**120** worldwide

#**52** in the United States

238,310 individual subreddits

(as of 4/25/13)

Last released official data from Google Analytics, for February, 2011:

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68,110,028 visits

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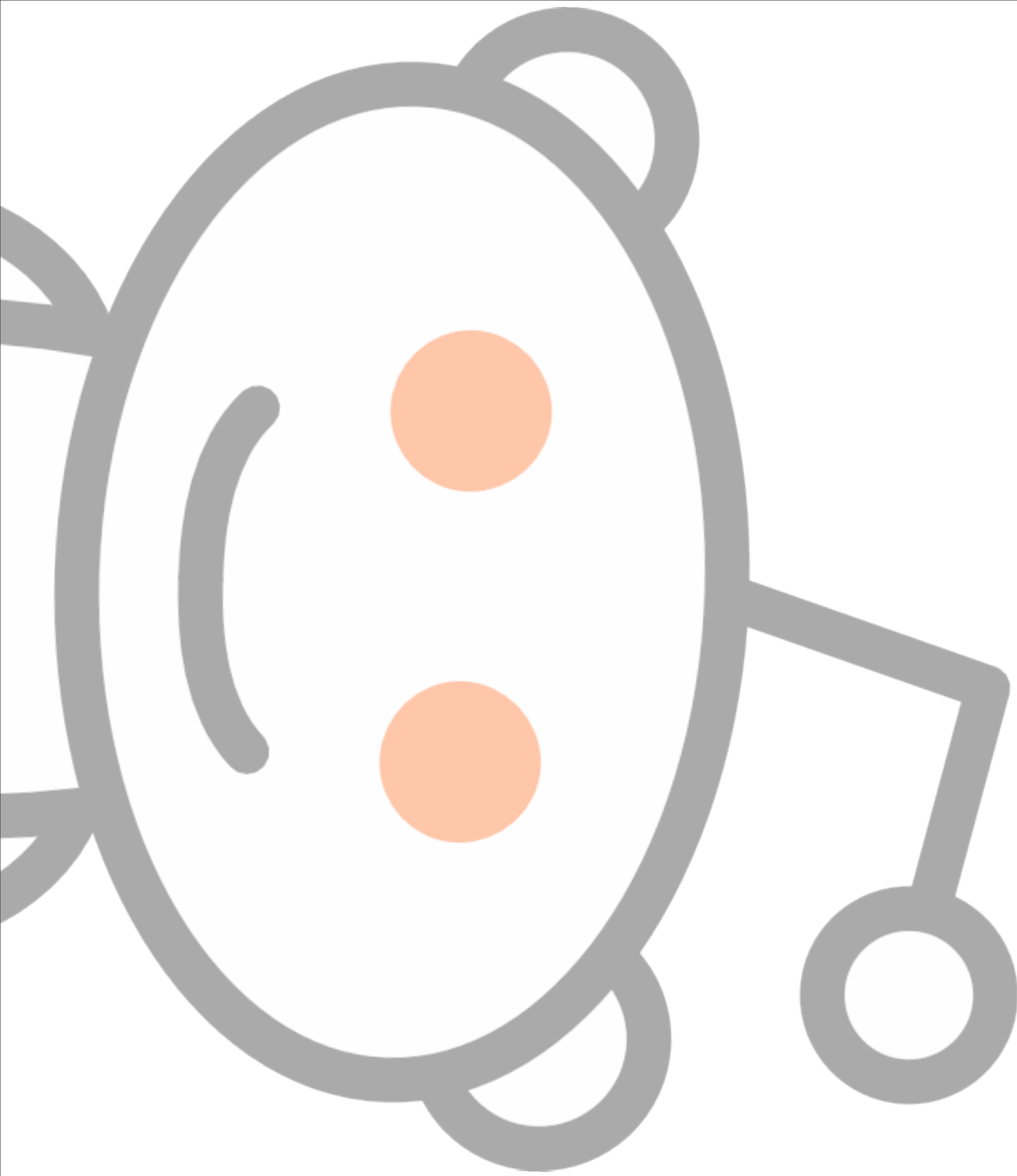
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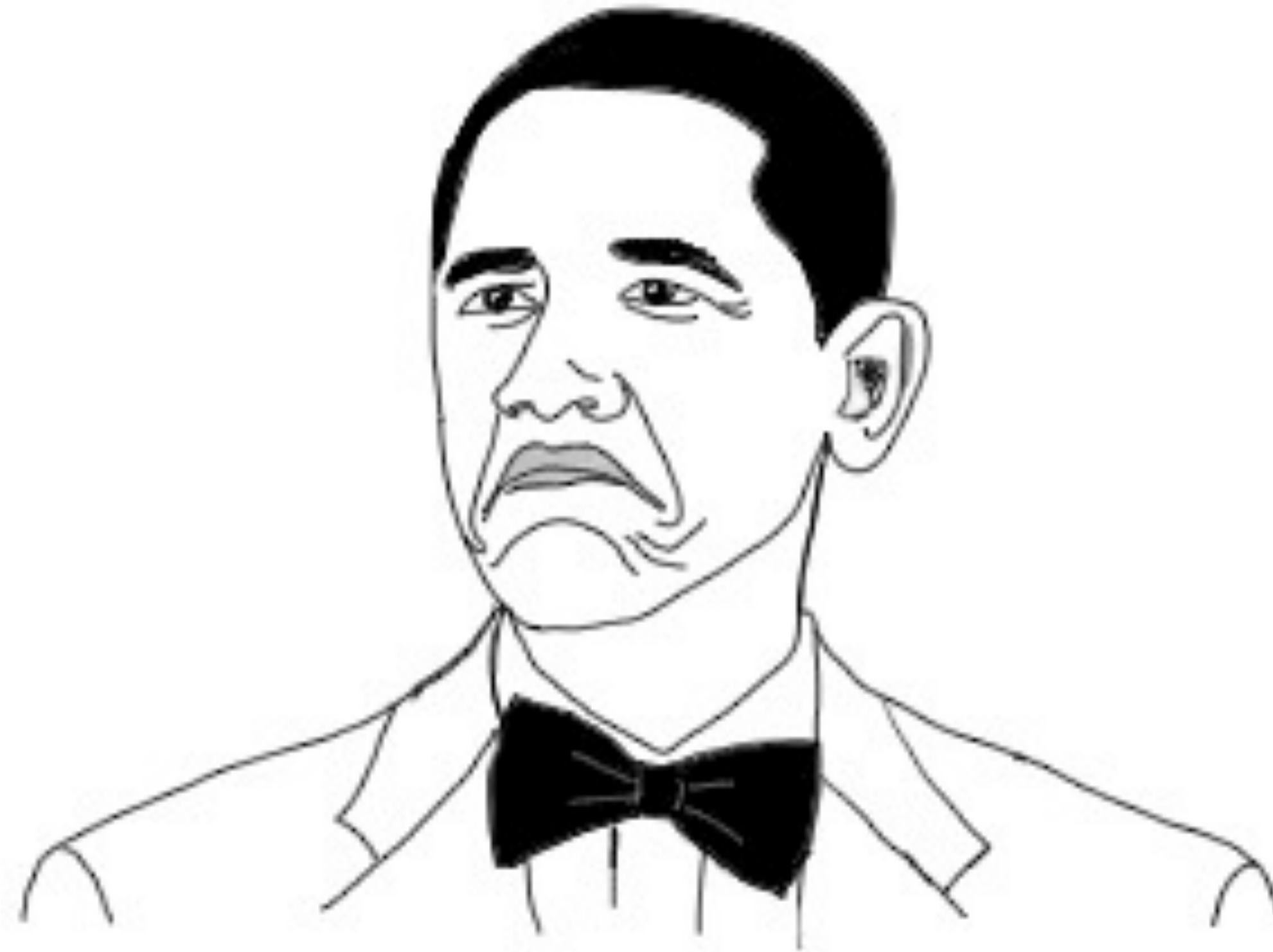
13,752,948 unique visitors

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That's a lot of people.



So what?



NOT BAD

Ask Me Anything



[Citation Needed]

Cohen, S. M. (2007). Have You reddit? Digg This. Information Today, 24(6), 21-23.

Franke, H. & Sundin, O. (2012). Negotiating the role of sources: Educators' conception of credibility in participatory media. Library & Information Science Research, 34(3), 169-175.

Lackaff, D. & Cheong, P.H. (2008). Communicationg Authority Online: Perceptions and Interpretations of Internet Credibility among College Students. The Open Communication Journal, 2008(2), 143-155.

Lim, S. & Kwon, N. (2010). Gender differences in information behavior concerning Wikipedia, an unorthodox information source? Library & Information Science Research, 32(2010), 212-220.

Nicholson, P.J. (2006). The Changing Role of Intellectual Authority. ARL v. 247 (August 2006), 1-5.

Ovadia, S. (2007). Digg.com and Socially-Driven Authority. Library Philosophy and Practice, v. 2007, 1-8.

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Google Adplanner Stats, Reddit.com: https://www.google.com/adplanner/site_profile#siteDetails?uid=reddit.com&geo=001&lp=

Google Adplanner Stats, Imgur.com: https://www.google.com/adplanner/planning/site_profile#siteDetails?uid=imgur.com&geo=001

Ignite Social Media Stats, Reddit.com: <http://www.ignitesocialmedia.com/social-media-stats/2012-social-network-analysis-report/#Reddit>

u/burgess_meredith survey stats: http://www.reddit.com/r/reddit.com/comments/gzb2w/i_made_a_basic_reddit_demographic_survey_lets/c1re10k

reddit.com official survey stats: <http://blog.reddit.com/2011/07/who-in-world-is-reddit.html>

Alexa.com: <http://www.alexa.com/siteinfo/reddit.com>

metareddit.com: <http://metareddit.com/>

Google Analytics data: <http://blog.reddit.com/2011/02/reddit-billions-served.html>