Reddit is an entertainment, social netwroking, and news website where users can submit content through text-posts or direct links to other websites. Users can also 'upvote' or 'downvote' posts and decide whether the post will get to the 'top' page.

Reddit was founded by University of Virginia roommates Steve Huffman and Alexis Ohanian. Condé Nast Publications acquired the site in October 2006. Reddit became a direct subsidiary of Condé Nast's parent company, Advance Publications, in September 2011. As of August 2012, Reddit operates as an independent entity, although Advance is still its largest shareholder. Reddit is based in San Francisco, California. In October 2014 Snoop Dogg and Jared Leto bought a stake in reddit worth $50 million.

The site is a collection of entries submitted by its registered users, essentially a bulletin board system. The name "Reddit" is a play-on-words with the phrase "read it," i.e., "I read it on Reddit."

Reddit has many categories of discussion, such as world news, gaming, music, funny videos etc.. To discuss a certain category, you would go to its respective 'subreddit'.

Historically, the front page was the main subreddit, and other areas were "subreddits". There is now no main subreddit. Instead, there are multiple default subreddits dealing with topics such as books, television, and music. Any registered user may create a subreddit, although a link to do so does not appear on the user's homepage until after thirty days.[20] There are over 5,400 active subreddits to peruse, with a default set of 50 subreddits as of May 2014.

One of the most popular subreddit is AMA, which stands for 'Ask Me Anything'. AMAs are self explanatory, but it is not limited to just famous people, literally anyone can start an AMA. Although many users do them, AMAs from famous people get more feedback than others. Notable people who have done AMAs include Barack Obama(while campaigning for the 2012 election), Dave Grohl, Madonna, Chris Hadfield (who answered questions from the International Space Station), Bill Gates, Ron Paul, Stephen Colbert, Psy, Arnold Schwarzenegger, Rachel Maddow, Renée Fleming, M. Shadows, Louis C.K., Roger Federer, Larry King, Philip Zimbardo, Bill Nye, Stan Lee, John Mather, David Copperfield, Paul Krugman, Danny Boyle, rapper J. Cole, Al Gore, Roger Ebert, Michael Bolton, Gary Johnson, Lawrence Krauss, Jill Stein, Kevin Rudd, Julie Benz, Amanda Palmer, Tim Ferriss, Gordon Ramsay, Peter Dinklage, and Neil deGrasse Tyson.

Today I Learned (Acronym ‘TIL’) is another one of the most popular subreddits on the website Reddit. As of November 23, 2014 the subreddit has over 7 million subscribers. The main purpose of the page as described by the website is to share something new that the user learned recently. Despite a simple premise, the subreddit has a set of assigned rules. The idea is to generate content that is original but it doesn’t force posts to be completely ‘new concepts’ just as long as the original poster was formerly oblivious to it and in accordance to the fact that the content wasn’t posted earlier within the subreddit. The formal rules dictate that each of the posts must begin with the letters ‘TIL’ followed by a brief idea of the content.

In June 2005, Reddit was founded in Medford, Massachusetts by Steve Huffman and Alexis Ohanian, both 22-year-old graduates of the University of Virginia.

The team grew to include Christopher Slowe in November 2005. Between November 2005 and January 2006 Reddit merged with Infogami, and Swartz became an owner of the new company hat resulted, Not A Bug. Condé Nast Publications, owner of Wired, acquired Reddit on October 31, 2006, and the team moved to San Francisco. In January 2007, Swartz was fired.

By the end of 2008, the team had grown to include Erik Martin, Jeremy Edberg, David King, and Mike Schiraldi. In 2009, Huffman and Ohanian moved on to form Hipmunk, recruiting Slowe and King shortly thereafter.

In July 2010, following a huge traffic increase, Reddit introduced Reddit Gold, offering new features for a price of $3.99/month or $29.99/year. Reddit Gold adds a number of features to the interface, including the ability to display more comments on a page, access to the private subreddit /r/lounge, and notifications whenever one's username is mentioned in a comment. It's also possible to endow comments or submissions of other users and thereby give a gold membership to them as an anonymous present.

The Reddit Effect, also known as the "SlashDot effect", is when a smaller website has a high income of visits due to bieng linked on reddit. It is also affectionately called the "Reddit Hug of Death" among the website's users. Because Reddit is such a large site, the traffic is immense and can easily crash smaller sites. In order for users to see crashed websites, several Reddit bots have been created that take a snapshot of the website before large amounts of traffic flood the affected website.

The website is known for its open nature and diverse user community that generate its content. The University of Reddit, a subreddit that exists to communally teach, emerged from the ability to enter and leave the online forum, the "classroom," at will, and classes ranging from computer science to music, to fine art theory exist. The unique possibilities that subreddits provide create new opportunities for raising attention and fostering discussion across many areas. In gaining popularity in terms of unique users per day, Reddit has been a platform for many to raise publicity for a number of causes. And with that increased ability to garner attention and a large audience, users can use one of the largest communities on the Internet for new, revolutionary, and influential purposes.

Its popularity has enabled users to take unprecedented advantage of such a large community. Its innovative socially ranked rating and sorting system drives a method that is useful for fulfilling certain goals of viewership or simply finding answers to interesting questions. User sentiments about the website's function and structure include feelings about the breadth and depth of the discussions on Reddit and how the site makes it easy to discover new and interesting items. Almost all of the user reviews on Alexa.com, which rates Reddit's monthly unique traffic rating 125th in the United States, mention Reddit's "good content" as a likable quality. However, others raise the negative aspects of the potential for Reddit's communities to possess a "hive mind" of sorts, embodying some negative aspects of group interaction theories like crowd psychology and collective consciousness.

Reddit also has charity events, where users can donate through paypal. One particular event raised over $600,000 for DonorsChoose in support of Stephen Colbert's March to Keep Fear Alive. The donation spree broke previous records for the most money donated to a single cause by the Reddit community and resulted in an interview with Colbert on Reddit.

Also, every year, reddit holds a secret santa event where, if you choose, you're given another user to send a gift to. Each user posts the things they like and is then given a random user to send gifts to. Although you can't be sure if you would even get a gift(even if you sent one), secret santa has proven successful. For the 2010 Holiday season, 92 countries were involved in the Secret Santa program. There were 17,543 participants, and $662,907.60 was collectively spent on gift purchases and shipping costs. In 2014, about 200,000 users from 188 countries participated.

In 2015, a subreddit called "thebutton" was created for April Fools' Day. It contains a button and a countdown timer above the posts section. Whenever someone clicks the button the timer will reset to 60 seconds, and upon the button's click, the user's flair (an icon next to their username) will go to a corresponding color depending on what the time was when clicked. Only accounts that were created before April Fools can click the button. Accounts created after the button will have a white flair. The default flair is gray, the color users receive if they had not pressed the button. Purple is between 60s and 51s, blue is between 51s and 41s, green is between 41s and 31s, yellow is between 31s and 21s, orange is between 21s and 11s, and red is between 11s and 0s.

Because reddit is a place to discuss freely, it has been subject to a very dark past. 'Witch hunting', which means targetting a certain person with blame and insults, resulted in the suicide of a girl who was physically abused.

Also, memes circle around reddit that some might think of as 'immature'. Reddit isn't for everyone, but if you have a certain topic in mind to discuss, I would highly suggest signing up and joining the discussion.