

## Ready to Use Social Panels Methodology in Listen

Listen offers a number of Ready to Use generational Social Panels for X (Twitter) and Reddit. Visit our article on [using Social Panels in Listen](#) to learn more.

This article will provide detailed information on what's included in our current Social Panel offerings for Listen.

### English language panels

Panel name	Number of authors	Creation method	Methodology
Vegans (EN)	184k	Author search	<p>This panel contains authors that describe themselves with terms related to veganism. We searched relevant terms in authors' bios to see if they are vegan. We used a total of 17 search terms. These include:</p> <ul style="list-style-type: none"><li>• vegan</li><li>• meat &amp; dairy free</li><li>• plant based</li><li>• vegan life</li><li>• plant powered</li></ul>
Gender - Women (EN)	5m	Author search	<p>This panel contains authors that describe themselves with terms related to being a woman. We searched relevant terms in authors' bios to see if they are a woman. We used a total of 21 search terms. These include:</p> <ul style="list-style-type: none"><li>• mother</li><li>• mum</li><li>• sister</li><li>• woman</li></ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>nan</li> </ul>
Gender - They/Them (EN)	220k	Author search	<p>This panel contains authors that describe themselves with terms related to they/them. We searched relevant terms in authors' bios to see if they define themselves as they/them. We used a total of 5 search terms. These include:</p> <ul style="list-style-type: none"> <li>they/them</li> <li>them/they/their</li> <li>them/they</li> <li>they/them/their</li> </ul>
Gender - She/Her (EN)	1m	Author search	<p>This panel contains authors that describe themselves with terms related to she/her. We searched relevant terms in authors' bios to see if they define themselves as she/her. We used a total of 6 search terms. These include:</p> <ul style="list-style-type: none"> <li>she/her</li> <li>her/hers</li> <li>she/her/hers</li> <li>her/she</li> <li>her/she/hers</li> </ul>
Gender - Men (EN)	4m	Author search	<p>This panel contains authors that describe themselves with terms related to being a man. We searched relevant terms in authors' bios to see if they are a man. We used a total of 20 search terms. These include:</p> <ul style="list-style-type: none"> <li>man</li> <li>father</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• dad</li> <li>• brother</li> <li>• uncle</li> </ul>
Gender - He/Him (EN)	527k	Author search	<p>This panel contains authors that describe themselves with terms related to he/him. We searched relevant terms in authors' bios to see if they define themselves as he/him. We used a total of 6 search terms. These include:</p> <ul style="list-style-type: none"> <li>• he/him</li> <li>• him/he</li> <li>• he/him/his</li> <li>• him/his</li> <li>• him/his/he</li> </ul>
Right Wing Politicians (EN)	2,074	Author search	<p>This panel contains authors that describe themselves with terms related to right wing politicians. We searched relevant terms in authors' bios to see if they are a right wing politician. We used a total of 148 search terms. These include:</p> <ul style="list-style-type: none"> <li>• Conservative party</li> <li>• Welsh conservatives</li> <li>• English Democrats</li> <li>• National Citizens Alliance</li> <li>• centre-right party</li> </ul>
Left Wing Politicians (EN)	1,000	Author search	<p>This panel contains authors that describe themselves with terms related to left wing politicians. We searched relevant terms in authors' bios to see if they are a left wing politician. We</p>

Panel name	Number of authors	Creation method	Methodology
			<p>used a total of 195 search terms. These include:</p> <ul style="list-style-type: none"> <li>• The Labour party</li> <li>• Green Party</li> <li>• SNP</li> <li>• Socialist Party</li> <li>• Humane Party</li> </ul>
Execs/Business leaders (EN)	3m	Author search	<p>This panel contains authors that describe themselves with terms related to being an executive or business leader. We searched relevant terms in authors' bios to see if they are an executive or business leader. We used a total of 195 search terms. These include:</p> <ul style="list-style-type: none"> <li>• Global Head of</li> <li>• executive board</li> <li>• managing director</li> <li>• company director</li> <li>• CEO</li> </ul>

---

### English language generational social panels

Panel name	Number of authors	Creation method	Methodology
Baby Boomers (EN)	735k	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to baby boomers in English. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a baby boomer (birth years 1947 through 1965).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 73</li> <li>• I turn 67 soon</li> <li>• today is my sixty-sixth birthday</li> <li>• I was born in 1962</li> <li>• aged 68</li> </ul>
Gen X (EN)	878K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation X in English. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation X (birth years 1966 through 1980).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p>

Panel name	Number of authors	Creation method	Methodology
			<p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 48</li> <li>• I turn 50 soon</li> <li>• today is my fifty-second birthday</li> <li>• I was born in 1971</li> <li>• aged 47</li> </ul>
Gen Y / Millennials (EN)	3.2M	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to millennials in English. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a millennial (birth years 1981 through 1995).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 40</li> <li>• I turn 38 soon</li> <li>• today is my thirty-third birthday</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>I was born 1993</li> <li>aged 32</li> </ul>
Gen Z (EN)	2.4M	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation Z in English. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation Z (birth years 1996 through 2012).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel. No terms related to ages below 18 were included in our search, and any author inferred to be under 18 at time of posting is excluded from this panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>I am 22</li> <li>I turn 24 soon</li> <li>today is my eighteenth birthday</li> <li>I was born in 2001</li> <li>aged 21</li> </ul>

---

### French language generational social panels

Panel name	Number of authors	Creation method	Methodology
Baby Boomers (FR)	23K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to baby boomers in French. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a baby boomer (birth years 1947 through 1965).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• j'ai 73 ans</li> <li>• je fête mes 67 ans</li> <li>• j'ai mes soixante-douze ans</li> <li>• mon 70e anniversaire</li> <li>• âgé de 68</li> </ul>
Gen X (FR)	38K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation X in French. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation X (birth years 1966 through 1980).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p>



Panel name	Number of authors	Creation method	Methodology
			<p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• j'ai 48 ans</li> <li>• je fête mes 50 ans</li> <li>• j'ai mes cinquante-deux ans</li> <li>• mon 41e anniversaire</li> <li>• âgé de 47</li> </ul>
Gen Y / Millennials (FR)	128K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to millennials in French. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a millennial (birth years 1981 through 1995).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• j'ai 40 ans</li> <li>• je fête mes 38 ans</li> <li>• j'ai mes trente-quatre ans</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• mon 32e anniversaire</li> <li>• âgé de 35</li> </ul>
Gen Z (FR)	202K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation Z in French. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation Z (birth years 1996 through 2012).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel. No terms related to ages below 18 were included in our search, and any author inferred to be under 18 at time of posting is excluded from this panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• j'ai 22 ans</li> <li>• je fête mes dix-huit ans</li> <li>• j'ai mes 25 ans</li> <li>• mon 24e anniversaire</li> <li>• âgé de 23</li> </ul>

---

### Spanish language generational social panels

Panel name	Number of authors	Creation method	Methodology
Baby Boomers (ES)	105K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to baby boomers in Spanish. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a baby boomer (birth years 1947 through 1965).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>tengo 73 años</li> <li>hoy voy a cumplir sesenta y siete años</li> <li>hoy es mi 70 cumpleaños</li> <li>naci en el año 1962</li> <li>tengo 68</li> </ul>
Gen X (ES)	142K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation X in Spanish. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation X (birth years 1966 through 1980).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p>

Panel name	Number of authors	Creation method	Methodology
			<p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>tengo 48 años</li> <li>hoy voy a cumplir cincuenta y cinco años</li> <li>hoy es mi 47 cumpleaños</li> <li>naci en el año 1971</li> <li>tengo 47</li> </ul>
Gen Y / Millennials (ES)	387K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to millennials in Spanish. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a millennial (birth years 1981 through 1995).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>tengo 40 años</li> <li>hoy voy a cumplir cuarenta y uno años</li> <li>hoy es mi 38 cumpleaños</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>naci en el año 1993</li> <li>tengo 35</li> </ul>
Gen Z (ES)	474K	Author search + Mentions search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation Z in Spanish. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation Z (birth years 1996 through 2012).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel. No terms related to ages below 18 were included in our search, and any author inferred to be under 18 at time of posting is excluded from this panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>tengo 22 años</li> <li>hoy es mi 25 cumpleaños</li> <li>naci en el año 2001</li> <li>tengo 23</li> </ul>

---

## German language generational social panels

Panel name	Number of authors	Creation method	Methodology
Baby Boomers (DE)	11K	Author Search + Mentions Search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to baby boomers in German. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a baby boomer (birth years 1947 through 1965).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• Ich bin 73</li> <li>• ist mein 67 geburtstag</li> <li>• Ich werde dieses Jahr 59</li> <li>• bin 1966 geboren</li> <li>• 68 Jahre alt</li> </ul>
Gen X (DE)	18K	Author Search + Mentions Search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation X in German. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation X (birth years 1966 through 1980).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p>

Panel name	Number of authors	Creation method	Methodology
			<p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• Ich bin 48</li> <li>• ist mein 50 geburtstag</li> <li>• Ich werde dieses Jahr 45</li> <li>• bin 1971 geboren</li> <li>• 53 Jahre alt</li> </ul>
Gen Y / Millennials (DE)	34K	Author Search + Mentions Search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to millennials in German. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are a millennial (birth years 1981 through 1995).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• Ich bin 40</li> <li>• ist mein 38 geburtstag</li> <li>• Ich werde dieses Jahr 43</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• bin 1993 geboren</li> <li>• 33 Jahre alt</li> </ul>
Gen Z (DE)	31K	Author Search + Mentions Search	<p>This panel contains X (Twitter) authors that describe themselves with terms related to generation Z in German. We searched relevant age-related terms in authors' bios and posts (tweets) to infer if they are part of generation Z (birth years 1996 through 2012).</p> <p>For posts (tweets), authors were collected and assigned ages based on direct, precise mentions of age within the last ten years of X (Twitter) data. For author bios, authors' most recent bio descriptions were searched to find direct, precise mentions of age and any indicated age assigned to the author.</p> <p>These mentions and bios were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel. To improve the panel's focus on consumer personas, prominent authors (500k+ followers) were excluded from the panel. No terms related to ages below 18 were included in our search, and any author inferred to be under 18 at time of posting is excluded from this panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• Ich bin 22</li> <li>• ist mein 24 geburtstag</li> <li>• Ich werde dieses Jahr 18</li> <li>• bin 2003 geboren</li> <li>• 20 Jahre alt</li> </ul>

---

## Reddit generational social panels



Panel name	Number of authors	Creation method	Methodology
Reddit Panel - Baby Boomers (EN, DE, ES, FR)	95k	Mentions Search	<p>This panel contains Reddit authors that describe themselves with terms related to baby boomers in English, German, Spanish and French. We searched relevant age-related terms in authors' posts and comments to infer if they are a baby boomer.</p> <p>This panel contains Reddit authors that describe themselves with terms related to baby boomers in English, German, Spanish and French. We searched relevant age-related terms in authors' posts and comments to infer if they are a baby boomer.</p> <p>Authors were collected and assigned ages based on direct, precise mentions of age in their posts or comments within the last ten years of Reddit data. Authors collected for each respective language were joined into a single panel. The mentions were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 73</li> <li>• I turn 67 soon</li> <li>• today is my sixty-sixth birthday</li> <li>• I was born in 1962</li> <li>• (68M)</li> <li>• ist mein 67 geburtstag</li> <li>• je suis une 1966</li> <li>• feliz 68 cumpleaños para mí</li> </ul>
Reddit Panel - Gen X (EN, DE, ES, FR)	375k	Mentions Search	<p>This panel contains Reddit authors that describe themselves with terms related to generation X in English, German, Spanish</p>

Panel name	Number of authors	Creation method	Methodology
			<p>and French. We searched relevant age-related terms in authors' posts and comments to infer if they are part of generation X.</p> <p>Authors were collected and assigned ages based on direct, precise mentions of age in their posts or comments within the last ten years of Reddit data. Authors collected for each respective language were joined into a single panel. The mentions were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 48</li> <li>• I turn 50 soon</li> <li>• today is my fifty-second birthday</li> <li>• I was born in 1971</li> <li>• (45F)</li> <li>• ist mein 50 geburtstag</li> <li>• je suis une 1971</li> <li>• feliz 52 cumpleaños para mí</li> </ul>
Reddit Panel - Gen Y / Millennials (EN, DE, ES, FR)	2.2M	Mentions Search	<p>This panel contains Reddit authors that describe themselves with terms related to millennials in English, German, Spanish and French. We searched relevant age-related terms in authors' posts and comments to infer if they are a millennial.</p> <p>Authors were collected and assigned ages based on direct, precise mentions of age in their posts or comments within the last ten years of Reddit data. Authors collected for each respective language were joined into a single panel. The mentions were then collated per author, and any authors whose</p>

Panel name	Number of authors	Creation method	Methodology
			<p>statements indicated conflicting ages were removed from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 40</li> <li>• I turn 38 soon</li> <li>• today is my thirty-fourth birthday,</li> <li>• I was born in 1993</li> <li>• (32F)</li> <li>• ist mein 38 geburtstag</li> <li>• je suis une 1993</li> <li>• feliz 33 cumpleaños para mí</li> </ul>
Reddit Panel - Gen Z (EN, DE, ES, FR)	1.4M	Mentions Search	<p>This panel contains Reddit authors that describe themselves with terms related to generation Z in English, German, Spanish and French. We searched relevant age-related terms in authors' posts and comments to infer if they are part of generation Z.</p> <p>Authors were collected and assigned ages based on direct, precise mentions of age in their posts or comments within the last ten years of Reddit data. Authors collected for each respective language were joined into a single panel. The mentions were then collated per author, and any authors whose statements indicated conflicting ages were removed from the panel.</p> <p>Here are a few example search terms that we used for this panel:</p> <ul style="list-style-type: none"> <li>• I am 22</li> <li>• I turn 24 soon</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"><li>• today is my eighteenth birthday</li><li>• I was born in 2001</li><li>• (21M)</li><li>• ist mein 24 geburtstag</li><li>• je suis une 2001</li><li>• feliz 18 cumpleaños para mí</li></ul>

---

**Reddit interest social panels**

Panel name	Number of authors	Creation method	Methodology
Reddit Interest - Animals	190K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Animals.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Cats</li> <li>• r/Dogs</li> <li>• r/Aquariums</li> <li>• r/DogTraining</li> <li>• r/GuineaPigs</li> </ul>
Reddit Interest - Arts and Design	210K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Arts and Design.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate</p>

Panel name	Number of authors	Creation method	Methodology
			<p>threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Photography</li> <li>• r/LearnArt</li> <li>• r/InteriorDesign</li> <li>• r/Woodworking</li> <li>• r/DIY</li> </ul>
Reddit Interest - Automotive	190K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Automotive.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors</p>

Panel name	Number of authors	Creation method	Methodology
			<p>by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Cars</li> <li>• r/Motorcycles</li> <li>• r/WhatCarShouldIBuy</li> <li>• r/MechanicAdvice</li> <li>• r/TeslaMotors</li> </ul>
Reddit Interest - Business and Finance	310K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Business and Finance.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/PersonalFinance</li> <li>• r/WallStreetBets</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• r/SmallBusiness</li> <li>• r/Entrepreneur</li> <li>• r/Bitcoin</li> </ul>
Reddit Interest - Entertainment	1.6m	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Entertainment.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Funny</li> <li>• r/Memes</li> <li>• r/Entertainment</li> <li>• r/Music</li> <li>• r/Cosplay</li> </ul>
Reddit Interest - Family and Relationships	910K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Family and Relationships.</p>



Panel name	Number of authors	Creation method	Methodology
			<p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Family</li> <li>• r/Parenting</li> <li>• r/Relationships</li> <li>• r/RelationshipAdvice</li> <li>• r/AskWomen</li> </ul>
Reddit Interest - Food and Drink	110K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Food and Drink.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p>

Panel name	Number of authors	Creation method	Methodology
			<p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Food</li> <li>• r/Coffee</li> <li>• r/Cooking</li> <li>• r/Baking</li> <li>• r/HomeBrewing</li> </ul>
Reddit Interest - Gaming	500K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Gaming.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• r/Games</li> <li>• r/PCGaming</li> <li>• r/NintendoSwitch</li> <li>• r/Steam</li> <li>• r/DnD</li> </ul>
Reddit Interest - Healthy Living	180K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Gaming.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Fitness</li> <li>• r/Medicine</li> <li>• r/Vegan</li> <li>• r/Weightlifting</li> <li>• r/AskDocs</li> </ul>

Panel name	Number of authors	Creation method	Methodology
Reddit Interest - News and Education	1.1m	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of News and Education.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/WorldNews</li> <li>• r/News</li> <li>• r/Politics</li> <li>• r/Science</li> <li>• r/AskAcademia</li> </ul>
Reddit Interest - Sports	460K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Sports.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p>

Panel name	Number of authors	Creation method	Methodology
			<p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/NFL</li> <li>• r/Soccer</li> <li>• r/NBA</li> <li>• r/SquaredCircle</li> <li>• r/Baseball</li> </ul>
Reddit Interest - Style and Fashion	160K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Style and Fashion.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number</p>

Panel name	Number of authors	Creation method	Methodology
			<p>replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Fashion</li> <li>• r/SkincareAddiction</li> <li>• r/MaleHairAdvice</li> <li>• r/AsianBeauty</li> <li>• r/Sneakers</li> </ul>
Reddit Interest - Technology and Computing	340K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Technology and Computing.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/iPhone</li> <li>• r/BuildAPC</li> <li>• r/TechSupport</li> </ul>

Panel name	Number of authors	Creation method	Methodology
			<ul style="list-style-type: none"> <li>• r/Programming</li> <li>• r/ProgrammerHumor</li> </ul>
Reddit Interest - Television and Film	360K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Television and Film.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Movies</li> <li>• r/Television</li> <li>• r/Netflix</li> <li>• r/MarvelStudios</li> <li>• r/StarWars</li> </ul>
Reddit Interest - Travel	570K	Author posting behavior	<p>This panel contains Reddit authors that repeatedly engage on subreddits related to the topic of Travel.</p> <p>We evaluated users' posting and commenting behaviors in order to infer their interest in this topic area. A Reddit user is added to the panel if they posted or commented on at least 3 separate</p>

Panel name	Number of authors	Creation method	Methodology
			<p>threads on any subreddit related to the topic within a single month.</p> <p>Currently the panel was created by combining data from April, May and June 2022.</p> <p>Users displaying certain bot-like behaviours were excluded from the panel. Features considered to determine bot-like behaviour are as follows: author username contains word "bot", author username contains word "gpt", author is in top 0.01% of authors by post volume, author receives a relatively large number replies to their posts or comments which state "good bot" or "bad bot".</p> <p>Here are a few example subreddits that we used for this panel:</p> <ul style="list-style-type: none"> <li>• r/Travel</li> <li>• r/Brasil</li> <li>• r/AskNYC</li> <li>• r/Mexico</li> <li>• r/Philippines</li> </ul>