





reddit royalty and the rise of the internet aristocracy


by alexander holt


/what is reddit?



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1  13.1k 






["Don't worry I'll be fine"](#) (i.imgur.com)
submitted 3 hours ago by -N3ptun3- to r/instant_regret
657 comments [share](#) [report](#)

2  21.0k 






[I got stuck in the elevator before my first day of surgery](#) (imgur.com)
submitted 4 hours ago by Cpt_PubeBeard to r/funny
510 comments [share](#) [report](#)

3  37.5k 





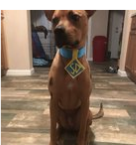
[Quentin Tarantino Has Finished the Script for His Ninth Movie, About the Manson Family Murders](#) (indiewire.com)
submitted 4 hours ago by BunyipPouch to r/movies
2796 comments [share](#) [report](#)

4  15.5k 



[LPT: In a not-at-fault automobile accident, you are entitled to a check for the value your vehicle lost after being repaired. This is called "Diminished Value". But you will only get it if you ask.](#) (self.LifeProTips)
submitted 5 hours ago by yalemartin to r/LifeProTips
717 comments [share](#) [report](#)

5  35.2k 



[He went as Scooby for his first Halloween](#) (i.redd.it)
submitted 5 hours ago by GallowBoob to r/aww
310 comments [share](#) [report](#)

/what is reddit?

online community

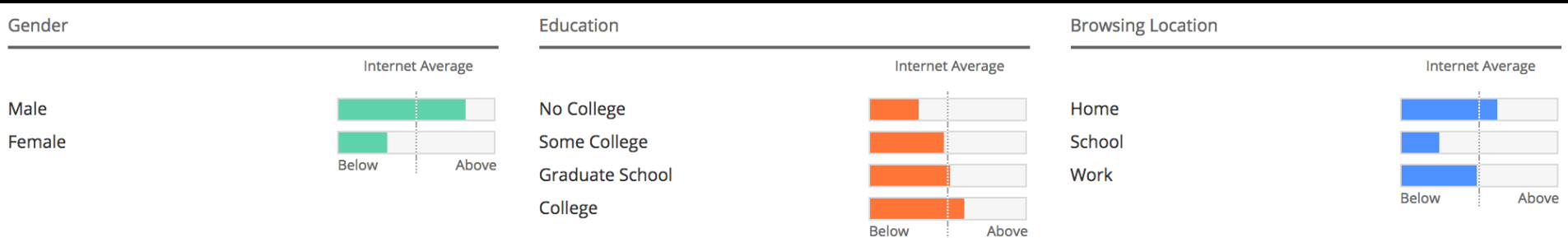
made up of sub-communities focused on shared interest (subreddits)

users vote on posts and comments.
those with more votes become more visible

/what is reddit?

4th most-trafficked site in the U.S. in the last 3 months

16 minutes on site per visit



source: alexa.com

/what is reddit?

- 1

↑
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↓



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title

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domain

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age of post

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author

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subreddit

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comments

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/reddit represents a freer vision of the internet

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reddit in action

/how does a post get more
comments? how does a post
get in the top 350?

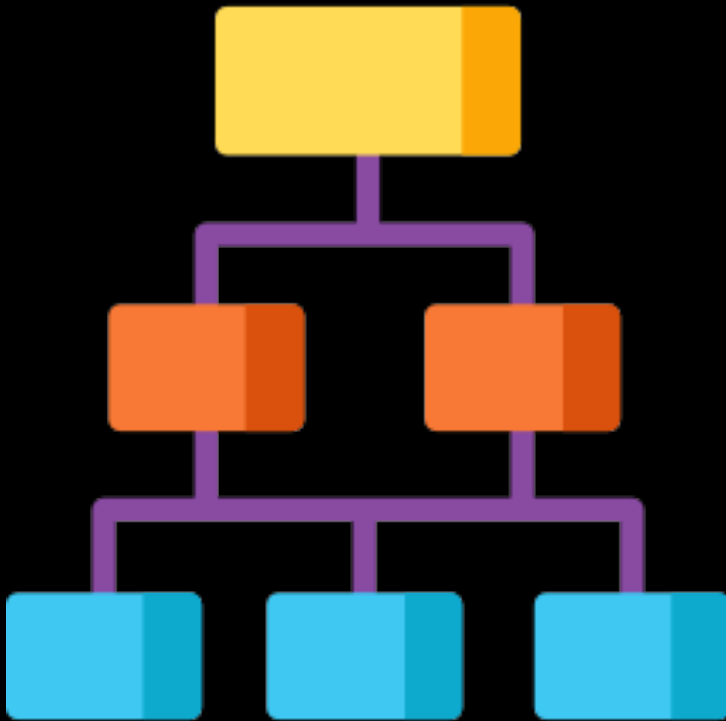
/preliminary analysis

scraped top 350 posts intermittently
for 6 days, scraped corresponding
author and subreddit pages

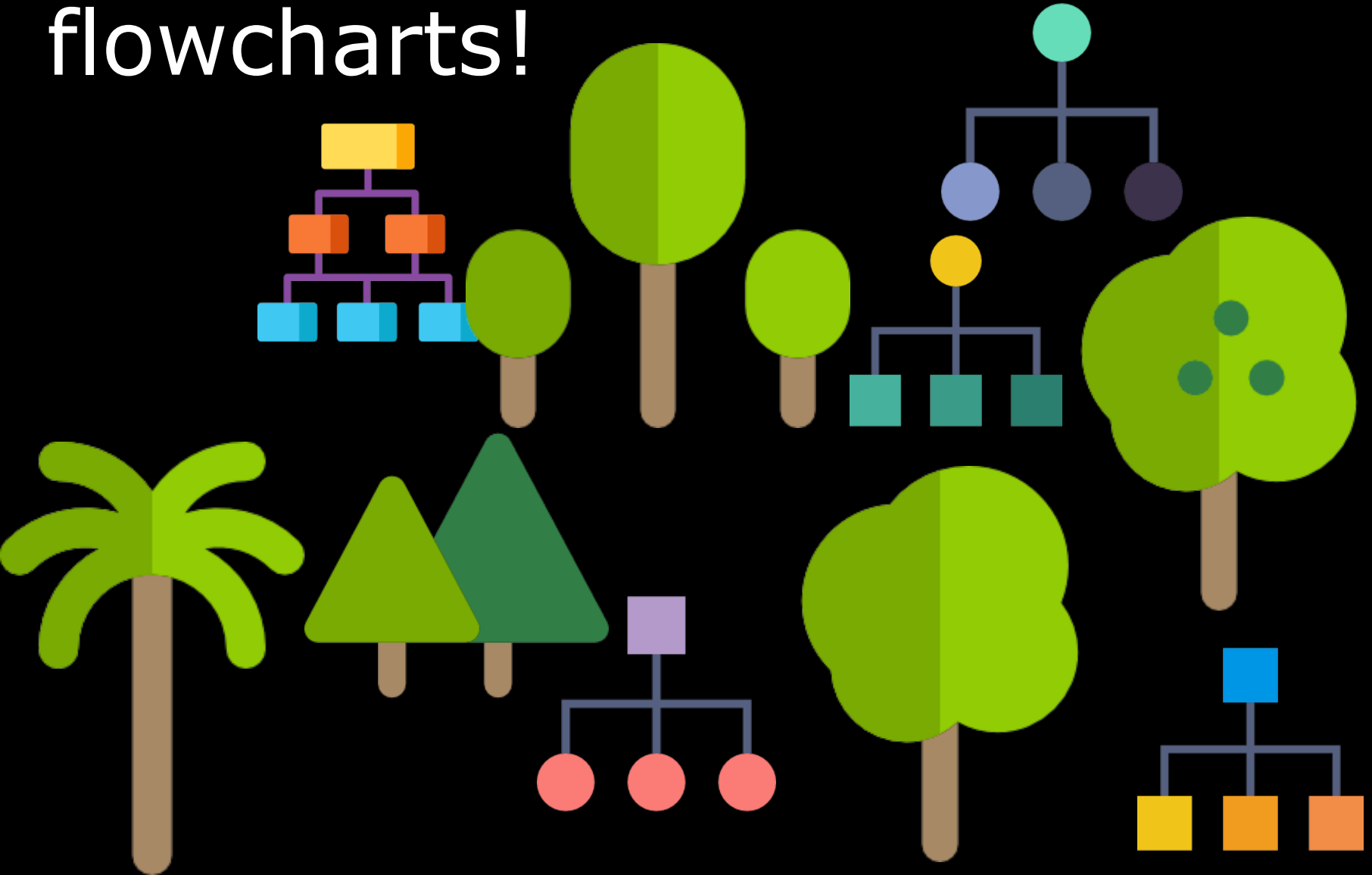
some author pages hard to scrape

performed text analysis, but sample
duration too short for meaningful
insights

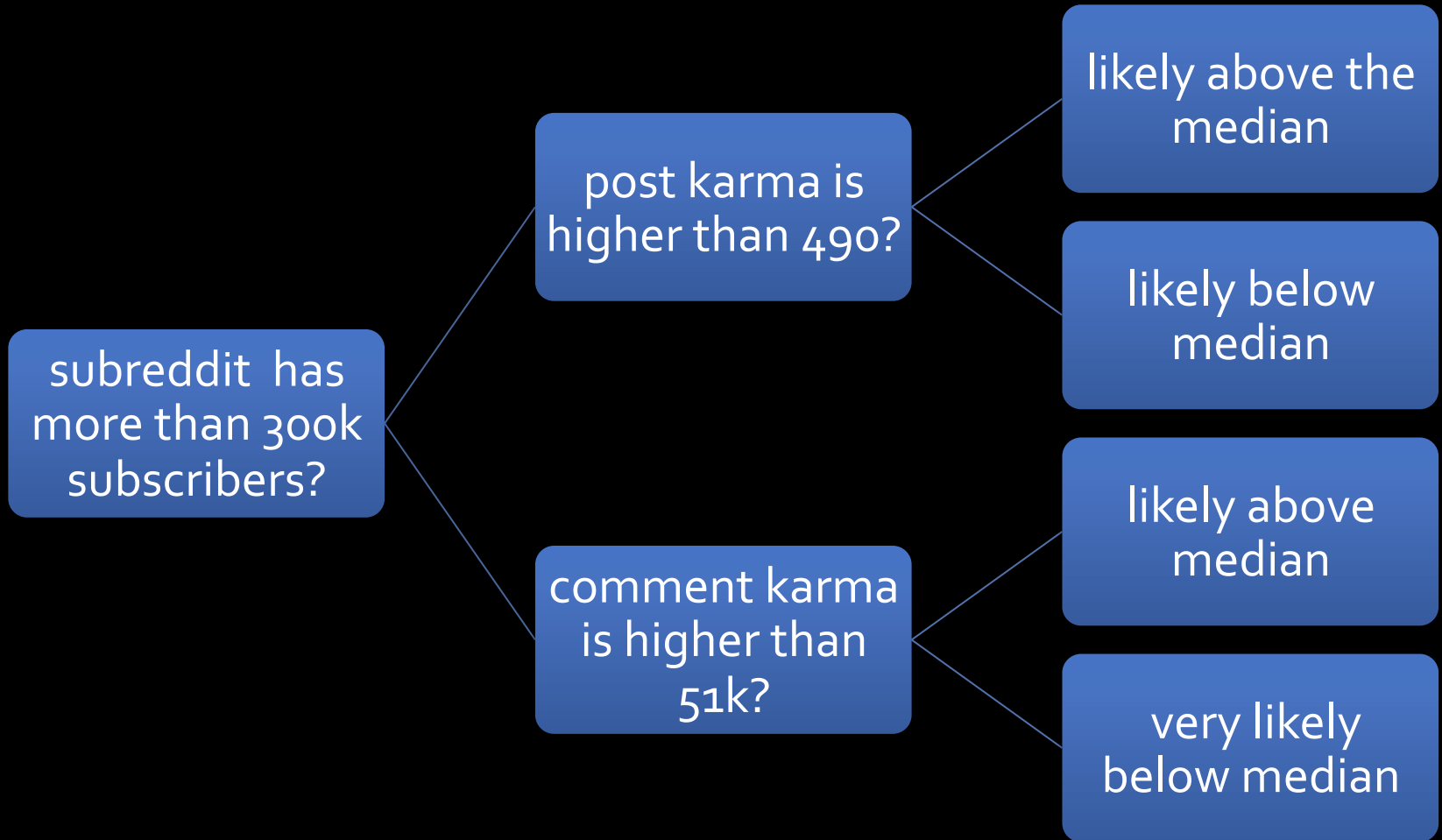
/decision trees: the flowcharts of statistics



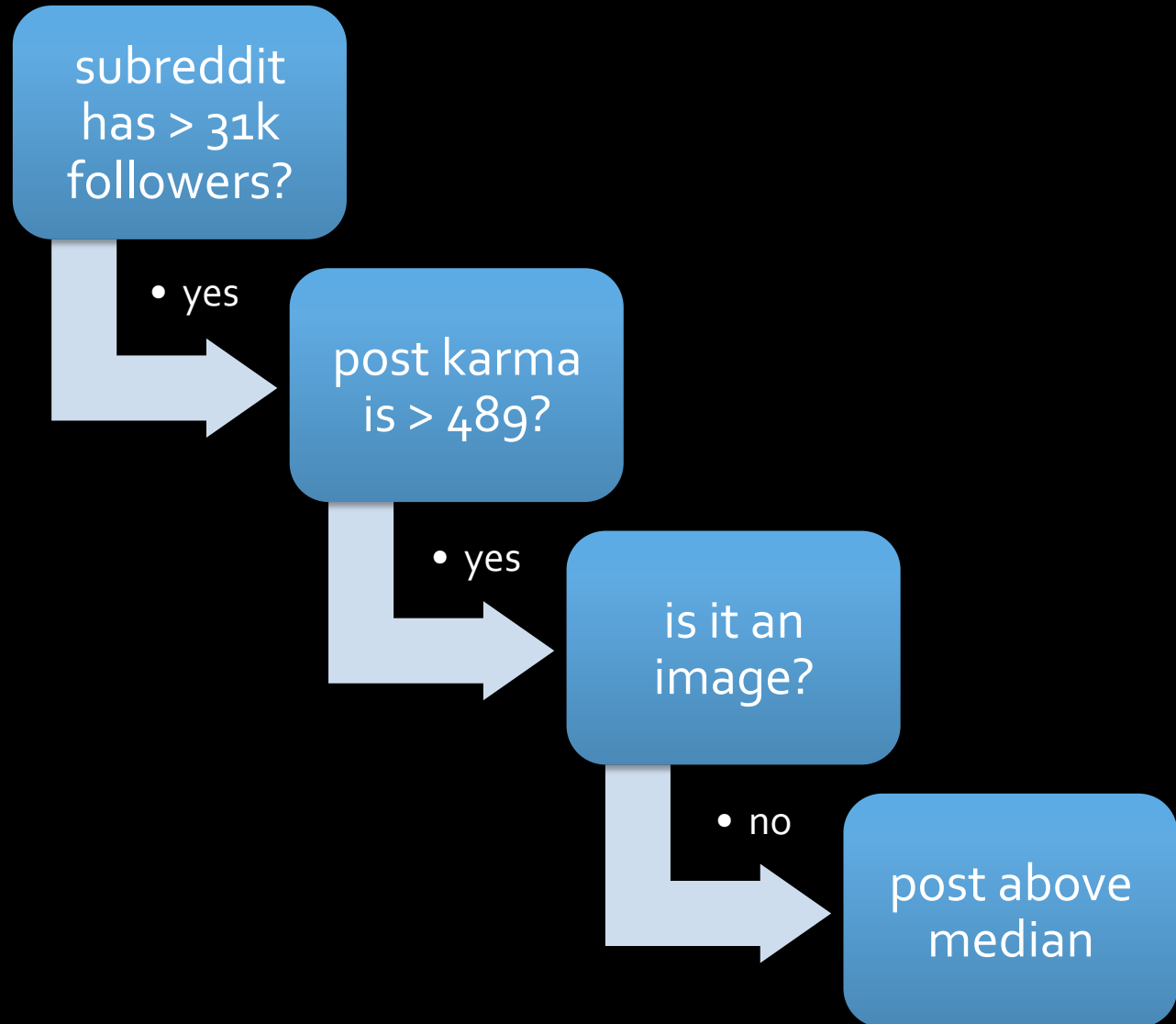
/random forests: a forest of flowcharts!



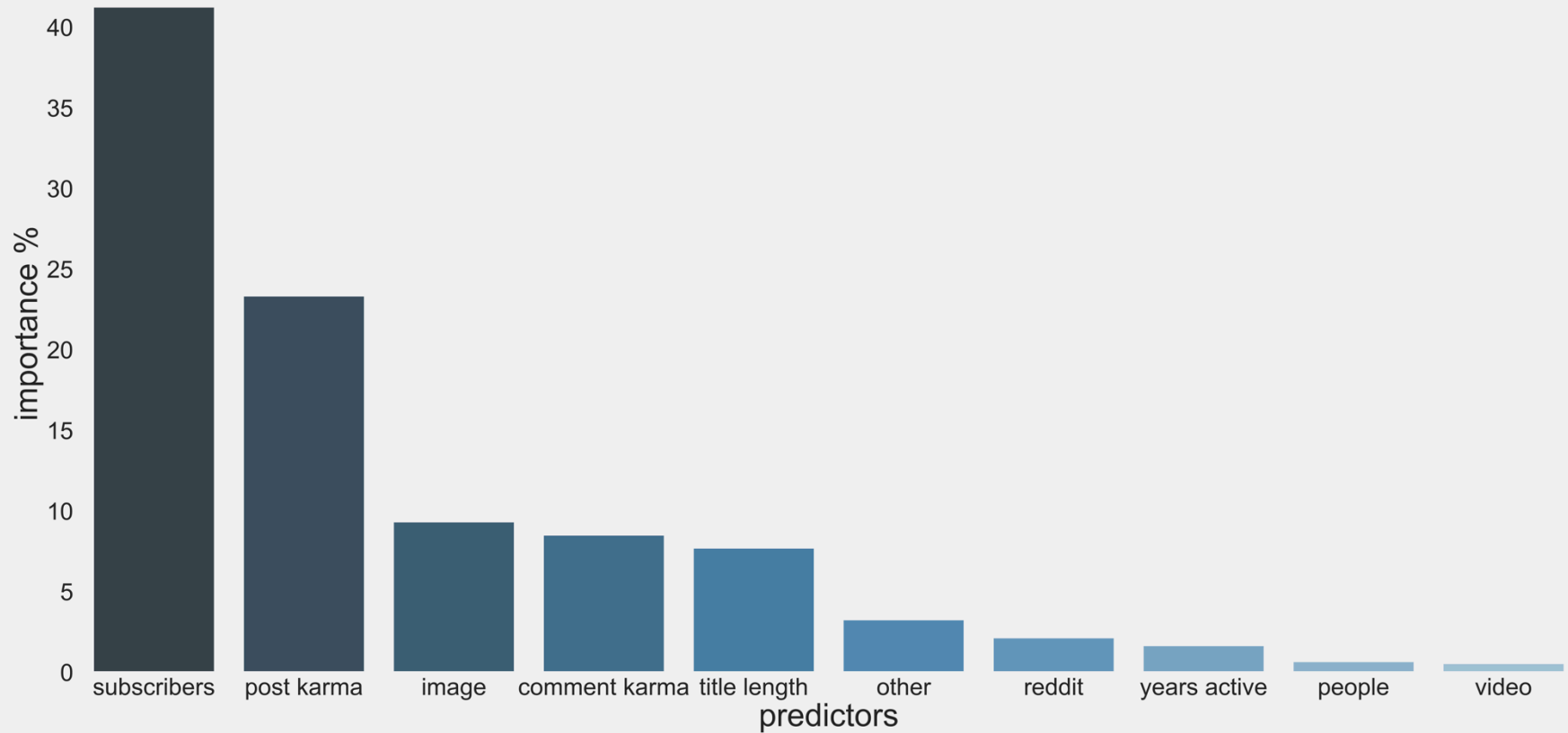
/decision tree



/tree branch

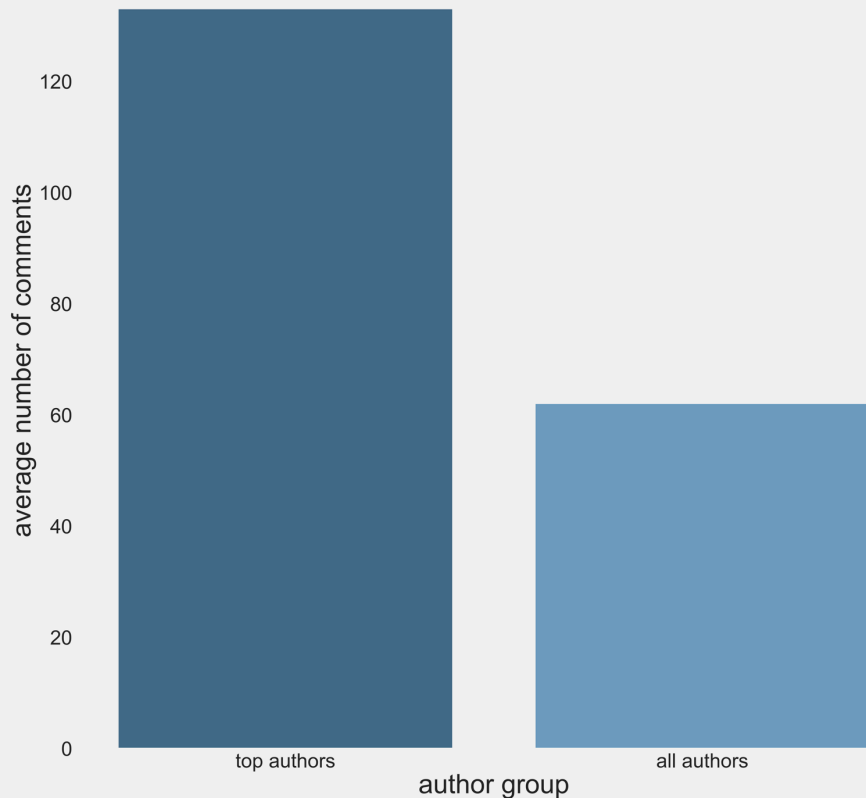


/predictor importance in random forest

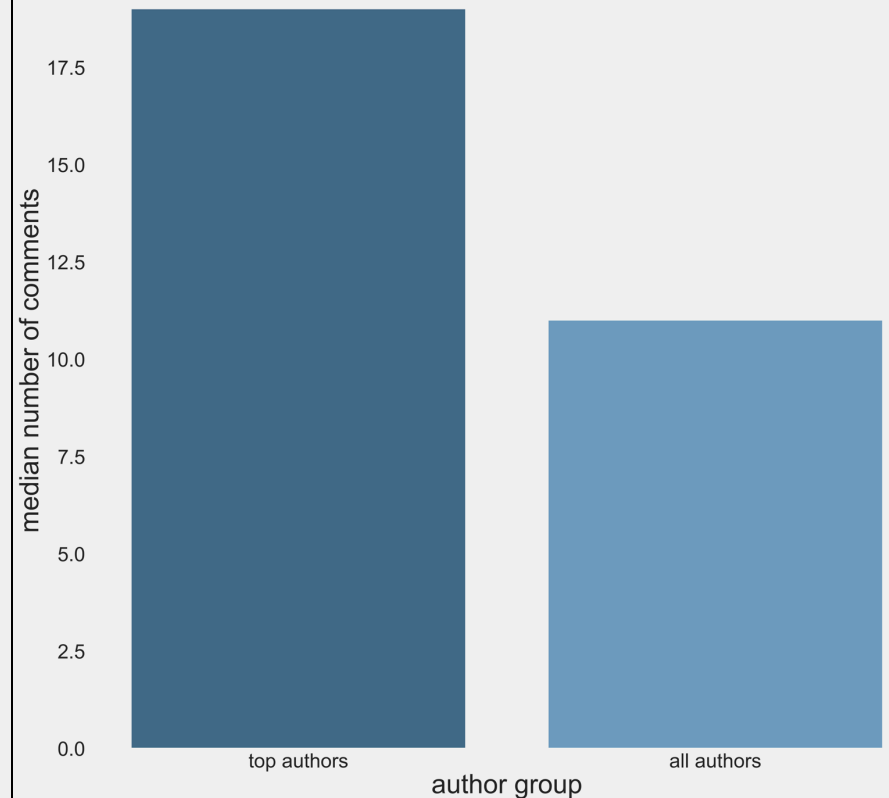


/royalty does best

high repeat top posters have much higher engagement (average)



high repeat top posters have much higher engagement (median)



/causality question



/pitch

demonstrate with data there is a reddit aristocracy, show how it affects the way people engage with reddit, and put it in broader context of the taming of the internet

/pitch (methodology)

track each new post of select reddit super users. over one month, track success of posts

track random groups of users from reddit's 'new' page

look for patterns and superusers among top subreddits

/ama