r/Place 2022 Analysis

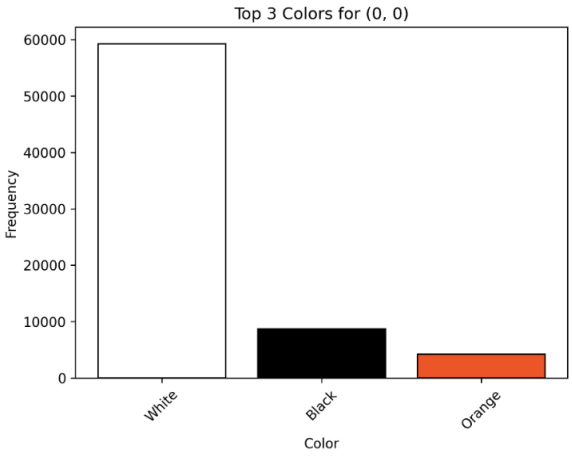
This analysis aims to examine pixel placement data from r/place 2022 to determine which pixels were painted most frequently and why they painted so often. Using data visualizations, statistical analysis, and the Five Whys methodology, I explored user behavior and community influences on pixel placement.

To begin my analysis, I first started out with finding the top painted pixels in the databases which resulted in the following:

x	y	Frequency
0	0	98807
359	564	69198
349	564	55230

Next, I broke each one up and delved deeper into analyzing them.

Pixel: (0,0)



The most painted pixel was (0,0) which was painted with a frequency of 98807 times. To start analyzing why this was painted so many times, I first looked at the top colors that were placed on this pixel, with my findings displayed below. As we can see, the top color that was placed at pixel (0,0) is white but why is this the case. I decided to regenerate the image around (0,0) to get a better understanding and help figure out why this might be.

Upon regeneration, I found that (0,0) was part of the following image that was made by the RuneScape community. Since I was unfamiliar with the scale of this community, I wondered if this community was truly that popular or if (0,0) being the first pixel on the canvas had a greater influence. I further explored the surrounding pixels that made up the image to see if they were painted as often as (0,0) and have my

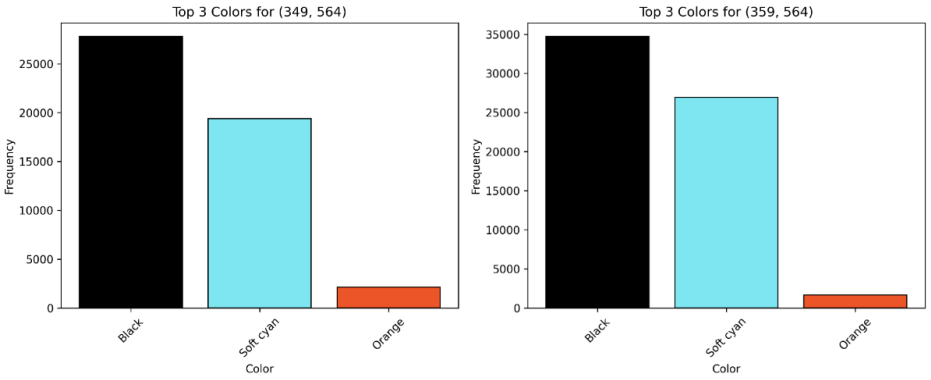
results shown below. I found that they were placed significantly fewer times than (0,0), supporting the hypothesis that its prominence was largely due to its position at the canvas origin. Additionally, white being an easy default color could have contributed to its high frequency.

Further supporting this theory, I examined other highly painted pixels in the top 10. Notably, (1999, 1999) and (1999, 0)—two other corner pixels—also appeared in the top rankings, reinforcing the idea that key boundary points on the canvas attracted more placements due to their strategic visibility and significance.

x	y	Frequency
0	0	98807
359	564	69198
349	564	55230
859	766	52261
860	766	51485
104	768	38086
105	768	34082
1999	1999	31437
1999	0	30882
633	728	30752

Pixels: (359, 564) and (349, 564)

The second and third most painted pixels were (359, 564) and (349, 564), which were located near each other.



Given their proximity, I analyzed them together since I hypothesized that they were most likely part of the same artwork. Upon exploring the top colors placed on these

pixels, I noticed an alternating pattern between black and cyan frequently. To understand why it might be changing between black and cyan, I regenerated the surrounding image and found it was the Jolly Roger symbol from the anime One Piece. However, when I compared the original Jolly Roger symbol to the reddit one, I found that the eyes differ between the two. Using the top colors, it is clear that the eyes rotated back and forth between black and cyan. But why? Why does this happen? After doing some research and finding the r/place atlas and navigating to those pixels, I realized that the blue pixels were repeatedly placed in an effort to make the skull resemble Sans, a character from the video game *Undertale*, known for his glowing blue eye. This explains why these pixels experienced a high frequency of placements—they were the focal points of an ongoing community-driven design war.