

Informed Consent

Win \$100 for Completing this Survey!

If you complete this survey, you'll be entered in a raffle to win a the first place prize, a \$100 Amazon gift card, or one of the five second place prizes, \$20 Amazon gift cards, or equivalently valued options for those outside the United States.

Futhermore, at the end of the survey, you'll have an option to send the survey to your friends, or post it to a subreddit. If you do, **for each additional person who takes the survey, you'll get an extra raffle ticket** to increase your chance of winning! With multiple raffle tickets, you may even win multiple prizes!

Privacy and Contact Info

This survey aims to learn more about the subreddits that reddit users participate in, and what values redditors have for those subreddits.

In this survey, we will ask you a few questions about your overall reddit usage, and then ask you a few questions each about the subreddits you consider yourself to be a

member of. You may skip any questions you'd prefer not to answer. It should take 5-10 minutes to complete.

Only anonymized data will be published as part of our research. Your responses are confidential. Usernames and identifying information will never be published.

This study is run by researchers from the [Behavioral Data Science Lab](#) at the University of Washington, and is not affiliated with or endorsed by Reddit Inc. or the moderators of any subreddits. This study has reviewed and approved by the University of Washington IRB under STUDY00011457. For questions or concerns, please contact gweld@cs.washington.edu, or [/u/cyclistNerd](#) on reddit.

Would you like to participate in this survey?

- ☐ Yes, I would like to participate in this survey.
- ☐ No, I would not like to participate in this survey.

If you decide later on that you would not like to participate, you may do so at any time. Contact gweld@cs.washington.edu to have your responses removed from this study.

Reddit Username and Compensation

As compensation for your participation in this study, you will be entered in a raffle a first place prize, a \$100 Amazon gift card. If you don't win, you'll have a chance to win a second place prize of a \$20 Amazon gift card.

To contact you after the raffle drawing, we will send you a reddit private message. To do so, we ask for your reddit username.

We will also use your username to identify your posts and comments in the subreddits you participate in. Your username will be kept confidential, and we will never publish any of your reddit history.

Providing your username is entirely optional, but without it, we cannot enter you into the raffle.

What is your primary reddit username? Your answer will be kept confidential.

Please spell carefully, and do not include '/u/' or 'u/'.

Do you have multiple reddit accounts?

- ☐ No, I only have one reddit account.
- ☐ Yes, I have multiple reddit accounts.

You entered that your primary username is
/u/\$ {q://QID19/ChoiceTextEntryValue}.

If this looks correct, press next to start the rest of the survey.
If this is incorrect, please press back to edit your response.

Multiple Accounts

Earlier, you indicated that you have multiple reddit accounts.

If you're comfortable doing so, please enter the names of your alternate reddit accounts, separated by commas.

Firefox Privacy Error

Our survey encountered an error when attempting to query reddit's servers for your recent subreddits. This often occurs when Firefox's Browser Privacy Setting is set to "Strict," which blocks background network requests to 3rd party services. Unfortunately, this breaks several features of this survey. Please consider disabling this setting and restarting the survey.

Overall Reddit Usage

In this section, we will ask you about how you use reddit.

Typically, how often do you use reddit?

- ☐ Every day.
- ☐ A few times a week.
- ☐ Once a week.
- ☐ A few times a month.
- ☐ Only occasionally.

Typically, how long do you typically spend on reddit at one time?

- ☐ Less than five minutes.
- ☐ More than five minutes, but less than fifteen minutes.
- ☐ More than fifteen minutes, but less than an hour.
- ☐ More than an hour.

Typically, how often do you post or comment on reddit versus browsing what others have submitted (lurking)?

- ☐ Frequently, I frequently submit posts or comment on threads.
- ☐ Occasionally, I post or comment occasionally, but mostly browse what others have submitted.
- ☐ Rarely, I almost always just browse what others have submitted.
- ☐ Never, I only browse what others have submitted.

How often do you use aggregate subreddits (like your frontpage, /r/all, or multi-reddits) versus looking at individual subreddits?

- ☐ Always, I never look at individual subreddits.
- ☐ Frequently, I mostly use use aggregate subreddits, but sometimes I look at individual subreddits.
- ☐ Occasionally, I look at aggregate subreddits and individual subreddits about evenly.
- ☐ Rarely, I mostly look at individual subreddits.
- ☐ Never, I only look at individual subreddits.

Do you use reddit more from your computer or from your phone?

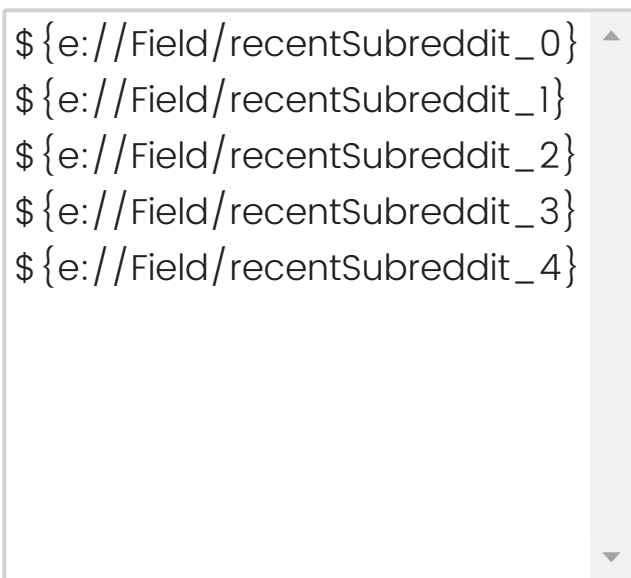
- ☐ I only use reddit from my computer.
- ☐ I mostly use my computer, but sometimes use my phone.
- ☐ I use my phone and my computer about evenly.
- ☐ I mostly use my phone, but sometimes use my computer.
- ☐ I only use reddit from my phone.

Subreddit Selection

In this section, we'll ask you questions specific to the subreddits that you consider yourself a member of. These subreddits should be subreddits that are important to you, and that you are familiar enough with to feel comfortable commenting on different aspects of how they are run, and how their members interact with one another.

`{e://Field/recentSubredditsQueryStatus}`

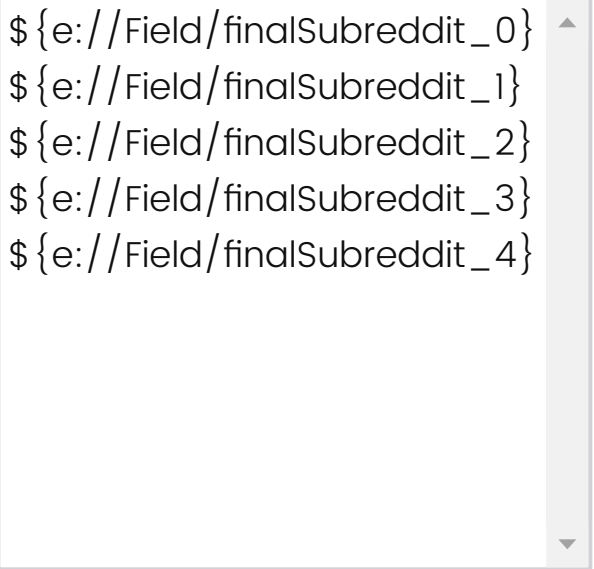
(Don't include '/r/' or 'r/')



```
{e://Field/recentSubreddit_0}
{e://Field/recentSubreddit_1}
{e://Field/recentSubreddit_2}
{e://Field/recentSubreddit_3}
{e://Field/recentSubreddit_4}
```

Technical note: If the above subreddit search field is not functioning, it may be because your browser's privacy settings are configured to block network requests to 3rd party servers, such as reddit's. Our testing indicates this is most common with Firefox. If the search box isn't working, please consider temporarily changing your browser's privacy settings.

Please press 'next' to continue.



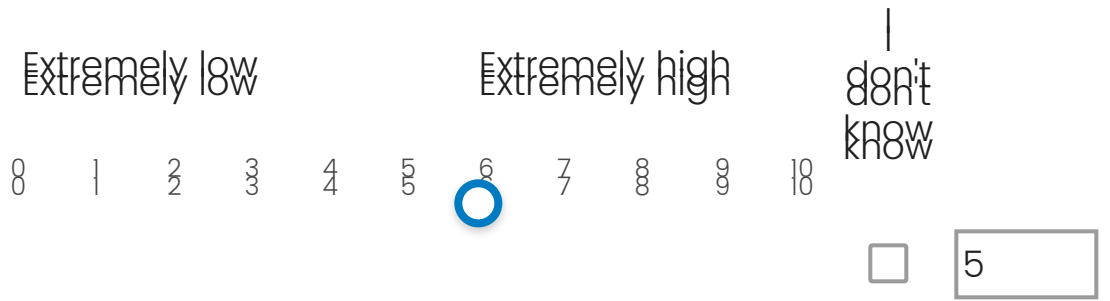
`{e://Field/finalSubreddit_0}`
`{e://Field/finalSubreddit_1}`
`{e://Field/finalSubreddit_2}`
`{e://Field/finalSubreddit_3}`
`{e://Field/finalSubreddit_4}`

Subreddit Value Questions

In this section, we'll ask you questions specifically about your experience in `/r/{Im://Field/1}`. We'll ask you in turn about 9 different aspects of `/r/{Im://Field/1}`.

Quality of Content

How high quality is the content in `/r/{Im://Field/1}`, in your opinion?

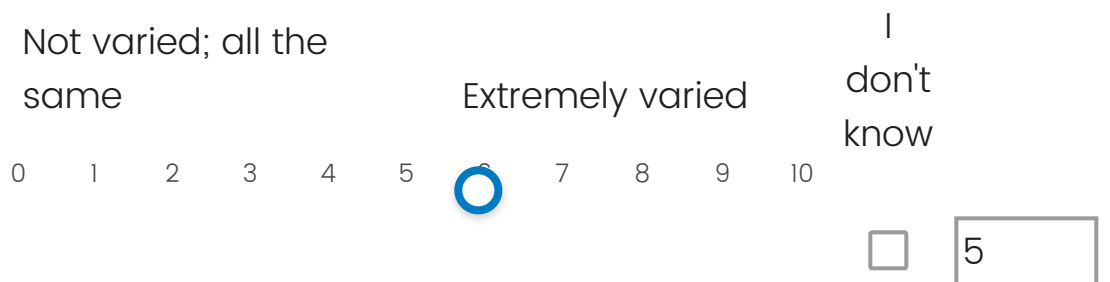


Would you change the quality of content in
/r/\$ {Im://Field/1} ?

- ☐ /r/\$ {Im://Field/1} should focus more on providing higher quality content.
- ☐ The quality of the content is about right.
- ☐ /r/\$ {Im://Field/1} should focus less on providing higher quality content.
- ☐ I don't know.

Variety of Content

How varied is the content in /r/\$ {Im://Field/1} ?

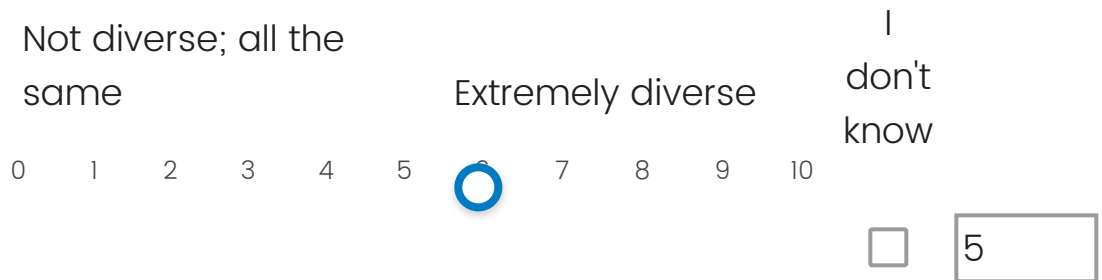


Would you change the variety of content in /r/\$ {Im://Field/1}?

- ☐ The content should be more varied.
- ☐ The variety of content is about right.
- ☐ The content should be less varied.
- ☐ I don't know.

Diversity of People

How diverse are the people in /r/\$ {Im://Field/1}?

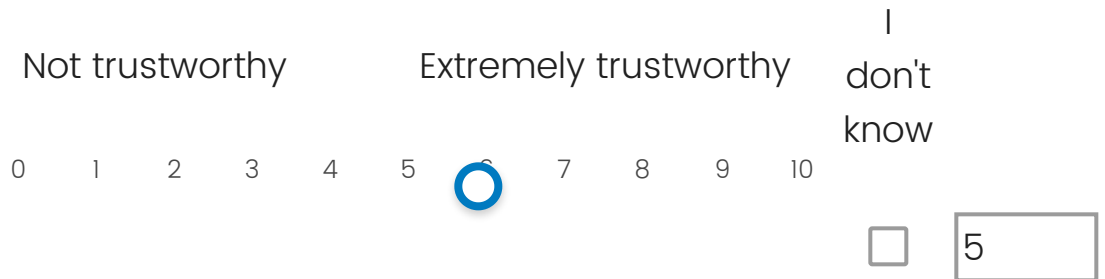


Would you change the diversity of people in /r/\$ {Im://Field/1}?

- ☐ The people should be more diverse.
- ☐ The diversity of people is about right.
- ☐ The people should be less diverse.
- ☐ I don't know.

Trust

How trustworthy are the people and information posted in /r/\$ {Im://Field/1}?

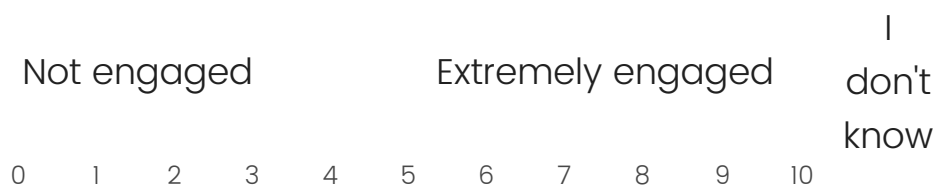


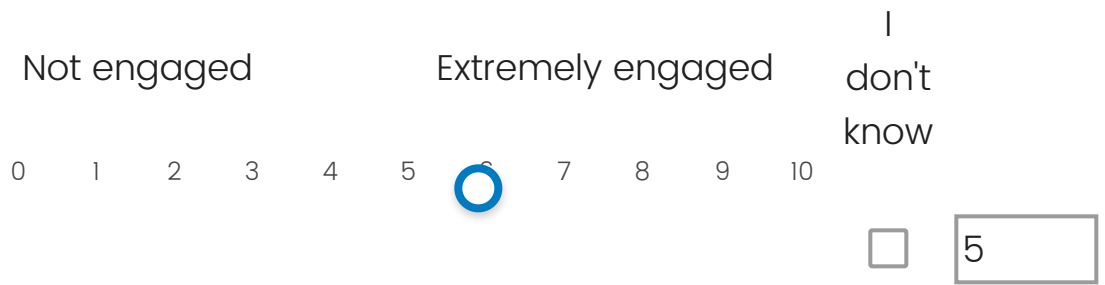
Would you change the trustworthiness of /r/\$ {Im://Field/1}?

- ☐ /r/\$ {Im://Field/1} should focus more on being trustworthy.
- ☐ The trustworthiness is about right.
- ☐ /r/\$ {Im://Field/1} should focus less on being trustworthy.
- ☐ I don't know.

Engagement

How engaged with one another are the members of /r/\$ {Im://Field/1}?



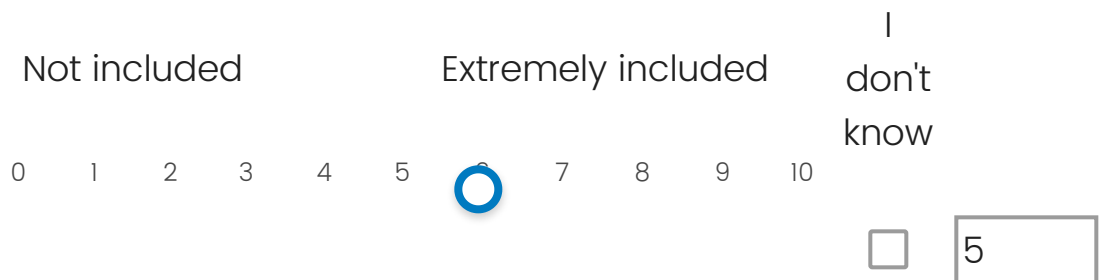


Would you change the engagement of /r/\${Im://Field/1}?

- ☐ The /r/\${Im://Field/1} community should be more engaged with one another.
- ☐ The engagement is about right.
- ☐ The /r/\${Im://Field/1} community should be less engaged with one another.
- ☐ I don't know.

Inclusion

How included and able to contribute do new and existing members of /r/\${Im://Field/1} feel?



Would you change the inclusivity of $/r/\$ \{Im://Field/1\}$?

- ☐ The community should focus more on inclusion.
- ☐ The inclusivity is about right.
- ☐ The community should focus less on inclusion.
- ☐ I don't know.

Size

How large of a community do you feel $/r/\$ \{Im://Field/1\}$ is, in comparison to an average subreddit?

Extremely small Extremely large I don't know

0 1 2 3 4 5 6 7 8 9 10

☐

Would you change the size of $/r/\$ \{Im://Field/1\}$?

- ☐ $/r/\$ \{Im://Field/1\}$ should be larger.
- ☐ $/r/\$ \{Im://Field/1\}$ is about the right size.
- ☐ $/r/\$ \{Im://Field/1\}$ is should be smaller.
- ☐ I don't know.

Democracy

How much influence does the `/r/$ {Im://Field/1}` community have in rule changes, new moderator selection, and other decisions?

No influence

Lots of influence

I don't know

0

1

2

3

4

5

☒

7

8

9

10

☐

Would you change the degree of democracy in `/r/$ {Im://Field/1}`?

- ☐ The community should be more involved in decision-making.
- ☐ The degree of democracy is about right.
- ☐ The community should be less involved in decision-making.
- ☐ I don't know.

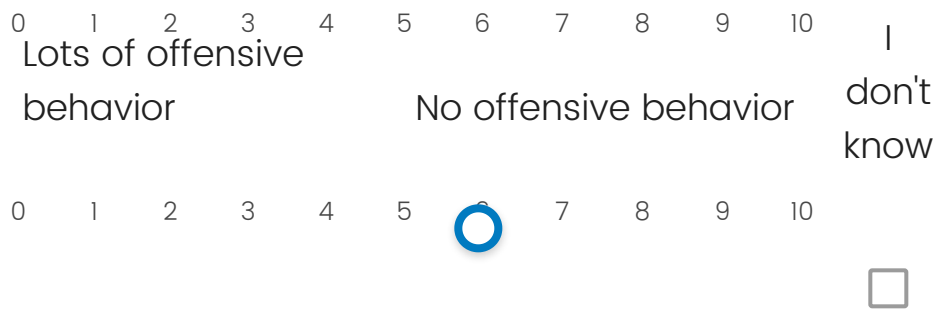
Safety

How much offensive or harassing behavior is there in `/r/$ {Im://Field/1}`?

Lots of offensive behavior

No offensive behavior

I don't know



Would you change the safety of /r/\$ {Im://Field/1}?

- ☐ The community should be more focused on safety.
- ☐ The safety is about right.
- ☐ The community should be less focused on safety.
- ☐ I don't know.

Now that you've thought about these aspects separately, think about which are most important to you. Which are most important to your experience in /r/\$ {Im://Field/1}?

Please rank the following aspects from most important to you (at the top) to least important to you (at the bottom).

Trustworthiness of information and people

Safety and absence of offensive behavior

Quality of Content

Diversity of People

Variety of Content

Size of community

Democracy: influence of community in decision-making

Inclusion of community members

Engagement between community members

Optional Free Response

[Optional] Lastly, is there anything else you would like to mention about any of the subreddits you use?

