

Analysis of Social and Information Networks

Chapter 4

Homophily and Reddit

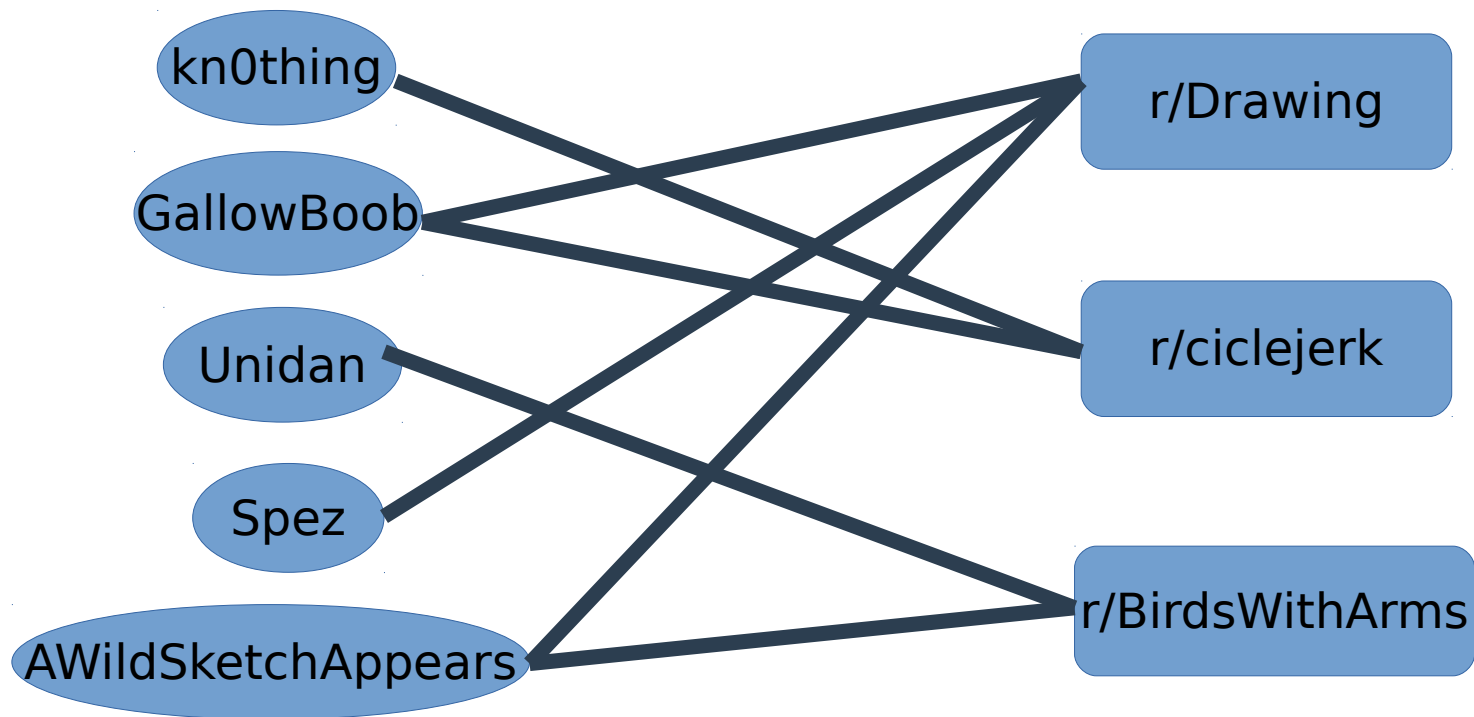
- **Reddit.com presents itself as a main hub for a plethora of topics, interests and information**
- **The comment authors are anonymous: no information is known about them other than their username**
- **However, the concept of a subreddit puts in homophily in motion:**
 - The creation of specific communities for specific topics will bring together users who share interest in these topics
 - Subreddits create more uniform user distributions in them
 - Still very diverse: the Internet is a very large place, with users from everywhere and with every possible interest

Selection and Social Influence

- **Subreddits are a perfect example of user Selection**
 - A user can select which subreddits it wants to visit and subscribe to, thus creating a personalized social environment surrounded by users with similar tastes and interests
- **But Social Influence also plays a big roll on Reddit**
 - Reddit Hive Mind Thinking: overall, users tend to like and hate the same things
 - Scoring system only benefits popular opinions, which in turn get more popular; provides direct feedback of the popularity of a personal opinion
 - “Circlejerking”: A group discussion or activity between like-minded individuals that validates mutual biases or goals in a non-confrontational environment.

Affiliation in Subreddits

We can consider a graph of comment authors affiliated with the subreddits they post on



Closures in the Subreddit Context

• **Triadic Closure:**

- Unlikely to happen, since user interaction tends to be random, with no specific bias for selected authors

• **Memembership Closure:**

- Unlikely, a interaction with a certain user will not create a tendency for it to visit an affiliated subreddit
- Unless said interaction is in a affiliated sub, in that case the closure is automatic

• **Focal Closure**

- If two users are affiliated with a specific subreddit then the probability of interaction between them increases.
- This considering said interaction is intra-sub; inter-sub there is most likely no influence