

Analysis of Social and Information Networks

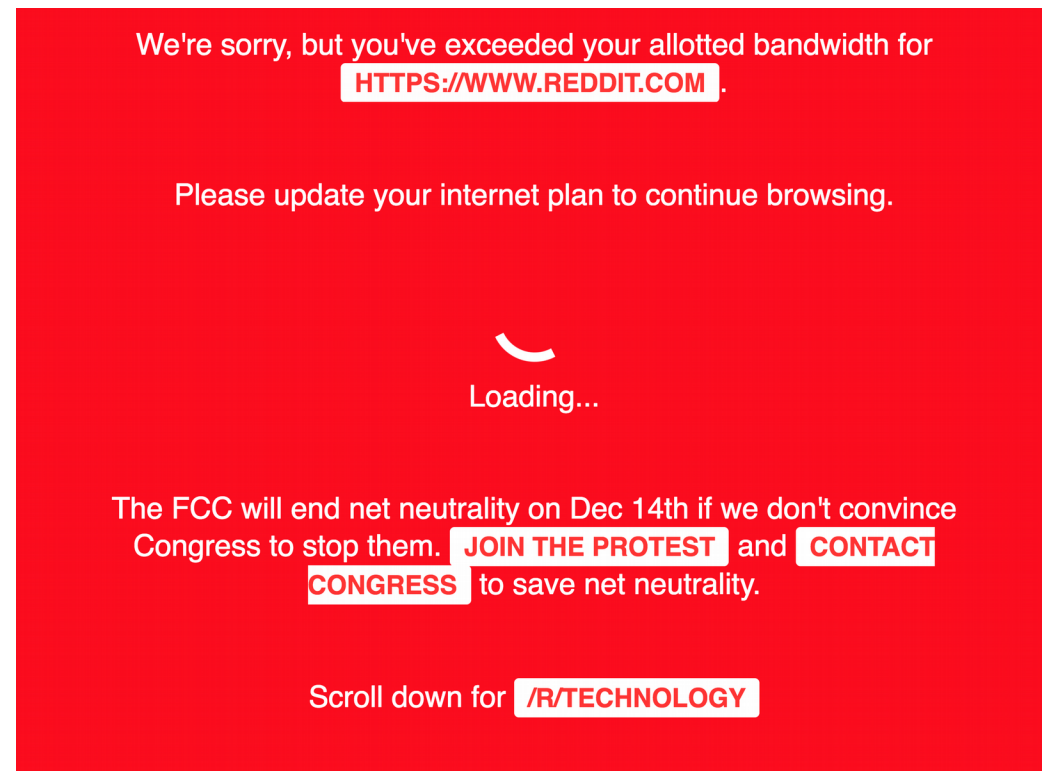
Chapter 19 – Cascading Behavior in Networks

Diffusion of Opinion on Reddit

- **Reddit has very homophilic communities**
 - Subreddits are created for one topic/purpose = Isolated Clusters
 - Controversial/unpopular opinions are usually downvoted: less impact on the community
- **Adoption/Change of opinion is very unlikely on a large subreddit**
 - Subreddits tend to share the same general opinion: Reddit Hive Mind, Circlejerking
 - If a group of users does not feel represented in a subreddit, they create their own for that topic

Collective Action on Reddit

- **The power of anonymity decreases the risk of repercussions from collective actions**
- Some events unite all the subreddits with a common goal



r/politics and Political Support

- **r/politics is a subreddit for political discussion**
 - Usually U.S.A. politics
- **On 2008, prior to the Obama vs. McCain Election:**
 - Most of the links and comments supported Obama
 - Only a few unpopular submissions were supporting McCain

If idiot conservatives will argue that Obama=Osama, then I submit that Palin=Stalin. (self.politics)
submitted 17 hours ago by Ostrich159
420 comments share

NEW SCANDAL??? It's possible that the contractor that built Palin's ill-advised, overpriced sports complex built her \$500,000 house - for free! (stopthinkvote.com)
submitted 11 hours ago by beenieseigleman
55 comments share

John Cleese on Sarah Palin (youtube.com)
submitted 3 hours ago by saki
6 comments share watch

Rachel Maddow on Calling a liar, a liar (youtube.com)
submitted 8 hours ago by IAmPerfectlyCalm
10 comments share watch

Disgraceful: 70% of military absentee ballots will not be counted (washingtontimes.com)
submitted 12 hours ago by r2002
34 comments share

Maddow chats with Frum about tone in the election. Frum tries to equate Maddow's show with threats of violence. So Maddow kicks his ass. (youtube.com)
submitted 9 hours ago by obscureant
57 comments share watch

Obama's a Muslim? Meet the man who started that false rumor ... a man so mentally unbalanced he wasn't allowed to become a lawyer, but Fox gives him air time. (nytimes.com)
submitted 21 hours ago by AMerrickianGirl
321 comments share