

Evaluating & Predicting the Reliability of Redditors

Kashev Dalmia, Ryan Freedman, Terence Nip
{dalmia3, rtfreed2, nip2}@illinois.edu

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Abstract

Reddit, the self-proclaimed “frontpage of the internet”, is a website containing entirely user-contributed, uncurated content organized by topic. Over the past few years, Reddit has gained prominence within popular media channels for various reasons, all surrounding the content submitted by Reddit users, or Redditors.

Redditors can be extremely engaged and reliable, and therefore useful as sensors. In this paper, we develop a method of determining if Redditors are reliable based on their post and comment history, as well as the reaction of the community to their activity. Furthermore, we use this data to create a predictor of future Redditor activity, allowing for the creation of nudges to encourage users who demonstrate potential reliability to turn them into actual, reliable users. Similarly, users who are not reliable can be discouraged from posting on Reddit, increasing the net reliability of the site.