

Evaluating & Predicting the Reliability of Redditors

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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, the resulting analysis can be used to create a predictor of future Redditor activity. For example, this would allow for the creation of nudges to encourage users who demonstrate potential dependability to turn them into actual, reliable users - and conversely, discourage unreliable users from posting on Reddit, increasing the net dependability of the site.