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Reflections on Data Science 2023

Social Study: Herding effect on Reddit

1 Introduction

This is a reference [1].

Popular posts on social media are many times more successful than the average post This suggests that the best alternatives are intrinsically/qualitatively different from the rest yet predicting this is difficult! Is post success due to intrinsic differences in quality or due to the herd bias?

Herd effect is a psychological phenomenon in which people rationalise that a course of action is the right one because 'everybody else' is doing it

2 Experiment implementation

3 Results and discussion

Discuss your findings in light of the theories and concepts covered in the course (e.g., causality, experimental designs, extraneous variables, social influence, reproducibility, etc.)

4 Conclusion

References

[1] C.T. Bergstrom and J.D. West. *Calling Bullshit: The Art of Skepticism in a Data-Driven World.* Random House Publishing Group, 2020.