1. Hi, my name is Akshat and today Ill be talking about Reddit.

Before I start, how many of you here have heard of reddit or used reddit?

Reddit is a social news website and forum where content is socially curated and promoted by site members through voting a.k.a karma.

Basically a place where people can go and speak their mind, upload their dog pictures, talk about their favourite games, and many more.

The possibilities are endless, you can be interested in many things and you I guarantee you will find a subreddit dedicated to that interest. For example, you’re interested in a tv show that aired 5 years ago, you can find a subreddit dedicated to that tv show and people in that subreddit will be talking about it as if it aired yesterday.

1. Before I start talking about the functionality of Reddit, I’d like to start by talking about the number of people that use Reddit.

It has come a long way from once it started to now a community of over 250 million unique monthly users with an average user spending over 12+ minutes per visit.

If you look at the graph here for the number of subreddit, you can see an exponential growth, in 2017 it was found that there are over 850,000 subreddits.

There are more than 25 million votes on a daily basis, about 750 million monthly votes, accumulated from over 8 billion page views. Here is a picture or a subreddit tree of the top 50 subreddits.

1. So, how does Reddit work?

Reddit has a very unique point system which allows new and current news to be promoted.

You up vote it if you like it and you down vote it if you dislike it.

If the post gets a certain amount of upvotes over a period of time, it reaches to the front page of Reddit.

To explain how the reddit upvote system works:

Think of the posts attached to a helium balloon, when the posts are upvoted they gradually get filled with more helium and rise to the top, but as they are down voted they lose helium. But over time Reddit adds weight to those posts that increase over time allowing newer posts to get noticed and reach the front page of Reddit.

Higher the upvotes, higher the chance of getting gifted gold, not actual gold but reddit gold. If users really like a post or comment, users can gift the person that posted, Gold.

1. Every day, there is a Reddit goal to be met, the goal is usually shown on the right side of the website with a percentage out of 100, most of the time this goal is met. Some perks that users get from purchasing Reddit gold is, access to different Reddit themes, access the lounge, new comment highlight, your own secret society, the option to turn of ads all for a price of 3.99 a month or 30 dollars a year.

You can buy Reddit gold for yourself or gift others.

Talking about gifts, Reddit-gifts is a giant online gift exchange that started in 2009.

In 2013, 89,421 people participated in secret Santa 2013 breaking the Guinness world record. Since then, secret Santa has broken the record twice, the most recent was 2016, with a participant count over 251k.

Ever since the start of the exchange, numbers have been doubling, with more and more people participating. In fact many celebrities such as, bill gates, bill Nye, Shaq and even snoop dogg have participated in the year end secret Santa exchange.

So there are a variety of exchanges that happen over the year, as you can see from the most recently, dog exchange, T-shit exchange, comic book exchange, and many more. There is a minimum gift value which is $20 but that depends on the theme of the exchange.

So how do you exchange? You basically sign up to an event, get matched. Find the perfect gift and send it. Lastly, receive a gift from your match. Simple.

Moving on, when on reddit these are few of the words or acronyms that are very common, I tried to shorten the list as much as I could and here they are:

Karma: the point system used by reddit

NSFW: Not safe for work, usually gore content or 18+

TIL: you learn something new every day, this subreddit, which stands for ‘Today I learned’ is dedicated to posting new and interesting things that people do not know.

Repost: Something that has already appeared on Reddit,

TIFU: Today I fudged up, also a popular subreddit.

AMA: AMA or Ask me anything is very unique, many celebrities, organizations, and even presidents have hosted an AMA. It is a good way to connect to the end users and fans. Basically the users ask questions while the host answers the questions.

What makes reddit unique?

Reddit is maintained and controlled by its users. For example, reddiquette, basically the rules of reddit is created and frequently updated by the users. Also, reddit gives you the freedom to post anything as long as it’s in the right subreddit. Not only that, but it gives you the option to stay anonymous unlike other social sites. Also the fact that 81% of piracy takedowns to this day have been rejected.

Why use reddit?

Reddit is a great source of information where you can learn something new, pass the time, and share something you’ve created, or find something you’re looking for, in fact you can find a lot of things on reddit such as ebooks, notes, so on.