

REDDIT

WHAT WE CAN DO IN REDDIT

Reddit is a community-determined aggregator of content.

It is a social platform where users submit posts that other users ‘upvote’ or ‘downvote’ based on if they like it. If a post gets lots of upvotes it moves up the Reddit rankings so that more people can see it. If it gets downvotes it quickly falls and disappears from most people’s view.

Reddit is split out into sub-communities, or subreddits. They can be created by any user around any subject, whether it’s something broad like technology, or as specific as a single joke. Each subreddit feeds into the full Reddit list of submissions meaning a post in any subreddit (unless it’s private) could reach the front page of the website.



While you post on each subreddit in the same way, many have different sets of rules. Be sure to read these before posting somewhere. Reddit is notoriously strict on things like this to keep subreddits on topic and to stop spammers.

For a full explanation on creating your own subreddit head over to our ‘How to Create a Subreddit’ blog post.

In the simplest of terms, it’s a giant forum made up of lots of smaller forums.

Who uses Reddit?

As we’ve previously mentioned, it’s a lot of people, and they’re pretty dedicated users too. But when it comes to demographics, we’re mostly in the dark.

One of the big pulls for Reddit is that it's easy to be anonymous. You don't have to supply much more than an email and a username. That said, there has been some research into the subject.

Back in 2016, the Pew Research Study conducted a survey that found Reddit users were 67% men and 64% between the ages of 18 and 29. It also found 70% of users were white. So, young, white, and male essentially. Another study (although likely less reliable) found similar results.

But this does not tell us the whole picture. Coming back to subreddits, it becomes pretty clear that this demographic distribution isn't uniform across the site.

Being able to create a subreddit on any topic means everyone can be catered for. For example, the TwoXChromosomes subreddit is targeted at women. Then there are others for different ethnicities, countries, cities, and many, many others. In other words, the overall data has a habit of shrouding the kind of diversity Reddit has.

Reddit concepts

Karma

It's a kind of gamification concept – every user has a karma score. This essentially gauges the quality of a user's comments and submissions to the site based on the downvoting and upvoting explained earlier. If your comments and submissions get lots of upvotes, your karma goes up. If they get lots of downvotes it goes down.

There's no actual value to this. You don't get prizes or anything tangible. It pretty much just signposts to others that you're a good user of the site. Of course, there's bragging rights to be had too.

Reddit gold

Reddit gold is a premium membership option that offers extra benefits to users. This includes turning off ads, ability to create subreddits only for people with gold membership, and the creation of custom avatars. Nothing essential for using the site, simply perks.

An important aspect of this is the ability to gift gold to other users. This has become a common way to show how much you like something someone has posted. A person can gift gold for any reason, but it could come after a great joke, a heartfelt story, or just because someone was feeling generous.

The gold also helps Reddit run the site, with a daily goal box on the site at all times. It's understood that if the target is met, that covers Reddit's cost for the day, although this isn't 100% confirmed.

Ask Me Anythings (AMAs)

These didn't originate on Reddit, but they're probably the most popular venue for them now. AMAs are exactly what they sound like. A person puts themselves forward and answers questions on anything and everything from users on the site.

On Reddit, there's a whole subreddit for them, r/IamA. These set the format of "I am a ***, ask me anything." The stars could be replaced with anything from 'baker' to 'nuclear physicist'. Now other subreddits will conduct their own AMAs based on their specific subject, such as an AMA from a conductor in a classical music subreddit.

This format has become hugely popular. SO much so that a number of celebrities have taken part including Arnold Schwarzenegger, Barack Obama, and Neil Degrasse Tyson.

User profiles

Although you can stay anonymous, Reddit will still keep a track of your activity on the site. This will include a list of your submissions, comments, and a tally of your karma. It will also show how much Reddit gold you've bought, your trophy case of achievements, and the subreddits you moderate.

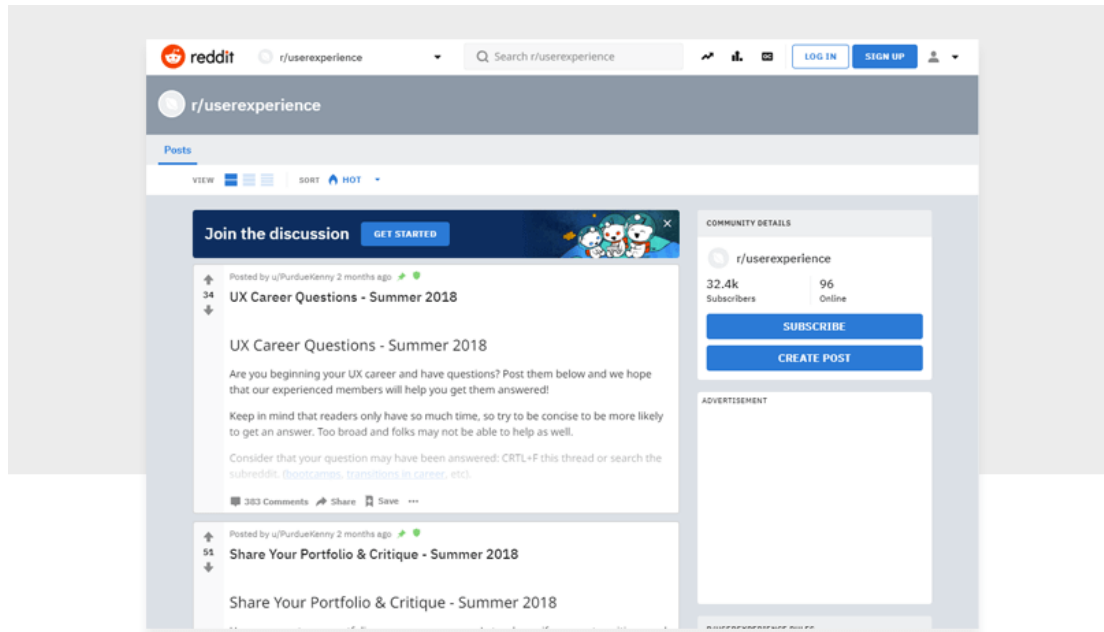
They're very straightforward and simple, but Reddit has plans. They're currently rolling out new profiles which allow you to choose a picture, include a bio, and write posts to your page. It's nothing major, but many in the community were worried Reddit was trying to become more like Facebook or Tumblr. There were also concerns about the anonymity offered by the site.

While all users will have to accept the new profile, the ability to stay anonymous has remained unchanged.

USER INTERFACE

R/USEREXPERIENCE

r/user experience has over 30,000 subscribers. It's an active community that asks pertinent questions like "Should designers learn to code?" or "Is knowing Framer a beneficial skill as a UXer?"



You do have to wade through some uninspiring content every now and again but the community is full of helpful people who offer their friendly advice.

What's more is often people will start a thread looking to hire a designer so you've even got a chance of finding work.

R/SAMPLESIZE

Stuck between two designs? Not sure where that call to action button should go? Is this navigation intuitive? These are questions UX and UI designers are used to asking themselves. r/SampleSize is your place to ask other people those very questions.

You can post polls, surveys and research studies. There's over 70,000 people who all love taking part in research. Find your answers and make better design decisions by making your way to r/SampleSize.

Speaking of user research, curious about which methods you can start using today?

R/UI_DESIGN

Everything related to UI design, mobile UI design and app design can be found in r/UI_Design

Popular discussions include: ‘What design tools do you use?’ And ‘How did GIFs evolve in mobile UI?’

If you’ve read an article and enjoyed it, why not share it in UI_Design and get a discussion going?

In this community, you’ll find discussions on how to design notifications for apps. You can share your UI designs and get free feedback. And you can ask the 13,000 subscribers what they think of that podcasting UI you just created.

R/STARTUPS

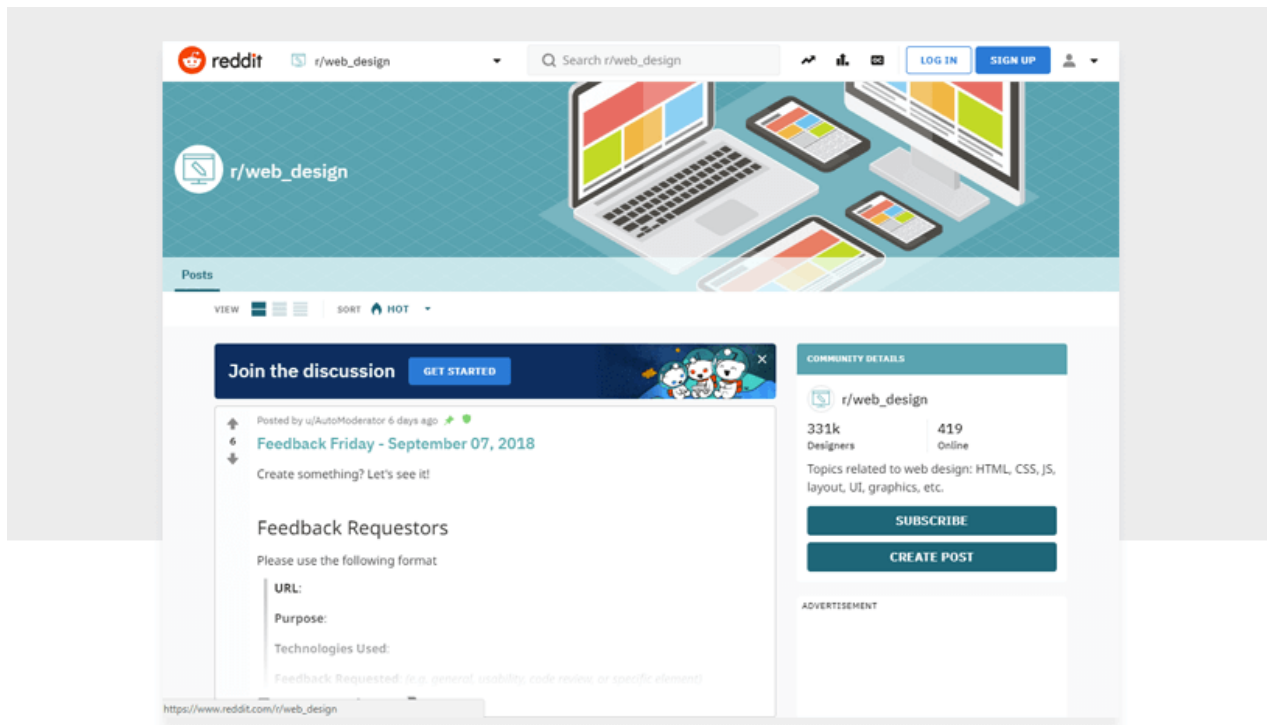
r/startups is a thriving community of people who discuss problems and solutions related to startups. You might be asking: what’s this gotta do with UI/UX design?

Many threads in r/startups are from fresh founders who understand the importance of UX design and want to implement it properly. Some of the founders are UX designers themselves.

In this community, you have the opportunity to learn about startup culture and where UX design fits in as well as sharing your own thoughts and opinions – trust me, these founders will appreciate it.

R/WEB_DESIGN

Web designers! This is your home. With 331,000 subscribers, r/web_design is the place to go for anything related to HTML, CSS, JavaScript, layout, UI and graphics.



If you're struggling with a problem or if your JavaScript isn't working as you'd like then start a thread on `wed_design` and get your answer.

If you've worked on something and want to share it, head to the Feedback Friday thread where you can get constructive feedback about your work.

Oh, and there's a chatroom, too.

R/WEBDEV

Web dev is similar to `r/web_design` but focuses exclusively on web development. You'll learn all about developing for the web and there's a popular beginners questions thread where you can ask anything without any judgement.

R/DESIGN

Just under half a million design enthusiasts are subscribed to `r/Design`. Design covers it all – graphic design, UI design, illustration, you name it.

The beauty of this community is it's very active and some threads get upvoted into the hundreds.

If you're ever in need of a little inspiration then `r/Design` will have something for you.

R/DESIGN_CRITIQUES

It's important for designers to receive feedback on their designs. This is what allows them to make appropriate changes and become better designers. Plus, how often do we spend looking at our screens without a word for anybody else? Too often.

r/design_critiques has over 35,000 subscribers waiting to share their knowledge on your designs. They cover everything too – websites, mobile apps, portfolios, site architecture... you name it, you'll get it critiqued in this community.

A word of advice: take the critiques with a pinch of salt and don't let them dampen your confidence. Reddit is known for sarcastic retorts but among that you'll usually find a few Redditors who know what they're talking about and care about giving you constructive advice.

Love design critiques? We did one for Walmart.

R/FORHIRE

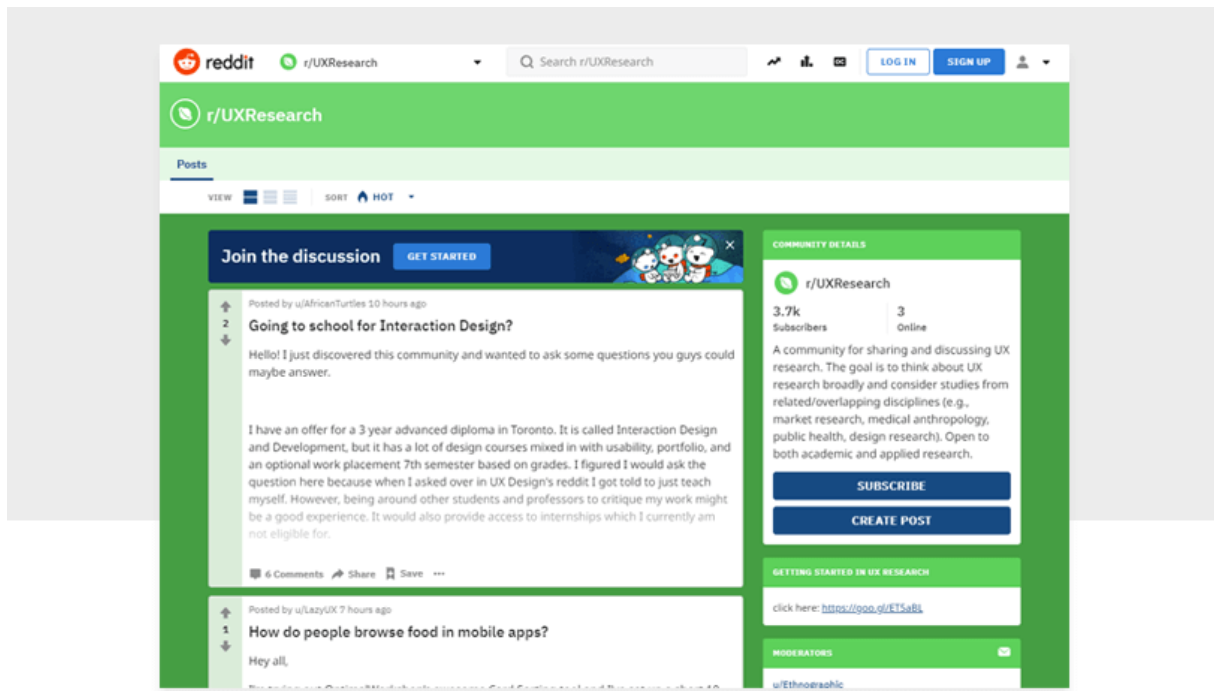
As a UI designer maybe you don't want to read about the intricacies of navigation elements. Instead, you want to put the theory into practice. How? Employment!

r/forhire has nearly 100,000 members all looking for gainful employment. There are opportunities for UX designers, UI designers and developers to find work through this budding community.

It's also a great place to find another pair of hands to help you on a project. Don't be put off by the lack of numbers – a lot of the communication in this community is done privately.

R/UXRESEARCH

This is a small, tight-knit community for sharing and discussing all things related to UX research.



The goal of the r/UXResearch is to think about Ux research broadly and consider studies from related/overlapping disciplines (e.g market research, medical anthropology, public health, design research). The community is open to both academic and applied research.

There's a comprehensive guide about getting started with UX research that is full of valuable and free information related to research.

R/PRODUCTIVITY

This one isn't strictly UI related but we're sure that many UI and UX designers will benefit from a casual browse of r/productivity.

There's nothing worse than getting to the end of the day and realizing that you haven't done very much work. So many things during a normal day fight for our focus.

Having a set of reliable tools and tricks you can use to boost your productivity means that your work won't suffer when procrastinations comes a knockin'. And trust us, it's always knocking!