

JUSTICE IN THE THREADS:



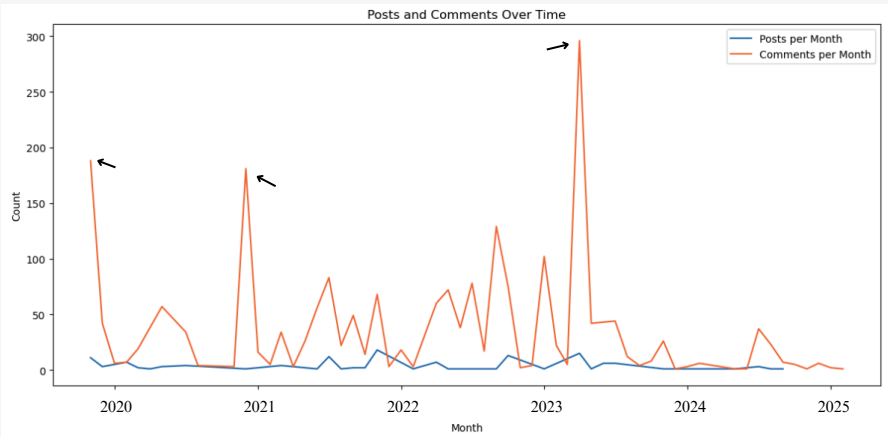
Analyzing Reddit Discourse Around Rodney Reed’s Wrongful conviction.

This analysis explores public sentiment, topic trends, and subreddit networks surrounding the case of Rodney Reed, a black man on death row in Texas, and his fight for justice from November 2019 to February 2025.

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PATTERNS IN POSTING

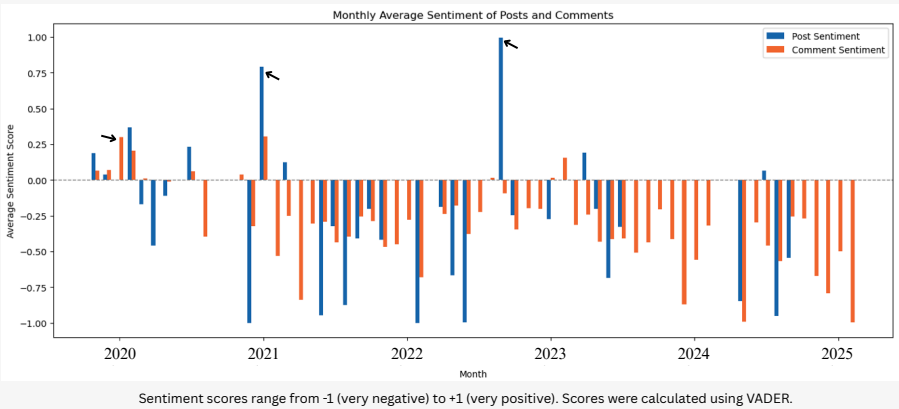
- Overall:** Reddit activity surged during the high-stakes moments - court rulings, media features, and advocacy campaigns consistently reignited conversations.
- **November 2019 (188 comments):**
 - Reed’s scheduled execution and subsequent stay drew intense public attention.
 - **December 2020 (181 comments):**
 - ABC 20/20 spotlight on the case renewed interest across true crime subreddits.
 - **April 2023 (296 comments):**
 - The Supreme Court granted Reed permission to pursue DNA testing of new evidence.



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FEELINGS IN THE FEED

- Overall:** Sentiment across Reddit leaned negative, particularly in comment threads where users voiced frustration, doubt, and emotional responses to the case.
- **January 2020:**
 - A spike in positivity followed news of Reed’s stay of execution.
 - **January 2021:**
 - Positive posts made in advocacy and media subreddits after release of 20/20 episode.
 - **September 2022:**
 - Positive post made in a political subreddit about SCOTUS cases influencing change



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WHAT REDDIT TALKED ABOUT

Posts and comments reflected distinct roles in the conversation—posts often shared updates and facts, while comments revealed public reactions and debates.

What People Posted:

- **True Crime & Media Narratives**
“season, murder, podcast, story, death”
 - A few posts referenced true crime media (documentaries and podcasts) that shaped public understanding of the case.
- **Case Details & Key Figures**
“DNA, Stites, Fennel, murder, police”
 - Many of the posts just laid out the facts of the case, naming key individuals, evidence, and timelines tied to Reed’s case.
- **Legal system & Proceedings**
“court, death row, inmate, testing”
 - Legal updates were posted the most, especially surrounding Supreme Court decisions.
- **Celebrity Involvement**
“Kim, Kris, producer, family, stream”
 - A few mentions of Kim Kardashian, her family, and their show during celebrities’ advocacy for Reed’s stay of execution.

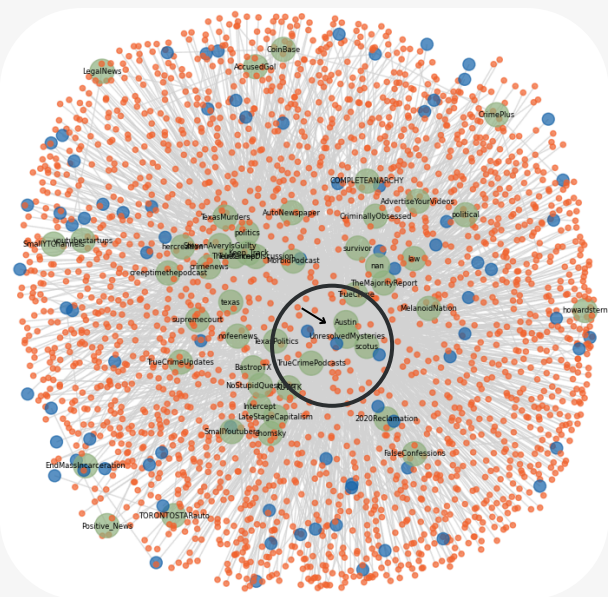
What People Commented:

- **DNA Evidence**
“DNA, testing, evidence, stacey, reed”
 - Commenters frequently challenged or defended the strength of the DNA evidence and the possibility of new DNA evidence.
- **Legal Process & Public Opinion**
“people, trial, evidence, crime, court”
 - Broader reflections on justice; from the fairness of Reed’s trial to critiques of how the legal system handled the case.
- **Sexual Assault Allegations**
“rape, kit, Schlueter, Rivas, foreign”
 - Commenters occasionally referenced Reed’s past allegations, raising questions about his credibility and public perception.

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WHERE THE CONVERSATIONS HAPPENED

- **r/Austin:**
 - The most influential, acting as a central hub across all network metrics.
- **r/UnresolvedMysteries & r/TrueCrimePodcasts:**
 - Key subreddits in amplifying awareness in true crime spaces.
- **r/Politics & r/Scotus:**
 - Bridges for legal and political communities, expanding the conversation beyond crime-focused threads.



EXPLORE FUTHER

Reddit threads reveal how legal milestones, media narratives, and digital discourse shaped public perception of Rodney Reed’s case. Posts and comments together capture both advocacy and doubt. Deeper insights, including how race influenced these conversations are explored in the accompanying brief.

View full analysis and code on GitHub:
https://github.com/srdodson22/RodneyReed_SocialMediaAnalysis