SCIENCE AMAs ON REDDIT

SCIENCE OUTREACH FOR THE INFORMATION ERA

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WHAT IS REDDIT?

"the front page of the internet"

It's a bulletin of user submitted text, links, pictures, and videos, that users vote and make comments on.

The name is a contraction of "read and edit", readers are the editors of the content.

HOW BIG IS REDDIT?

stats at a glance (as of Oct 03, 2014)

last month, reddit had

174,088,361

unique visitors

hailing from over

186

different countries

viewing a total of

6,175,912,111

pages

yesterday, reddit powered

8,193

active communities

consisting of over
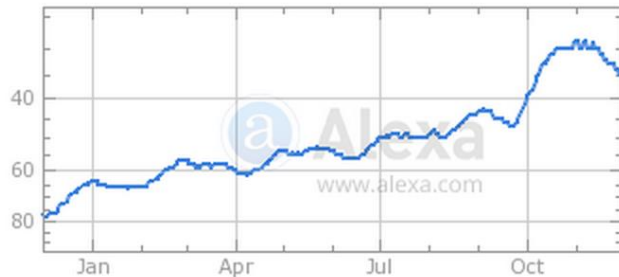
3,267,477

logged in redditors

casting over

21,817,065

votes

ALEXA DATA

Alexa Traffic Ranks

How is this site ranked relative to other sites?

Global Rank (?)
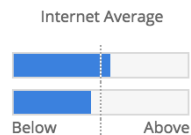
🌐 **36** ▼14

Rank in United States (?)

🇺🇸 **9**

Country	Percent of Visitors	Rank in Country
🇺🇸 United States	63.7%	9
🇮🇳 India	7.9%	44
🇨🇦 Canada	3.7%	13
🇬🇧 United Kingdom	3.2%	29
🇦🇺 Australia	1.8%	21

Audience Demographics

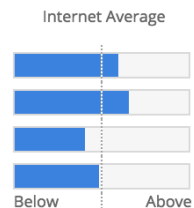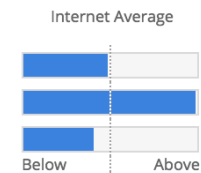How similar is this site's audience to the general internet population?

Gender		Education		Browsing Location	
	Internet Average		Internet Average		Internet Average
Male		No College		Home	
Female		Some College		School	
Below / Above		Graduate School		Work	
		College		Below / Above	
		Below / Above			

#		
1	Google.com	Enables users to
2	Facebook.com	A social utility tha
3	Amazon.com	Amazon.com see
4	Youtube.com	YouTube is a way
5	Yahoo.com	A major internet
6	Wikipedia.org	A free encycloped
7	Ebay.com	International per
8	Twitter.com	Social networking
9	Reddit.com	User-generated
10	Linkedin.com	A networking too

PEW STUDY

Young males are especially likely to use reddit
% of internet users in each age/gender grouping who use reddit

[Bar chart showing percentages by age group:
18-29: Men 15%, Women 5%
30-49: Men 8%, Women 5%
50-64: Men 3%, Women 2%
65+: Men 3%, Women 1%
Legend: Men, Women]
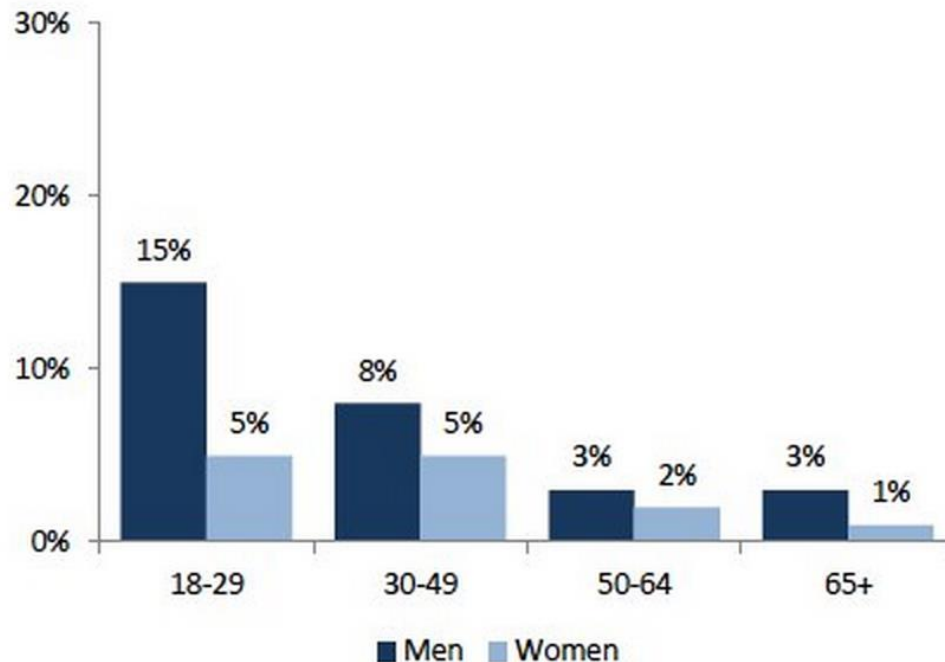
Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

HOW IS REDDIT ORGANIZED?

Reddit is sub-divided in to user-created subsections referred to as "subreddits"

Subreddits are often referred to by their shortened url, ie www.reddit.com/r/science is /r/science

Typical subreddits focus on a particular interest or group

For example:

| Category	Subreddits
Educational	News, Science, Space, TodayILearned (TIL), and WorldNews
Entertainment	Creepy, Documentaries, Gaming, ListenToThis, Movies, Music, NoSleep, Sports, Television, and Videos
Discussion-based	AskReddit, AskScience, Books, ExplainLikeImFive, IAmA, and TwoXChromosomes
Humor/light-hearted	DataIsBeautiful, Funny, InternetIsBeautiful, Jokes, NotTheOnion, ShowerThoughts, StandUpShots, TIFU, and UpliftingNews
Image sharing	Art, Aww, EarthPorn, Gifs, MildlyInteresting, OldSchoolCool, Pics, and PhotoshopBattles
Self-improvement	DIY, Fitness, Food, GetMotivated, LifeProTips, PersonalFinance, Philosophy, and WritingPrompts
Technology	Futurology and Gadgets
Meta	Announcements and Blog

HOW MANY SUBREDDITS ARE THERE?

An almost unbelieveable number!

As of December 1st, 2014 there are 533,801 subreddits
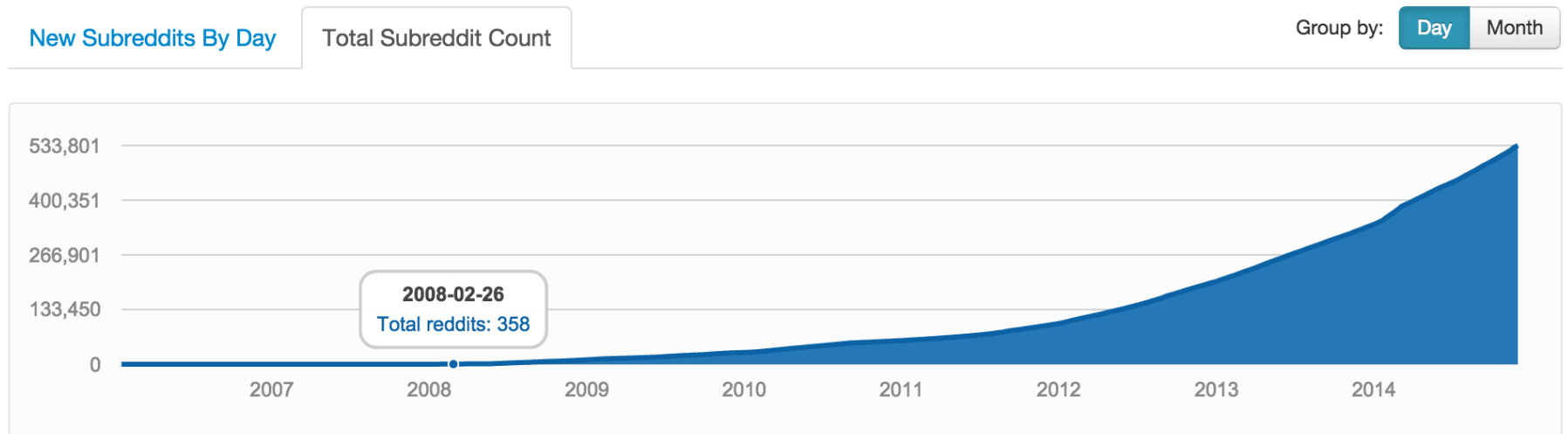
HOW BIG IS /R/SCIENCE?

PAGEVIEWS BY MONTH
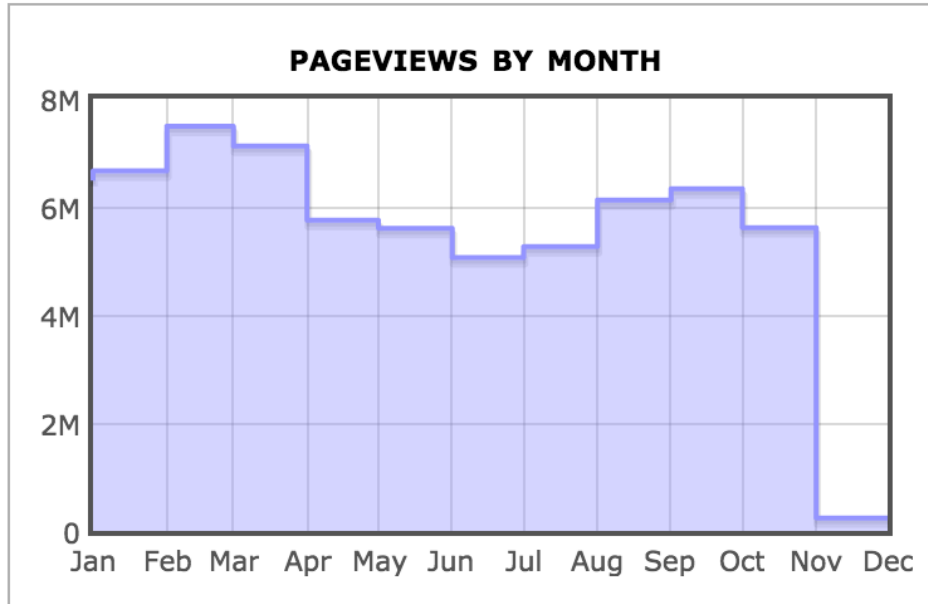
traffic by day of week

day	uniques	pageviews
Monday	166,808	235,496
Tuesday	151,393	224,365
Wednesday	145,133	208,824
Thursday	130,688	194,388
Friday	133,898	192,554
Saturday	115,590	164,893
Sunday	105,401	153,939
daily mean	135,559	196,351

WHAT IS AN "AMA"

Reddit initialism for "Ask Me Anything"

It is essentially a crowd-sourced interview.

Someone of interest submits a text post describing why they are of interest and announces "AMA!"

Users then submit comments to the post asking their questions, which the original poster answers as many as he can (or wants to, these things can get pretty big!)

/r/IAmA is dedicated entirely to AMAs

BARRIERS TO SUCCESSFUL SCIENCE AMAS

/r/IAmA does host science-based AMAs, however, it hosts a large number of AMAs.

This makes it difficult for scientists to compete for attention against actors promoting movies, musicians, TV personalities, authors, and others.

/r/IAmA does not heavily moderate comments, so many inappropriate questions get through, making for a potentially unpleasant experience for someone new to the nature of the internet.

Individuals wishing to post an AMA are own their own to learn the rules and standard of reddit, which can be difficult for outsiders.

Date	Time	Person	Description
2 Dec	8am	Mikko Hypponen	Computer Security Expert
2 Dec	10am	Tim Federle	Author
2 Dec	12pm	Sleater-Kinney	Band
2 Dec	2pm	David Foster	Musician, record producer
2 Dec	3pm	Jeff VanderMeer	Author
2 Dec	4pm	Iron Sheik	Retired professional wrestler
2 Dec	7:30pm	Cristela Alonzo	Comedienne, actress
3 Dec	11am	Christian Kane	Actor, Musician
3 Dec	12pm	Michael C. Hall	Actor
3 Dec	1pm	Inbox by Gmail Team	Product manager, designer, and software engineer
3 Dec	1pm	Bart Weetjens	Founder of APOPO
3 Dec	3pm	John Lee and Vernon Chatman	Producers
3 Dec	6pm	Chavo	Wrestler
3 Dec	7pm	Jeff Allen & Meggan Bailey	Stars of *The Car Chasers*
3 Dec	8pm	Elisabeth Rohm	Actress
4 Dec	10:30am	Mick O'Hare	Editor, Author
4 Dec	2pm	Liz Tuccillo	Writer / Director
4 Dec	3pm	Carl Bass	CEO Autodesk
4 Dec	4pm	Mitchell Kriegman	Writer, Producer
4 Dec	4pm	Pauly Shore	Actor, comedian
4 Dec	5pm	DJ Premier & Royce da 5'9"	Musical Artists

HOW DOES /R/SCIENCE ADDRESS THESE ISSUES?

/r/science organizes, promotes and polices the AMAs we host to remove these barriers.

We handle all of the reddit-specific actions.

- account creation

- posting

- promotion

We provide for a civil discussion by rigorous enforcement of rules of discourse.

- more than 600 moderators all with a minimum of a BS degree in a science,   (200+ are PhDs)

- Extensive automated language filters to remove known bad behavior

- "Hard questions are ok, uncivil behavior is not."

We work with scientists via email, and sometimes phone calls to address concerns and refine text.

We host one AMA per day maximum, and only scientists.

SOME EXAMPLES

All /r/science AMAs are viewable at this link:

http://www.reddit.com/r/science/search?q=flair%3A%27AMA%27&sort=new&restrict_sr=on

4149
Science AMA Series | Science AMA | Science AMA Series: I'm Temple Grandin, professor of animal science at Colorado State University and autism advocate. AMA! ✓ self.science [T]
submitted 15 days ago * (last edited 15 days ago) by Prof_Temple_Grandin ⟵ Professor|Animal Science|Colorado State University| [H] [N]
1346 comments   share   save   hide   spam   remove   report   nsfw   Flair Has Been Set, Thanks!   [I=c]

4100
Science AMA Series | Psychology AMA | Science AMA Series:I'm David Dunning, a social psychologist whose research focuses on accuracy and illusion in self-judgment (you may have heard of the Dunning-Kruger effect). How good are we at "knowing thyself"? AMA! ✓ self.science [T]
submitted 19 days ago * (last edited 19 days ago) by Dr_David_Dunning ⟵ [+1] Professor of Psychology|Cornell University [H] [N]
1371 comments   share   save   hide   spam   remove   report   nsfw   Flair Has Been Set, Thanks!   [I=c]

3315
Science AMA Series | GMO AMA | Science AMA Series: Ask Me Anything about Transgenic (GMO) Crops! I'm Kevin Folta, Professor and Chairman in the Horticultural Sciences Department at the University of Florida. ✓
self.science [T]
submitted 3 months ago by Prof_Kevin_Folta ⟵ Professor|U of Florida| Horticultural Sciences [H] [N]
2511 comments   share   save   hide   spam   remove   report   nsfw   Flair Has Been Set, Thanks!   ignore reports (1) [I=c]

WHAT AN AMA LOOKS LIKE

COMMENTS AND QUESTIONS

[−] **Zartonk** 🖎 [H] **33 points** 3 hours ago

Can forecast simulations account for mutations in the infectious agent?

permalink mod source

[−] **BearcatChemist** 🖎 BS|Chemistry [H] **85 points** 3 hours ago

/u/Dr_Alina_Deshpande 🖎 : My wife is considering pursuing a pHD in biomedical science. She is currently in a Masters program in Biochemistry. I believe her interests lie with infectious diseases at the molecular level. She has a background in nursing and lab work, and also has an interest in clinical trials. Do you have any advice for her, generally or specifically?

Also, two questions to all of you - In movies like Resident Evil, when entire cities are quarantined - Is this the correct approach? Would you advise handling an outbreak of that magnitude differently?

What is your strategy in games like Pandemic?

permalink mod source

[−] **nallen** 🖎 PhD|Organic-Polymer Chemistry [**Moderator - speaking officially.**][H] **25 points** 4 hours ago

Science AMAs are posted early to give readers a chance to ask questions vote on the questions of others before the AMA starts.

The LANL Group is a guest of /r/science and has volunteered to answer questions, please treat them with due respect. Comment rules will be strictly enforced, and uncivil or rude behavior will result in a loss of privileges in /r/science.

If you have scientific expertise, please verify this with our moderators by getting your account flaired with the appropriate title. Instructions for obtaining flair are here: reddit Science Flair Instructions (Flair is automatically synced with /r/EverythingScience as well.)

permalink source mod hide child comments

[+] *phoncible* 🖎 *[H] 1 point 18 minutes ago (1 child)*

[−] **LIKES_TO_ABDUCT** 🖎 [H] **37 points** 3 hours ago

How do you use Wikipedia to forecast diseases?

permalink source mod hide child comments

[−] **yulongery** 🖎 [H] **12 points** 2 hours ago* (last edited 1 hour ago)

Many people consult the Wikipedia article for a disease when they or people near them are afflicted by it. A researcher can analyze the access logs of pertinent articles to determine where outbreaks might be occurring. Even though Wikipedia doesn't publish visitors' IP addresses, a researcher can make some assumptions about where the visitors are based on the language of the aricle.

Example: A huge surge in pageviews for an article about dengue fever in the Portuguese Wikipedia could evidence an outbreak in Brazil. If a similar surge happens in the Spanish Wikipedia two months later, that could mean the

SCIENCE AMA SUBMISSION GUIDE

We have a step-by-step guide for scheduling and submitting AMAs:

Reddit Science AMA Submission Guide

Any further questions can be emailed to sciencereddit@gmail.com