

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

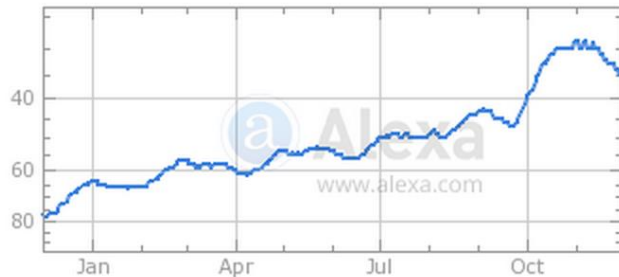
21,817,065

votes

ALEXA DATA

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

36 ▼ 14

Rank in United States ?

9

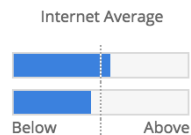
Country	Percent of Visitors	Rank in Country
United States	63.7%	9
India	7.9%	44
Canada	3.7%	13
United Kingdom	3.2%	29
Australia	1.8%	21

Audience Demographics

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

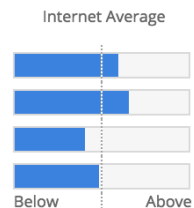
Gender

Male
Female



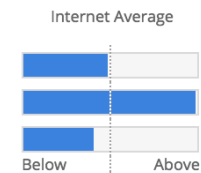
Education

No College
Some College
Graduate School
College



Browsing Location

Home
School
Work

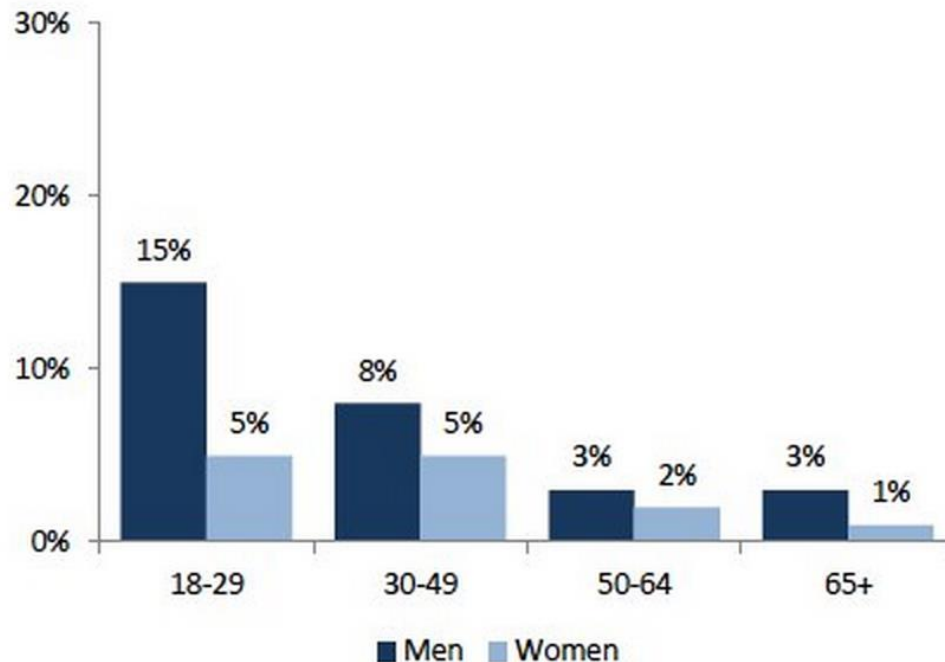


- 1 [Google.com](#)
Enables users to :
- 2 [Facebook.com](#)
A social utility tha
- 3 [Amazon.com](#)
Amazon.com see
- 4 [Youtube.com](#)
YouTube is a way
- 5 [Yahoo.com](#)
A major internet |
- 6 [Wikipedia.org](#)
A free encyclopec
- 7 [Ebay.com](#)
International per:
- 8 [Twitter.com](#)
Social networking
- 9 [Reddit.com](#)
User-generated n
- 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



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

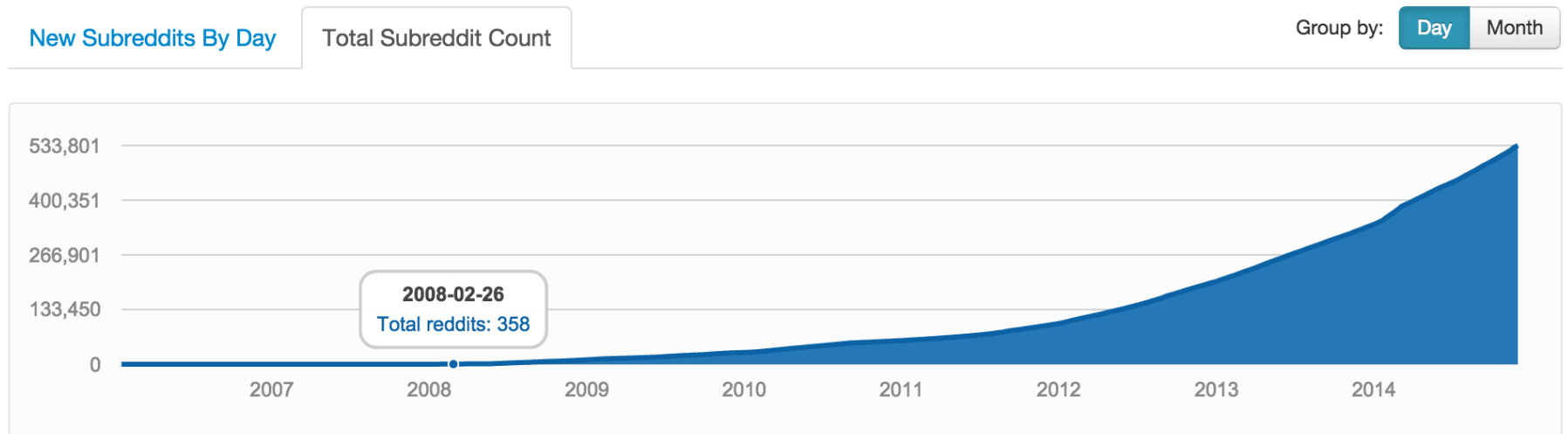
For example:

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	DatalsBeautiful, 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

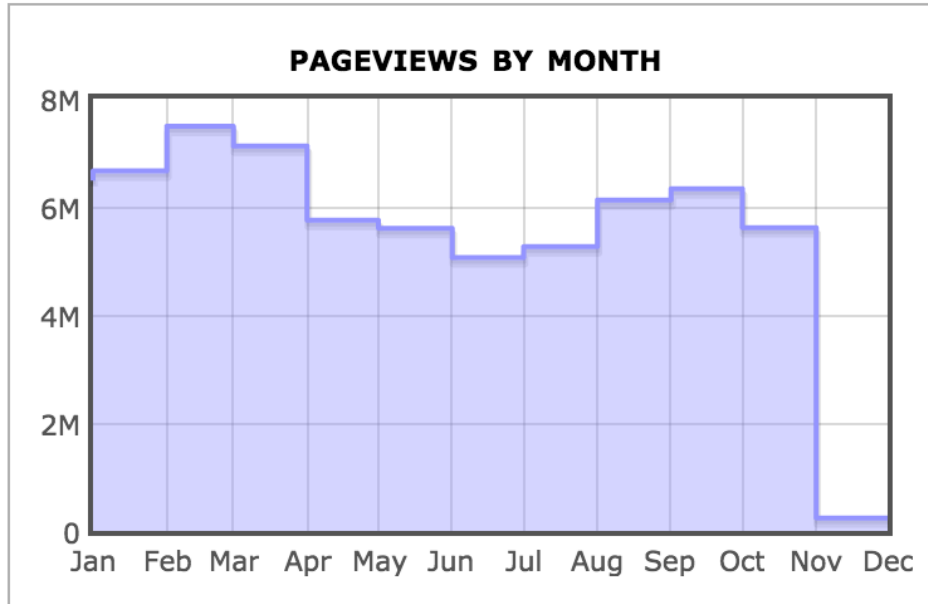
HOW MANY SUBREDDITS ARE THERE?

An almost unbelievable number!

As of December 1st, 2014 there are 533,801 subreddits



HOW BIG IS /R/SCIENCE?



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 on 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]

Aa+ 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]

Aa+ 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]
Aa+ 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

↑
1675
↓


Science AMA Series **Epidemiology AMA** Science AMA Series: We are scientists at Los Alamos National Laboratory modeling infectious diseases using Internet systems and computational approaches, we just published how to monitor and forecast diseases around the world using Wikipedia. Ask Us Anything!


self.science


submitted 4 hours ago * (last edited 4 hours ago) by **Dr_Sara_Del_Valle**  PhD | Applied Math | Infectious Diseases | LANL [H]


Hi! We are scientists at Los Alamos National Laboratory (LANL). We're excited to talk about how to use Internet systems to understand and forecast diseases as well as anything related to modeling and simulation of infectious diseases. A copy of our recent paper can be found here:


<http://www.ploscompbiol.org/article/info%3Adoi%2F10.1371%2Fjournal.pcbi.1003892>^[1]. Here is a brief description of each of us:

Nick Generous (/u/Dr_Nick_Generous ^[2]) is molecular biologist turned epidemiologist primarily working in infectious disease surveillance. His research focuses on issues surrounding surveillance system evaluation, disease data quality and decision support.

Geoffrey Fairchild (/u/Dr_Geoff_Fairchild ^[3]) is a computer scientist interested in large-scale data analysis, disease surveillance, and optimization. He recently defended his doctoral thesis at the University of Iowa, where he was a member of the computational epidemiology (CompEpi) research group. He has been a graduate research assistant at LANL for over 2 years.

Alina Deshpande (/u/Dr_Alina_Deshpande ^[4]) is a biomedical scientist. Her research interests are in the areas of infectious disease surveillance and molecular diagnostics. She is a Principal Investigator funded by the Defense Threat Reduction Agency (DTRA) and leads a team that is developing decision support tools to facilitate situational awareness for global infectious disease surveillance. She is also developing high-throughput, multiplexed assays for clinical and environmental diagnostics funded by the U.S. Department of Agriculture (USDA).

Sara Del Valle (/u/Dr_Sara_Del_Valle ^[5]) is an applied mathematician. Her research interests are in mathematical and computational modeling for infectious diseases with a special focus on behavior. She is the Principal Investigator of a National Institutes of Health (NIH)/Models of Infectious Disease Agent Study (MIDAS) project that focuses on understanding the impact of behavior on disease spread and uncertainty quantification. MIDAS is the premier collaboration research group that provides modeling and decision support to the federal government during disease emergencies.

Reid Priedhorsky (/u/Dr_Reid_Priedhorsky ^[6]) is a staff scientist at LANL. His work in computer science focuses on analysis of large-scale social systems, especially when applied to answering quantitative questions about the real world that really matter.

We will back at 1 pm EST (6 pm GMT, 10 AM PST) to answer questions, AMA!

209 comments (154 new) source share mod hide all child comments

COMMENTS AND QUESTIONS

top 200 comments [show all 209](#)

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sorted by: [best](#) ▼

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[-] [Zartonnk](#) [\[H\]](#) 33 points 3 hours ago

Can forecast simulations account for mutations in the infectious agent?

[permalink](#) [mod](#) [source](#)

[-] [BearcatChemist](#) [\[H\]](#) 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](#) [\[H\]](#) 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 article.

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

