

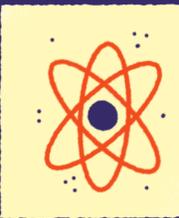


UNITED STATES



FIND YOUR PEOPLE

THE INTERSECTION OF BRANDS, BELONGING & ONLINE COMMUNITIES



Introduction



The physical isolation we experienced as a society in recent years—caused in part by the pandemic but also by the acceleration of a work-from-anywhere culture—has changed the way we use the internet.

We started asking more of our online communities. We sought authenticity over image and the wisdom of the collective over the influencer. We began to share information, expertise, and advice, and increasingly looked to social media to find meaningful connection rather than just fleeting distraction.

At the same time, the fight for audiences' time and attention has become a fight for their respect and loyalty. With seemingly endless competition for your ad dollars, and a more savvy consumer, the need to cut through and connect in a meaningful way is more essential than ever. As a result, online communities have emerged as more than just a haven for connection and belonging and into a bonafide part of every marketing strategy. It's a global shift that is here to stay, and Reddit is where community thrives.

We recently partnered with market research team, Talk Shoppe¹, to understand the unique role of community in Reddit users' lives and contextualize

it in today's changing environment. Over 2000 active social media users were interviewed to find out: What drives users to Reddit's communities? How are redditors unique? Is Reddit replaceable in the minds of users? How do redditors feel about ads and brand interaction?

In a nutshell, we learned that:

- In users' minds, Reddit is synonymous with community
- Reddit is seen as a community that focuses on who a member is, not what they are
- Reddit is additive, not addictive and stands out as a platform that has a positive impact on users' mental well-being
- Reddit communities foster a collaborative, shared experience, not an algorithmic silo
- Users are more likely to trust and consider brands that participate on Reddit

Our research revealed all of this and more. In the pages ahead, we'll illustrate what happens when your brand reaches the people that matter to you in the communities that matter to them.



¹ Reddit / Talk Shoppe, Custom qualitative & quantitative study, "Find your People", US, n=2003, 13-54 year old, social media users, fielded in Sept-Nov 2021

1 REDDIT IS SYNONYMOUS WITH COMMUNITY

The thing about community is, it's hard to create. You can't force it and you can't fake it.

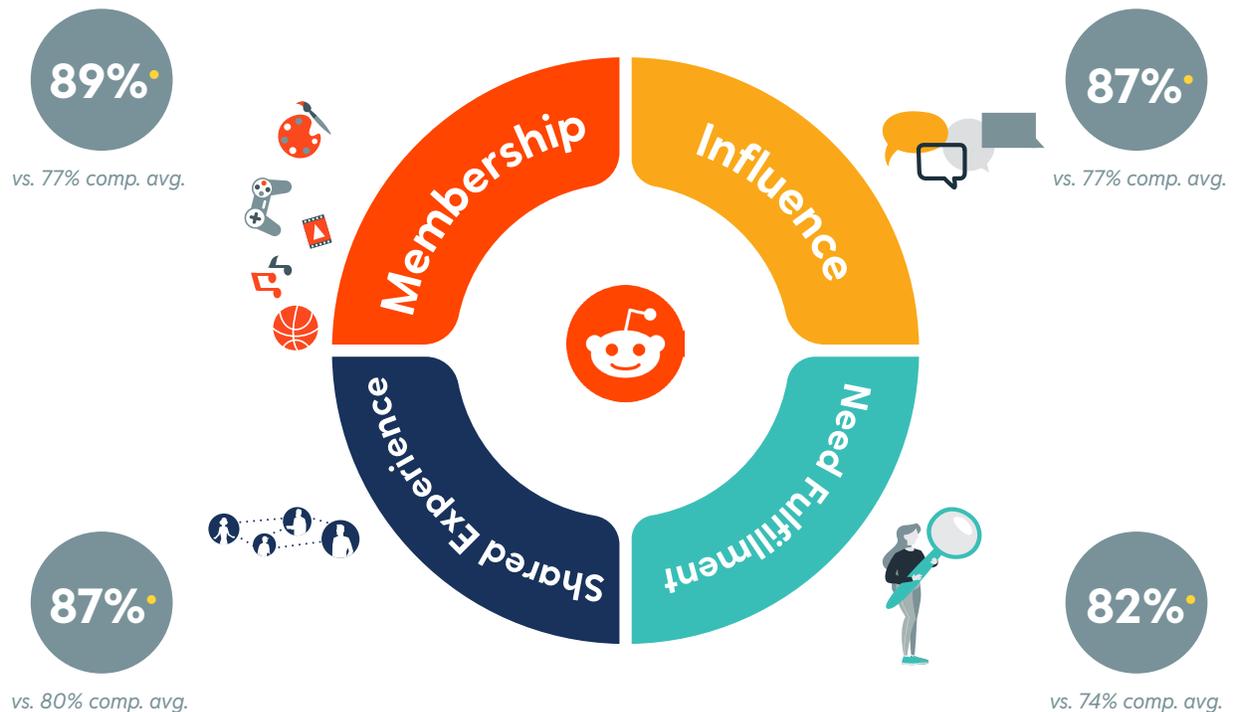
The four tenets of community are: Membership, Influence, Shared Emotional Experience, and Need Fulfillment.²

Reddit is #1 for being a place for community and outperforms competitors in all four tenets.

Our participants agree that Facebook, Instagram, Twitter, and TikTok lack both a strong sense of belonging and emotional security (Need Fulfillment). And while Pinterest and Snapchat do offer some emotional security, users don't feel a sense of belonging to a community (Membership).

On other platforms, community is a "feature." At Reddit, community is at the core.

Outside of Reddit, participants report feeling like "users" or "visitors." Within Reddit, redditors perceive themselves as part of a community.



² As established by psychologists McMillan and Chavis in 1986

• denotes Reddit is significantly higher than competitive average at a 95% confidence interval

“I think that is one of the many beauties of Reddit, it just has the power to bring people together. It connects people from all walks of life who know what people go through, who know how hard it is and to share stories and just have a laugh. It’s literally another family. It’s great.”

- Jahleel

2 WHERE WHO YOU ARE MATTERS MORE THAN WHAT YOU ARE

In a world where consumers are shedding outdated gender labels and tired stereotypes at lightning speed, **Reddit is seen as a community that focuses on who a member is, as opposed to what they are.**

When participants were asked to describe platform audiences in their own words, they associated simple demographics (e.g., Teenager, Gen Z, Millennial, Women, Men) more consistently with competitor platforms, and they associated deeper psychographics (e.g., Curious, Thinker, Helpful, Informed, etc.) more consistently with Reddit.

Redditors are seekers – they join communities (subreddits) not only according to their interests and who they are, but also to learn from others and bring to the forefront their most authentic self.

81% of participants think Reddit is where they can be their most authentic selves, higher than the competitive average (77%).

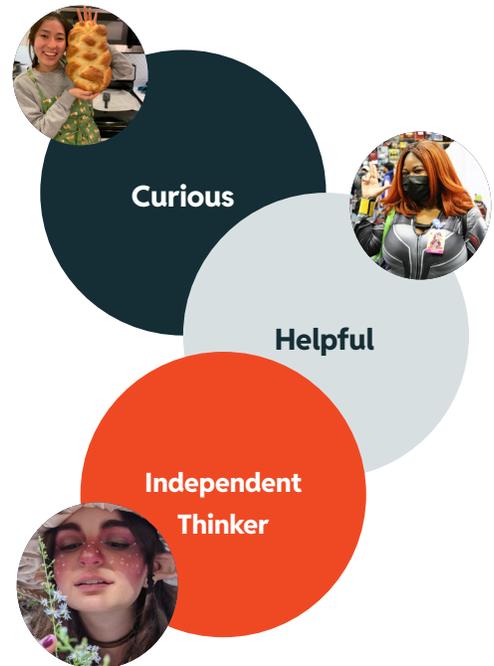


93% feel like they found a community of people who share their passions (vs. 86% comp avg.)

93% believe there's a community for everyone (vs. 87% comp avg.)

“On Reddit, everyone is allowed to be who they are and if you don’t like it, no one is throwing a tantrum. It comes with an atmosphere of openness and inclusivity to all who want to enjoy it no matter what they think.”

- Hilliard



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“On Reddit people are logging in to genuinely learn about different topics or share genuine feedback. There are a lot of experts and people who are passionate about what they’re talking about so it makes me trust what they’re sharing on a wide array of topics.”

- LaNesha

3 REDDIT IS ADDITIVE, NOT ADDICTIVE

We know that addictive social media habits can cause a general dissatisfaction with life—experts in the field, such as social psychologist Jonathan Haidt³ and writer Johann Hari⁴, have written extensively about how obsessive social media use increases the risk of developing anxiety or depression, and late last year, the Journal of the American Medical Association (JAMA)⁵ published a study confirming the same.

For our study, we asked half of the participants to stop using Reddit for three days.

Without access to the communities they look forward to engaging with, users reported feeling isolated from their communities and out of the loop. They wondered what they're missing out on, because Reddit is an important part of their routine and where they turn to stay informed. In fact, Reddit ranks #1 on making users feel informed. They were missing the trusted information, not the mindless stimulation often sought after on other platforms.



Notably, when denied access to Reddit, participants do not turn to another app; they instead, “message friends,” or “play basketball,”

because their interest-specific communities on Reddit are irreplaceable.

Inspired by Harvard University’s Implicit Associations Test (IAT), we presented redditors and non-redditors with our own version, the Implicit Emotions Associations Test (IEAT), designed to uncover subconscious emotional associations with social media platforms. More specifically, we showed redditors and non-redditors a list of traits, one at a time, and asked them to select the platform they most closely associated with each trait as fast as possible.

Our research revealed that:

- Legacy platforms are associated with negative terms like shady, shallow, bullying, and judgmental.
- Reddit and Pinterest are associated with positive traits such as welcoming, safe, and curious.
- Reddit is most closely associated with the descriptors **authentic, civil, trustworthy, honest, and supporting mental well-being.**

What does all of this mean? It means that in an age where social media use is understood to have a negative impact on mental health, Reddit stands out as a platform that has a positive impact on users’ mental well-being.

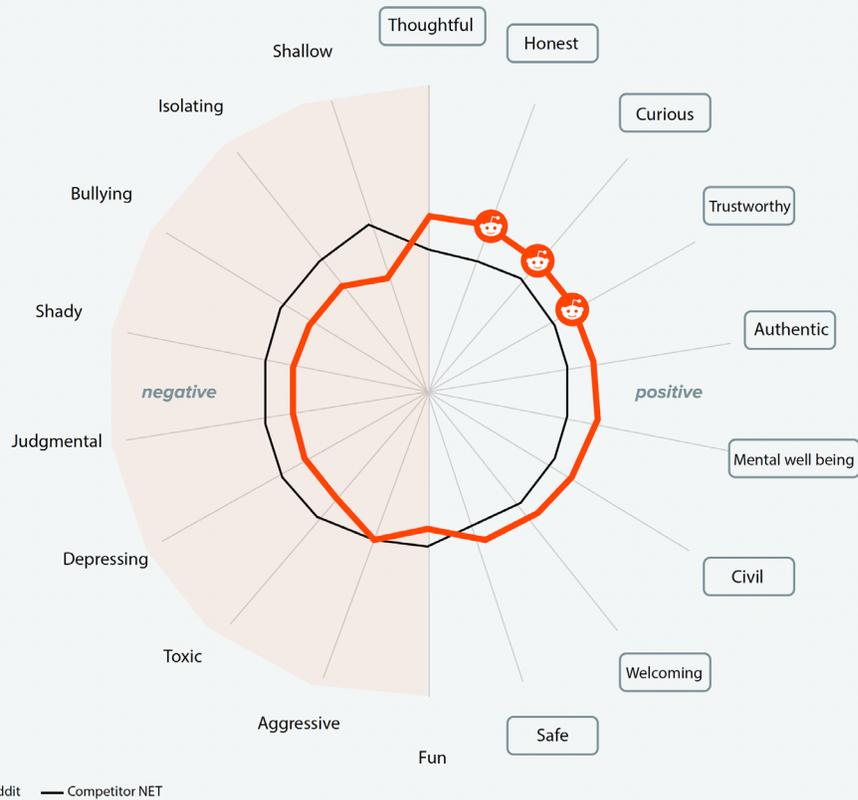
³ Haidt, Jonathan. “The Dangerous Experiment on Teen Girls.” The Atlantic, Nov. 23, 2021

⁴ Hari, Johann. “Your Attention didn’t Collapse. It Was Stolen.” The Observer, Jan. 22, 2022

⁵ Roy H. Perlis, MD, MSc1,2 Jon Green, PhD3; Matthew Simonson, PhD3,4; et al Katherine Ognyanova, PhD5; Mauricio Santillana, PhD2,6; Jennifer Lin, BA7; Alexi Quintana, BSc3; Hanyu Chwe, BA3; James Druckman, PhD7; David Lazer, PhD3; Matthew A. Baum, PhD8; John Della Volpe, BA8 Association Between Social Media Use and Self-reported Symptoms of Depression in US Adults. (JAMA) 2021

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EMOTIONAL ASSOCIATIONS WITH REDDIT



Implicit Emotional Associations Test Results

“I like how everyone looks out for each other on these subreddits because sometimes when people feel lonely amongst their close circles they may find comfort from the advice of strangers that have experienced similar encounters with life events or jobs or ways to make money to be guided in the best way possible.”

- Kimberly

4 AN EQUAL EXPERIENCE, NOT AN ALGORITHMIC EXPERIENCE

Reddit stands out as a platform that has a positive impact on users' mental well-being—why is this happening on Reddit and not other platforms? What's Reddit's secret sauce?

The equality of its platform + the intentionality of its users.

EQUALITY OF PLATFORM:

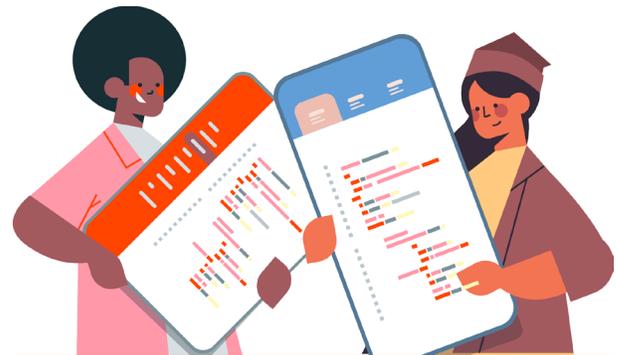
While what you see on most platforms is unique to your algorithm, on Reddit everyone sees the same content within the subreddits they are a part of, as well as the popular page. Because all redditors have the same access to content, it minimizes the social media silos that tend to become echo chambers. The “me” centric validation-seeking that is so prevalent on other platforms—and can be depression and self-doubt-inducing—is replaced by the “we” mentality of Reddit. On Reddit there is no your truth or my truth; there is our truth.



90% of those aware of Reddit say that the fact that everyone sees the same content in subreddits is a **good thing**

“I think Reddit is the best place because we are all on equal footing. There is not a popularity or number of followers influence, we are just giving our honest comments.”

- Nathalie



 REDDIT	 REDDITORS
THE EQUAL PLATFORM	THE INTENTIONAL MEMBERS
<ul style="list-style-type: none">- Anonymity- Equal Access/Shared Reality- Breadth <i>and</i> depth- Trustworthy- Belonging and Collective	<ul style="list-style-type: none">- Purposeful- Open Minded <i>and</i> Self-Affirming- Authentic <i>and</i> Civil- Caring <i>and</i> Inclusive

THE INTENTIONALITY OF ITS MEMBERS:

Unlike other platforms, redditors are not just users of the platform, rather they're members of the community. Reddit users are intentional and they spend more time seeking out specific content than they do browsing.

They're curious—they welcome challenges to their thinking and views. Reddit users value feeling welcome, understood, and connected within their communities and enthusiastically return the favor as civil, caring, and inclusive members, as illustrated by the massive popularity of the 'Am I the Asshole' (r/AITA), Change My View (r/changemyview), and the 'Ask Me Anything' (r/iAMA) communities.

Reddit users log in to be informed, entertained, to get advice, to learn from others, and—unique to Reddit—to feel good about helping others by offering their expertise to fellow community members who are actively seeking advice.

“For me Reddit is all about learning and finding out about things you may have not known about. I feel like by browsing Reddit I learn more about things and more importantly about people. I like to see their unique opinions.”

- David



5 REDDIT IS WHERE BRANDS CAN BUILD TRUST & DRIVE ACTION AMONG THEIR AUDIENCE

Users are more likely to trust a brand that participates on Reddit than brands they see advertising on other platforms.

Reddit users welcome brands into their communities. In fact, redditors want brands to actively participate in their communities and interact with them directly, offering brands the opportunity to cross the bridge from “outside advertiser,” to “members of the Reddit community,” and make more meaningful connections with their audience.

Reddit users have an appetite for ads that are interesting and provide them with new or useful information about products that are relevant to them. With interesting being the top lever for openness to ads, Reddit is the ideal place for brands to be less traditional.

Because users trust brands that participate on Reddit, Reddit is most likely to drive consideration of new brands, inform decisions, and ultimately drive purchases.

Brand participation is welcomed on Reddit

Redditors appreciate non-traditional advertising and direct interaction with brands



are open to seeing ads or content from brands on Reddit



Reddit is #1 when it comes to...

higher than comp. avg.

Brand participation

+21%

Trust of brands that participate on platform

+19%

Liking brands that interact directly with users

+15%

Allowing brands to be less traditional

+14%

Users considering a new brand/product

+28%

Users making more informed purchase decisions

+19%

Downloading or buying products seen on platform*

+7%

*Rank tied with Snapchat, Twitter, Pinterest

What Reddit users are saying:

“I feel enthusiastic about brands I see advertised on Reddit vs. other social media platforms because Reddit’s are actually clever, helpful, and high quality compared to cheaper, repetitive, and manipulative ads you see on other sites.”

- Kevin

What Reddit customers are saying:

“You’re truly getting the raw, authentic view of that user, who is your consumer, who’s your community, who you are trying to engage with. That contribution piece is really unique to Reddit.”

- Enterprise Advertiser

In summary, Reddit is synonymous with community at a time in which people are going (and staying) online to find one.

Because Reddit is additive, not addictive, Reddit contributes to its users’ positive mental well-being in a way that other platforms simply don’t. Reddit users are unique—they appreciate non-traditional advertising and they are hungry to directly interact with brands within the platform, offering brands a welcoming and community-specific playing field from which to drive product consideration and purchase decisions in a highly-effective way.

This is the magic of Reddit, for users and customers.



**Find your people
where they find community**



Reddit for Business