

TRUSTWORTHY RELEVANCE

R/WISDOM OF THE CROWDS

Reddit is a global online platform organized around thousands of topic-based communities (“subreddits”) where people discuss interests, ask questions, and solve problems together. In today’s context, Reddit faces the challenge of staying open, authentic, and community-driven while navigating commercialization, AI-generated content and data monetization — without undermining the trust of the users and voluntary moderators.

Reddit is a unique real-time, bottom-up signal detector for emerging trends, driven by honest participation rather than performance or polish. Its design choices —subreddits as micro-cultures, upvotes as relevance signals, prioritizing relevance over popularity, investing in searchable, structured discussion, long-form dialogue, and preserved conversation history—allows trustworthy relevance for all of its users.



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WHAT WOULD REDDIT DO?

/Are we always having the real conversation? What might be topics we should be more openly discussed?

☐ YES ☐ NO

1

/How could you internally capture more long-form dialogues and debates to genuinely learn from users, suppliers & colleagues?

4

/How might we create a safe space for more open dialogue?

2

/How could we organize more stress-testing and counter opinions?

3

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