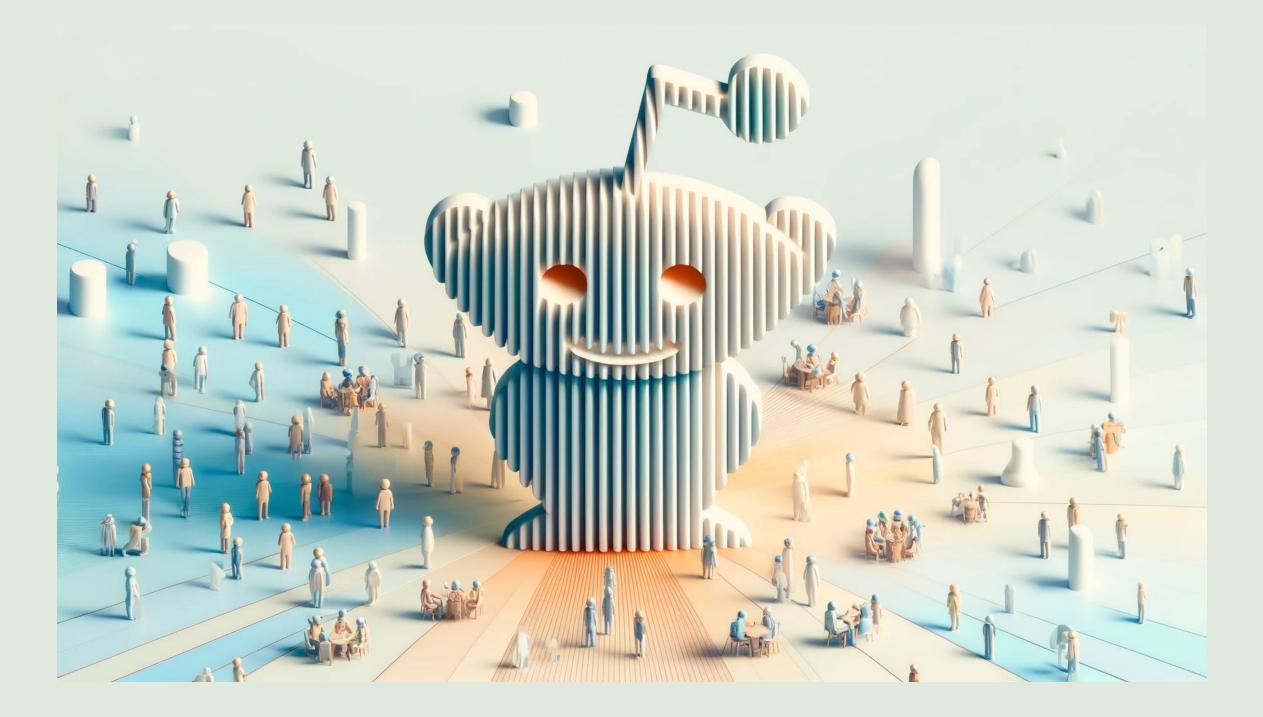
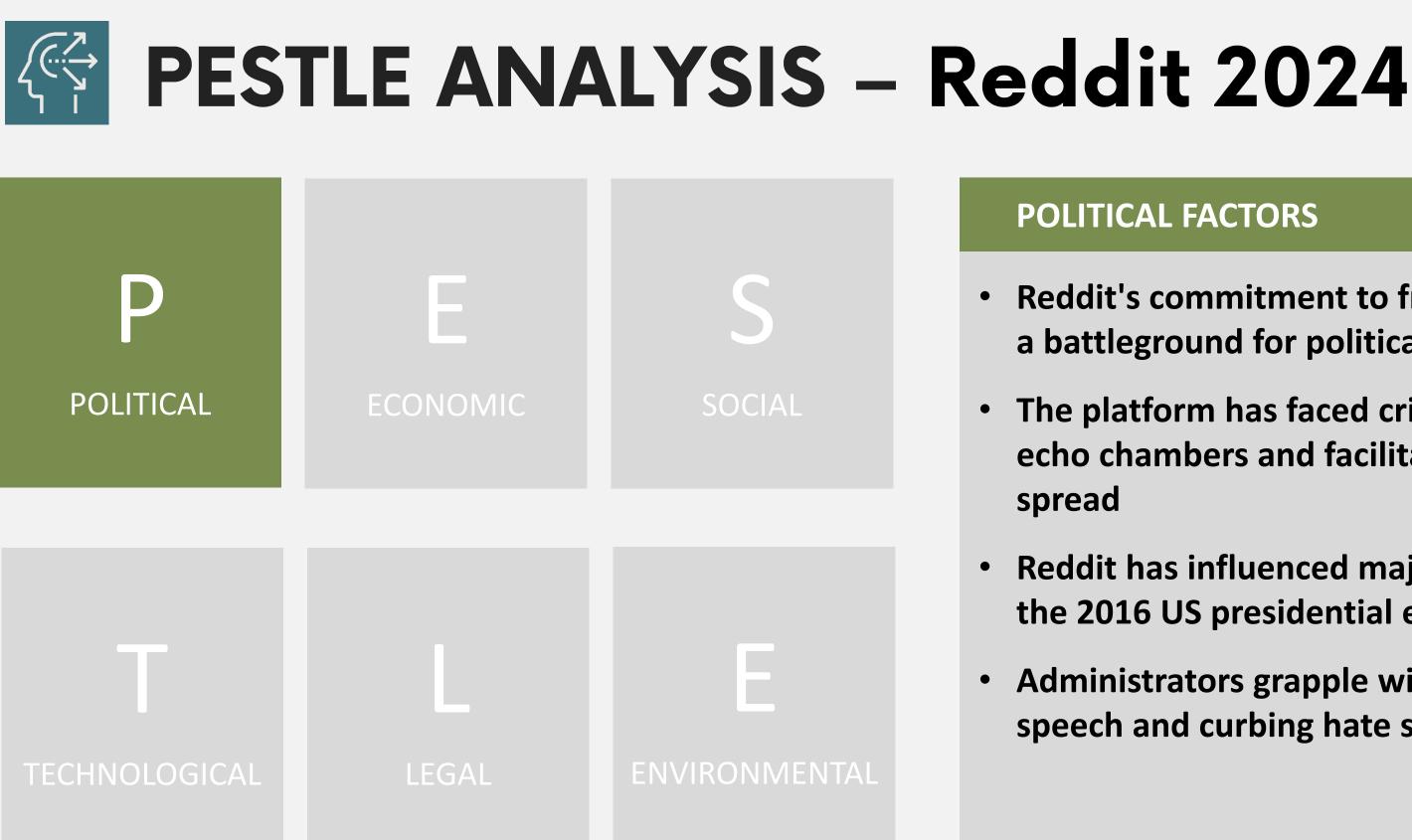


PESTLE ANALYSIS

Reddit 2024

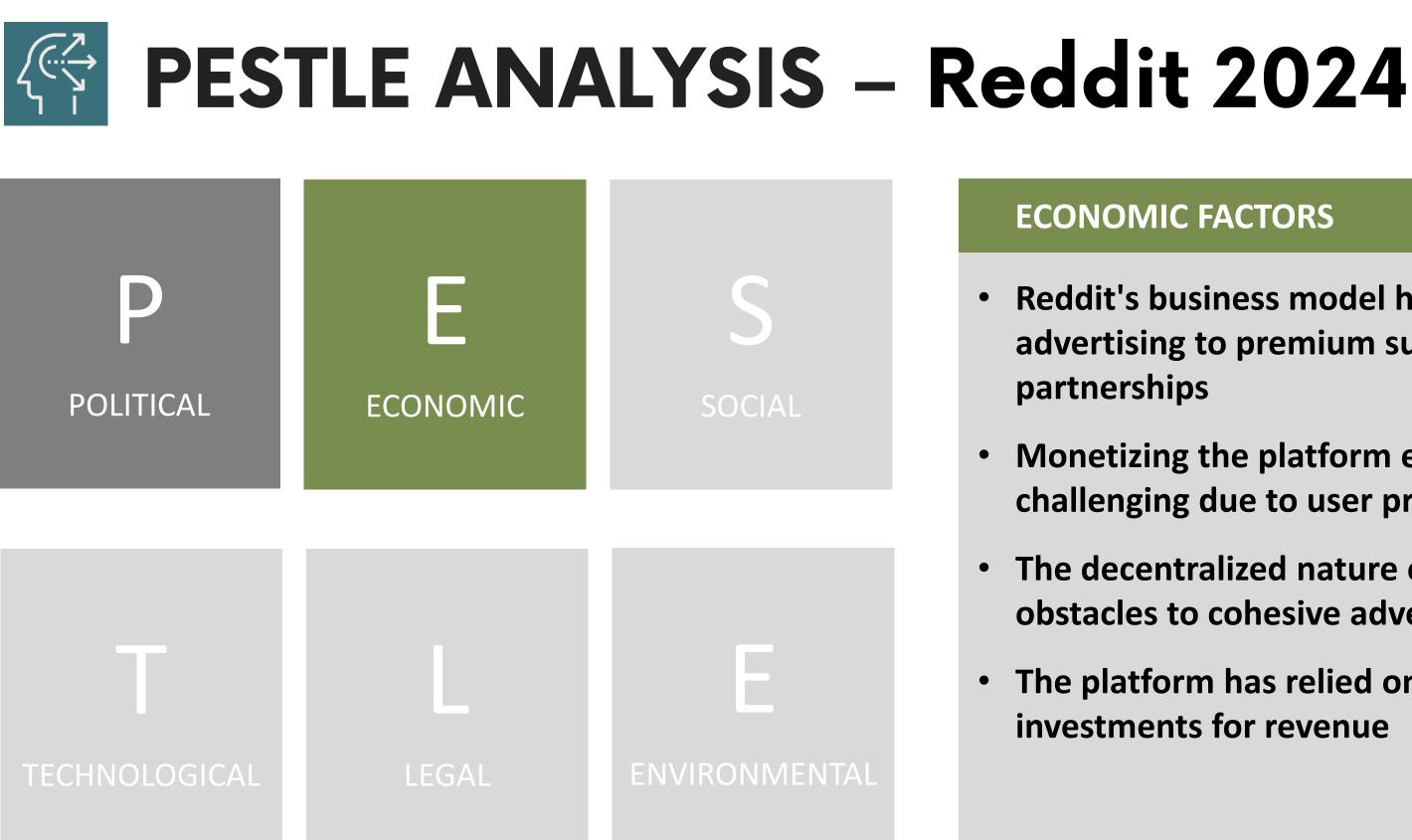
www.strategypunk.com





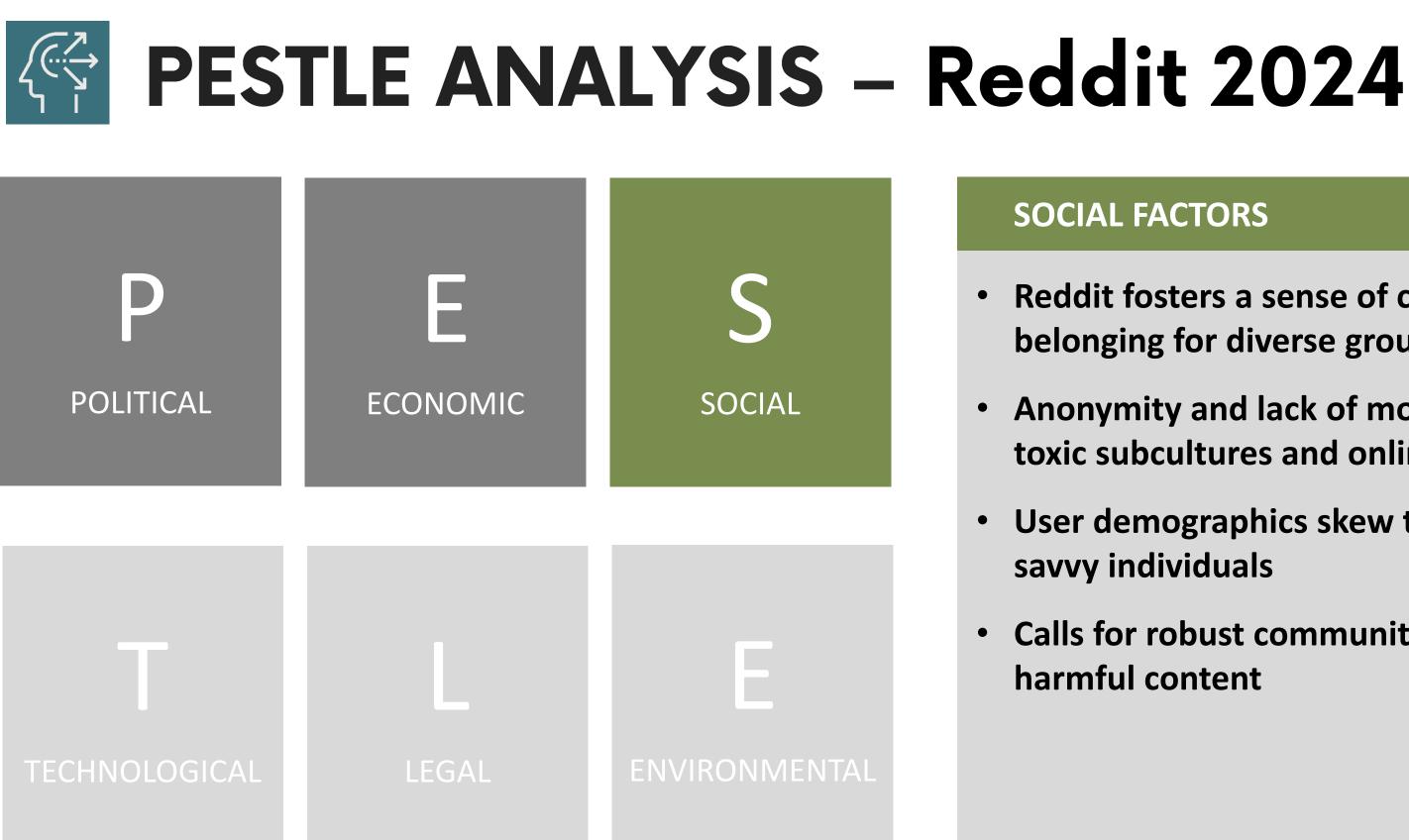
POLITICAL FACTORS

- Reddit's commitment to free speech has made it a battleground for political discourse
- The platform has faced criticism for harboring echo chambers and facilitating misinformation
- Reddit has influenced major political events like the 2016 US presidential election
- Administrators grapple with balancing free speech and curbing hate speech



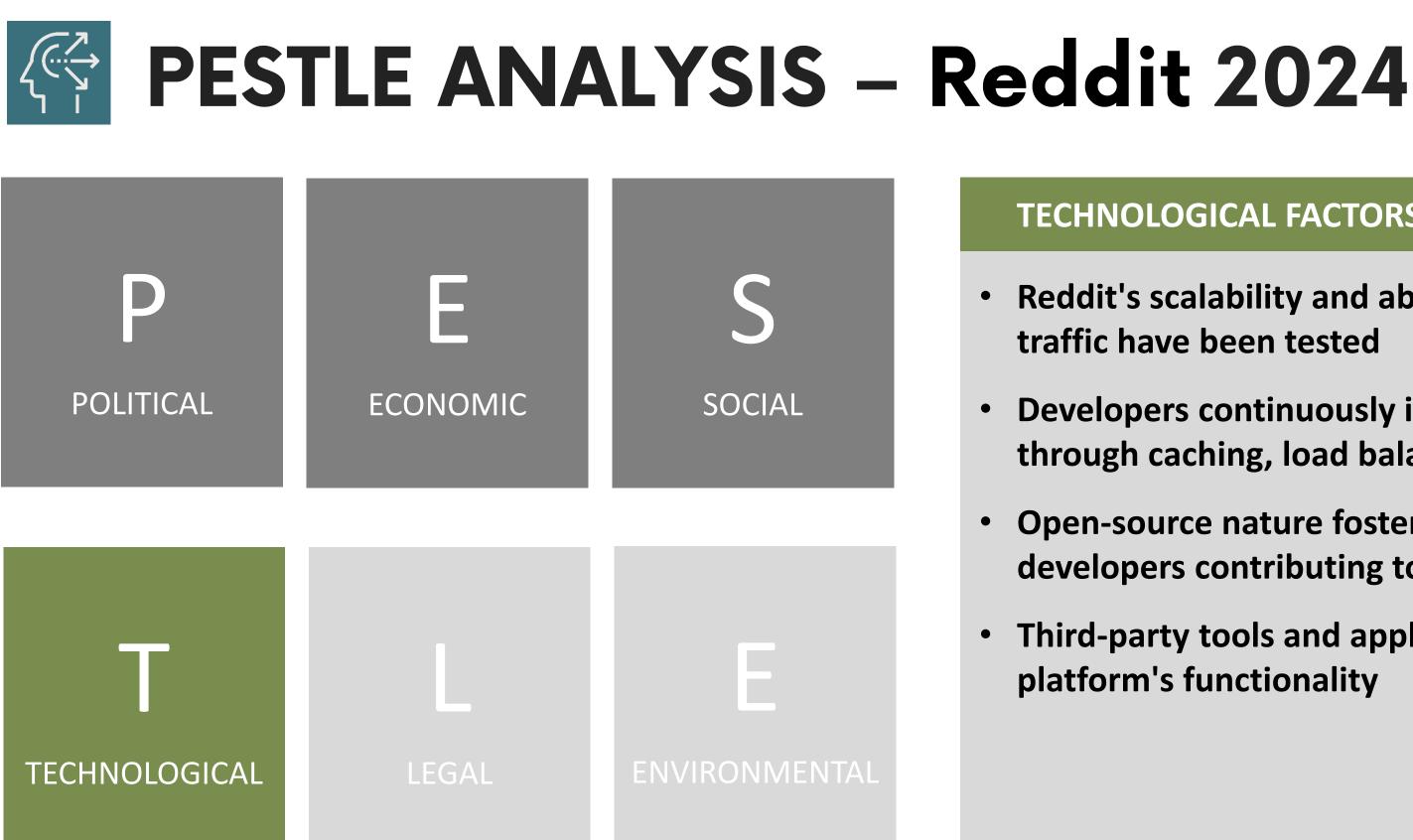
ECONOMIC FACTORS

- Reddit's business model has shifted from advertising to premium subscriptions and
- Monetizing the platform effectively has been challenging due to user privacy and ad-blocking
- The decentralized nature of subreddits poses obstacles to cohesive advertising experiences
- The platform has relied on venture capital investments for revenue



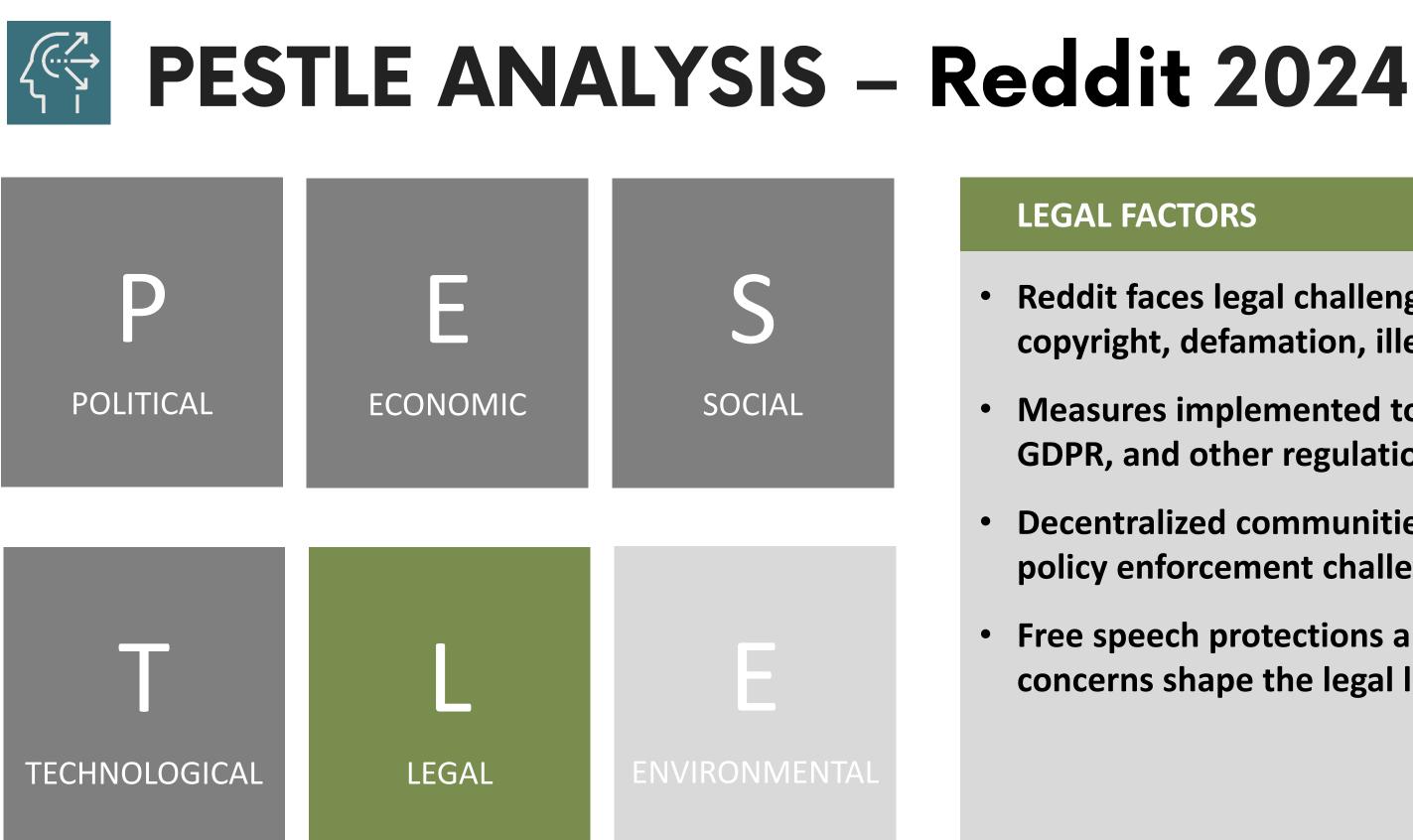
SOCIAL FACTORS

- Reddit fosters a sense of community and belonging for diverse groups
- Anonymity and lack of moderation have enabled toxic subcultures and online harassment
 - User demographics skew towards younger, techsavvy individuals
- Calls for robust community guidelines to address harmful content

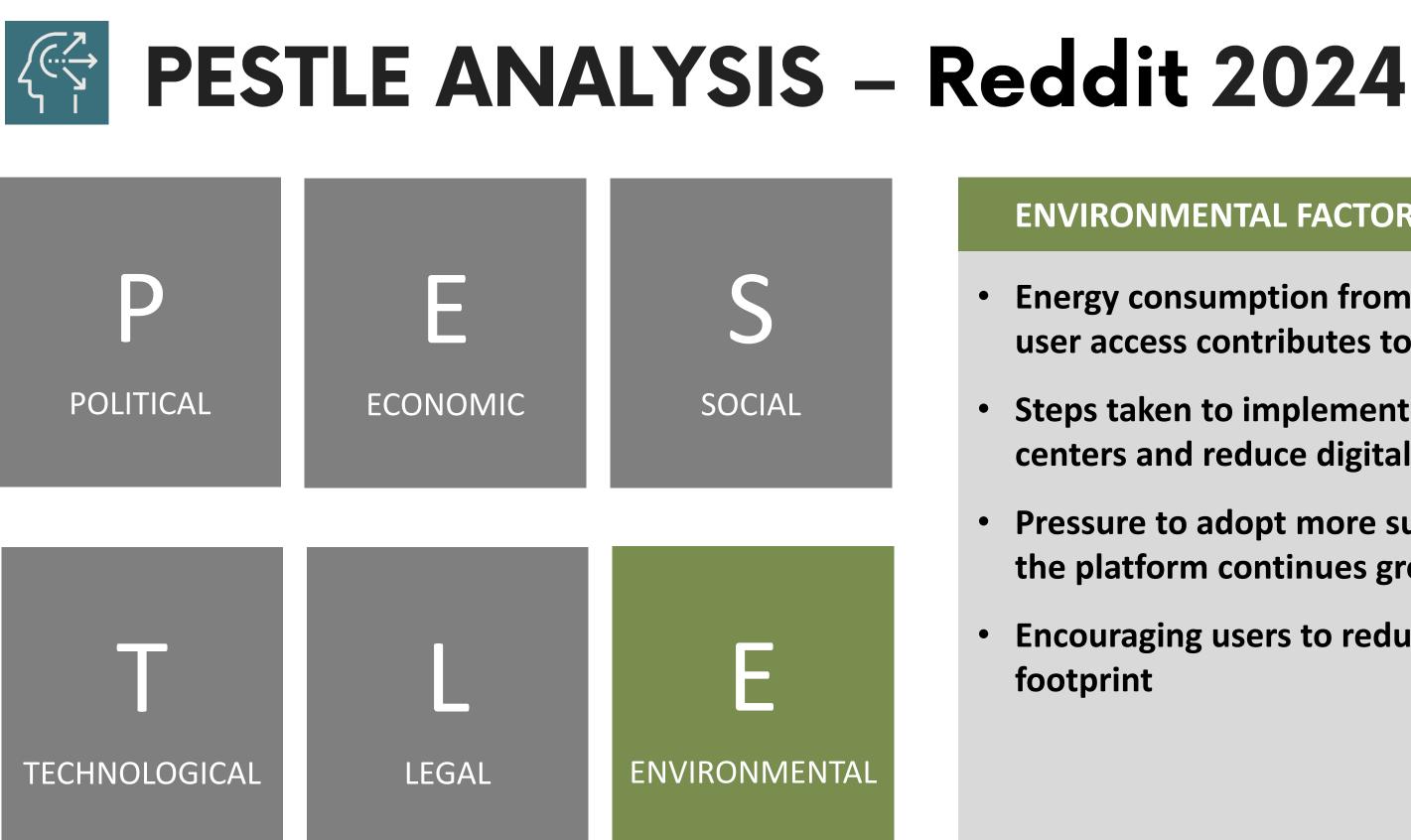


TECHNOLOGICAL FACTORS

- **Reddit's scalability and ability to handle massive** traffic have been tested
- **Developers continuously improve performance** through caching, load balancing, optimizations
- Open-source nature fosters a community of developers contributing to the codebase
- Third-party tools and applications enhance the platform's functionality



- **Reddit faces legal challenges related to** copyright, defamation, illegal content
- Measures implemented to comply with DMCA, **GDPR**, and other regulations
 - Decentralized communities make consistent policy enforcement challenging
 - Free speech protections and user privacy concerns shape the legal landscape



ENVIRONMENTAL FACTORS

- **Energy consumption from hosting servers and** user access contributes to carbon footprint
- Steps taken to implement energy-efficient data centers and reduce digital footprint
 - Pressure to adopt more sustainable practices as the platform continues growing
 - **Encouraging users to reduce their digital carbon**