

Public report for Reddit's Rebrand

Summary of responses for each logo

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Logo	L1	L2	Norms
Name	Logo 1	Logo 2	
Conclusion			

Standardised assessments

Likeability Significant differences	52% Norm	46% Norm	63%
Originality Significant differences	60% —	59% —	65%
Elegant Significant differences	37% Norm	31% Norm	59%
Polished Significant differences	48% Norm	35% Norm	62%
Trustworthiness Significant differences	45% Norm	43% Norm	56%

Reddit Today

**Jerry FitzGerald, Alan Dennis, Alexandra
Durcikova**

Reddit Today:

Facebook Nation Newton Lee, 2012-09-15 President Barack Obama in his 2011 State of the Union Address called America the nation of Edison and the Wright brothers and of Google and Facebook U S Chief Information Officer Steven VanRoekel said that America has become a Facebook nation that demands increased transparency and interactivity from the federal government Facebook as a nation in 2012 would be the third largest country in the world with over 900 million citizens after China and India This book portrays the social media ecosystem as a world of increasing Total Information Awareness which is essentially a civilian version of the controversial Total Information Awareness program unveiled in 2002 by the Defense Advanced Research Projects Agency DARPA at the U S Department of Defense Back in the 60 s DARPA initiated and funded the research and development of Advanced Research Projects Agency Network ARPANET that went online in 1969 The success of ARPANET gave rise to the global commercial Internet in the 90 s and the new generation of Fortune 500 companies today including Amazon com Google eBay and Yahoo As if life comes full circle in the 21st century private businesses and the ubiquity of social networks such as Facebook Google Twitter and YouTube are creating the technologies and infrastructures necessary for the DARPA proposed Total Information Awareness program WikiLeaks founder Julian Assange called Facebook the most appalling spying machine that has ever been invented Indeed military and civilian technologies have interwoven into every fabric of our society as Facebook co founder and CEO Mark Zuckerberg said We exist at the intersection of technology and social issues This book offers discourse and practical advice on the privacy issue in the age of big data the rise of Facebook nation and Total Information Awareness Opening with President Ronald Reagan s 1984 National Security Decision Directive and ending with George Orwell s novel 1984 the author takes us on a roller coaster ride through Facebook s botched IPO Carrier IQ Kony 2012 SOPA PIPA blackout cyber bullying crime fighting and a host of other timely issues facing our Facebook nation Social media strategists information architects social scientists policymakers and academic scholars in the Program in Science Technology and Society STS will find this book a valuable asset

Leveraging Today's Social Media Mark D. Benigni, Barbara A. Haefner, Susan O. Moore, Jeffrey F. Solan, 2025-12-11 Explore how schools can leverage social media to enhance student learning from showcasing student work and facilitating college connections to improving communication with families and fostering community engagement

What Happens to Our Kids When We Fail to Grow Up Maggie Hamilton, 2022-02-22 What Happens to Our Kids When We Fail to Grow Up by bestselling author Maggie Hamilton explains how to recognise when the child in us comes out to play from wanting to be rescued all the time to relying on others to do the heavy lifting With clear eyed analysis Hamilton provides insightful ideas and practical tools to make us less escapist and more resilient and to better prime our kids for health happiness and independence in this complex world

The Hidden Psychology of Social Networks: How Brands Create Authentic Engagement by Understanding What Motivates Us Joe Federer, 2020-09-15 From the former Head of Brand Strategy at

Reddit comes a proven and thought provoking approach to the digital economy and how brands can create authentic engagement that is rooted in the fundamental motivations behind human psychology Leading marketing practitioner and thought leader Joe Federer draws on evolutionary biology anthropology neuroanatomy and psychology as well as more than a decade of hands on experience to explain why people act so differently in various online spaces and what they are seeking from participating in each one With a framework based on Freud's Id Ego and Superego model of the human psyche he demonstrates how the internet is a digital reflection of the collective human psyche and how different social networks correspond to different mindsets platforms like Reddit to the unfiltered Id Facebook and Twitter to the managed Ego and Instagram to the ideal Superego In the same way you behave differently when you're home alone out with friends communicating with family or interacting with coworkers people act and express themselves differently in these various online spaces Context matters Understanding this will enable you to develop and execute effective engagement strategies to reach your target audiences on each social network Learn how to create content that drives sharing and word of mouth how brands can fit natively into different types of social channels how to balance branded social presences across different networks why authenticity will only grow in importance to consumers Fascinating and deeply compelling The Hidden Psychology of Social Networks will equip you to make vastly more efficient use of your media buys establish more thoughtful strategies develop better creative and in the end deliver more effective marketing that provides value

Say Hello Carly Findlay, 2019-02-01 A forthright honest and rousingly triumphant memoir from a woman who has to live with a highly visible different appearance due to a rare skin condition Say hello to Carly In fairytales the characters who look different are often cast as the villain or monsters It's only when they shed their unconventional skin that they are seen as good or less frightening There are very few stories where the character that looks different is the hero of the story I've been the hero of my story telling it on my own terms proud about my facial difference and disability not wanting a cure for my rare severe and sometimes confronting skin condition and knowing that I am beautiful even though I don't have beauty privilege This honest outspoken and thought provoking memoir by award winning writer and appearance activist Carly Findlay will challenge all your assumptions and beliefs about what it is like to have a visibly different appearance Carly lives with a rare skin condition Ichthyosis and what she faces every day and what she has to live with will have you cheering for her and her courage and irrepressible spirit This is both a moving memoir and a proud manifesto on disability and appearance diversity issues Believe the hype by turns frank funny and fearsome Findlay's extraordinary memoir is an early contender for 2019's best Australian non-fiction a powerful and moving invitation to examine the structures of privilege and dehumanisation that we so desperately need address in this country Better Read Than Dead A proud celebration of appearance difference a valuable read Herald Sun Defiant unsettling and thought provoking The Age

Google Cloud Certified Professional Cloud Architect All-in-One Exam Guide Iman Ghanizada, 2021-02-19 Everything you need to succeed on the Google Cloud

Certified Professional Cloud Architect exam in one accessible study guide Take the challenging Google Cloud Certified Professional Cloud Architect exam with confidence using the comprehensive information contained in this invaluable self study guide The book provides a thorough overview of cloud architecture and Google Cloud Platform GCP and shows you how to pass the test Beyond exam preparation the guide also serves as a valuable on the job reference Written by a recognized expert in the field Google Cloud Certified Professional Cloud Architect All In One Exam Guide is based on proven pedagogy and features special elements that teach and reinforce practical skills The book contains accurate practice questions and in depth explanations You will discover how to design develop and manage robust secure scalable and highly available solutions to drive business objectives Offers 100% coverage of every objective for the Google Cloud Certified Professional Cloud Architect exam Online content includes 100 additional practice questions in the TotalTester customizable exam engine

Written by a Google Cloud Certified Professional Cloud Architect Ebony ,1960 *How Economics Explains the World*
Andrew Leigh,2024-09-03 If you read just one book about economics make it Andrew Leigh s clear insightful and remarkable and short work Claudia Goldin recipient of the 2023 Nobel Prize in Economics and Henry Lee Professor of Economics at Harvard University A sweeping engrossing history of how economic forces have shaped the world all in under 200 pages One of The Economist s Best Books of the Year In *How Economics Explains the World* Harvard trained economist Andrew Leigh presents a new way to understand the human story From the dawn of agriculture to AI here is story of how ingenuity greed and desire for betterment have to an astonishing degree determined our past present and future This small book indeed tells a big story It is the story of capitalism of how our market system developed It is the story of the discipline of economics and some of the key figures who formed it And it is the story of how economic forces have shaped world history Why didn t Africa colonize Europe instead of the other way around What happened when countries erected trade and immigration barriers in the 1930s Why did the Allies win World War II Why did inequality in many advanced countries fall during the 1950s and 1960s How did property rights drive China s growth surge in the 1980s How does climate change threaten our future prosperity You ll find answers to these questions and more in *How Economics Explains the World* Can a short book survey the full history of something so vast and remain readable To find out read *How Economics Explains the World* by Andrew Leigh In simple clear language and less than 200 pages it does exactly what its title promises Leigh canters through the history of human progress pausing briefly to explain the economic forces and ideas that drove it forward Along the way readers meet the big economic thinkers who sought to explain these forces Both finance aficionados and mere novices will read savour and return to this book The Economist The Best New Books to Read about Finance The Art of Business Wars
David Brown,2021-04-13 Based on the chart topping Business Wars podcast stories and lessons from history s greatest business rivalries Using Chinese military genius Sun Tzu s strategies as a guide Brown examines why some companies triumph while others crumble Business is a fight for survival In business as in war leaders match their wills in pursuit of

opposing outcomes they devise strategies and marshal resources for victory Success can turn on the smallest of details a single tactical blunder can topple an empire Ultimately one side triumphs and victory is all that matters David Brown host of the hit podcast Business Wars masterfully frames some of the biggest business rivalries in history using revered Chinese military strategist Sun Tzu s insights and pragmatic advice Each rivalry he examines tells a story of combined wits strategies and resources Brown chronicles the rise of companies as they vanquish rivals formulate innovative plans and adapt to keep up with shifting societal needs The goal Stay ahead of the competition and emerge victorious as an industry titan By compiling powerful insights uncovered over hundreds of episodes and more than a year of in depth research Brown has developed a formula for business intrigue that uses popular history as a hook to lure readers in The stories in The Art of Business Wars are fascinating but the lessons we draw from them about determination ingenuity patience grit subtlety and other traits that contribute to a victorious enterprise are invaluable whether you re a software slinging freelancer or the CEO of a multinational manufacturer Heart and Hustle: Use your passion. Build your brand. Achieve your dreams. Patricia Bright,2019-02-07 Patricia Bright is killing it right now Glamour One of Britain s biggest YouTube stars Huffington Post I m going to show you how to hustle like I do using your head and heart All it takes is three steps *The Art of Aesthetic Surgery, Three Volume Set, Third Edition* Foad Nahai,Farzad Nahai,2020-05-09 The ultimate guide to aesthetic surgery from world famous aesthetic surgeon Foad Nahai The Art of Aesthetic Surgery Principles and Techniques Third Edition by internationally revered aesthetic surgeon Foad Nahai five distinguished co editors and more than 100 new contributors is an encyclopedic three volume masterwork Considered the quintessential resource on cosmetic surgery since its inception the new edition features an e book and access to online videos for the first time The updated text and videos reflect significant and numerous exciting developments in aesthetic medicine and surgery An impressive group of renowned global experts contribute valuable insights pearls and considerable expertise Twenty new chapters feature a wealth of diverse state of the art topics while other chapters have been updated and greatly expanded New areas of focus include practice management volume enhancement in periorbital and facial rejuvenation minimally invasive neck techniques and body contouring procedures such as umbilicoplasty Patient safety is prominent with a major chapter on safety considerations in aesthetic surgery as well as discussion of complications in different anatomic regions Key Highlights A state of the art review of facial aesthetic surgery with detailed coverage of all the key techniques needed to achieve facial rejuvenation The latest primary and revision breast surgery techniques for augmentation reduction mastopexy fat grafting and asymmetry management Significant new chapters on minimally invasive treatments reflect enormous changes in this field since the last edition The addition of two new dedicated sections on genital rejuvenation and gender affirming surgery About 6 000 beautiful illustrations enhance understanding of state of the art approaches An expanded video library featuring 14 new clips and the addition of pre and post op patient images provides expert procedural guidance This quintessential resource provides

trainees and experienced practitioners with a solid foundation for learning basic principles and techniques in aesthetic surgery with the ultimate goal of improving patient outcomes developing innovations and advancing the specialty *The Rural New-Yorker*, 1927

Business Data Communications and Networking Jerry FitzGerald, Alan Dennis, Alexandra Durcikova, 2020-11-26 Business Data Communications and Networking 14th Edition presents a classroom tested approach to the subject combining foundational concepts practical exercises and real world case studies The text provides a balanced well rounded presentation of data communications while highlighting its importance to nearly every aspect of modern business This fully updated new edition helps students understand how networks work and what is required to build and manage scalable mobile and secure networks Clear student friendly chapters introduce explain and summarize fundamental concepts and applications such as server architecture network and transport layers network design processes and tools wired and wireless networking and network security and management An array of pedagogical features teaches students how to select the appropriate technologies necessary to build and manage networks that meet organizational needs maximize competitive advantage and protect networks and data from cybersecurity threats Discussions of real world management and technical issues from improving device performance to assessing and controlling costs provide students with insight into the daily networking operations of actual businesses

Criminology Raffaele Garofalo (barone), 1914 *Second Latin* Jared Waterbury Scudder, 1927

California. Court of Appeal (2nd Appellate District). Records and Briefs California (State)., Received document entitled EXHIBITS

Proceedings of the ... Annual Convention of the Texas Division, United Daughters of the Confederacy United Daughters of the Confederacy. Texas Division, 1909

Cleveland Journal of Medicine, 1899 *Fore and Aft*, 1948

We Are the Nerds Christine Lagorio-Chafkin, 2018-10-02 Named a Best Book of 2018 by Fast Company this is a sharply written and brilliantly reported Shelf Awareness look inside Reddit the wildly popular often misunderstood website that has changed the culture of the Internet Reddit hails itself as the front page of the Internet It s the third most visited website in the United States and yet millions of Americans have no idea what it is We Are the Nerds is an engrossing look deep inside this captivating maddening enterprise whose army of obsessed users have been credited with everything from solving cold case crimes and spurring tens of millions of dollars in charitable donations to seeding alt right fury and landing Donald Trump in the White House We Are the Nerds is a gripping start up narrative the story of how Reddit s founders Steve Huffman and Alexis Ohanian rose up from their suburban childhoods to become millionaires and create an icon of the digital age before seeing the site engulfed in controversies and nearly losing control of it for good Based on Christine Lagorio Chafkin s exclusive access to founders Ohanian and Huffman We Are the Nerds is also a compelling exploration of the way we all communicate today and how we got here Reddit and its users have become a mirror of the Internet it has dingy corners shiny memes malicious trolls and a sometimes heart melting ability to connect people across cultures oceans and ideological divides

Decoding **Reddit Today**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Reddit Today**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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