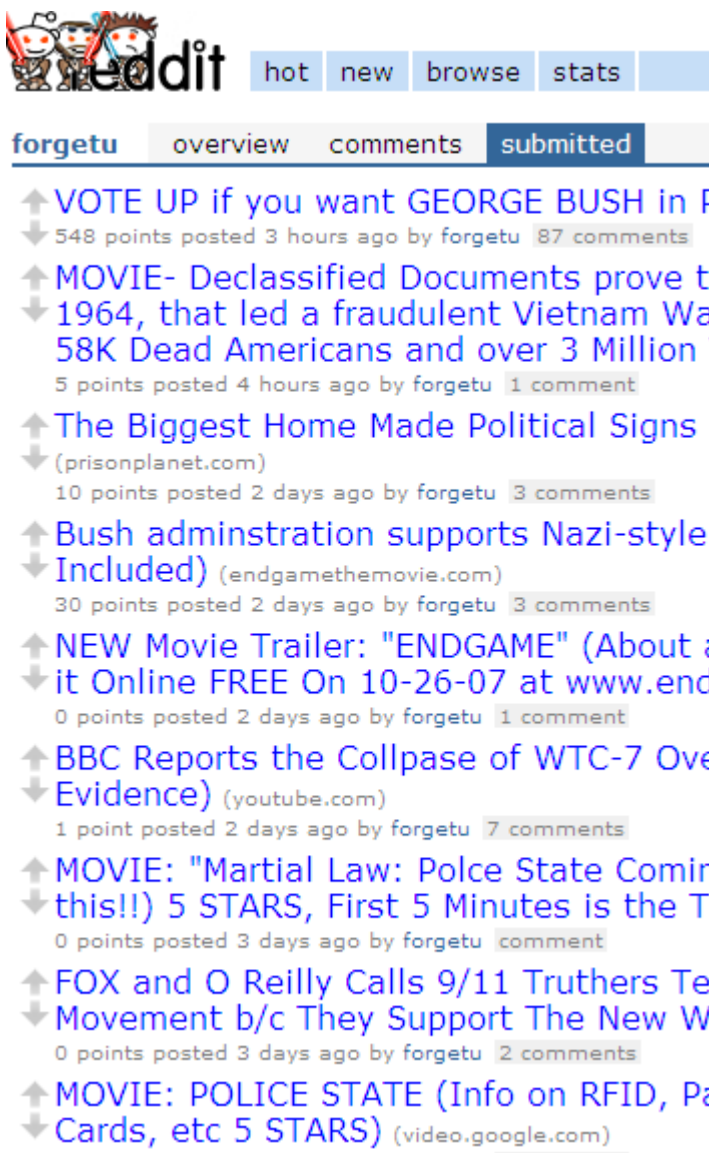


# Why Social News Sites Don't Scale

- You and I can't get something on the home page (unless we get lucky). But, it's mostly for the well connected.



The image shows a screenshot of a Reddit page. At the top left is the Reddit logo. To its right are navigation tabs: "hot", "new", "browse", "stats", and a partially visible "top" tab. Below these is a sub-page navigation bar with tabs: "forgetu", "overview", "comments", and "submitted". The "submitted" tab is selected. The main content area displays a list of posts by the user "forgetu". Each post includes an upvote/downvote arrow, the post title, the number of points, the time since posted, the user's name, and the number of comments. The posts are:

- ↑ VOTE UP if you want GEORGE BUSH in F  
↓ 548 points posted 3 hours ago by forgetu 87 comments
- ↑ MOVIE- Declassified Documents prove t  
↓ 1964, that led a fraudulent Vietnam Wa  
58K Dead Americans and over 3 Million  
5 points posted 4 hours ago by forgetu 1 comment
- ↑ The Biggest Home Made Political Signs  
↓ (prisonplanet.com)  
10 points posted 2 days ago by forgetu 3 comments
- ↑ Bush adminstration supports Nazi-style  
↓ Included) (endgamethemovie.com)  
30 points posted 2 days ago by forgetu 3 comments
- ↑ NEW Movie Trailer: "ENDGAME" (About a  
↓ it Online FREE On 10-26-07 at www.end  
0 points posted 2 days ago by forgetu 1 comment
- ↑ BBC Reports the Collpase of WTC-7 Ove  
↓ Evidence) (youtube.com)  
1 point posted 2 days ago by forgetu 7 comments
- ↑ MOVIE: "Martial Law: Polce State Comir  
↓ this!!) 5 STARS, First 5 Minutes is the T  
0 points posted 3 days ago by forgetu 1 comment
- ↑ FOX and O Reilly Calls 9/11 Truthers Te  
↓ Movement b/c They Support The New W  
0 points posted 3 days ago by forgetu 2 comments
- ↑ MOVIE: POLICE STATE (Info on RFID, Pa  
↓ Cards, etc 5 STARS) (video.google.com)

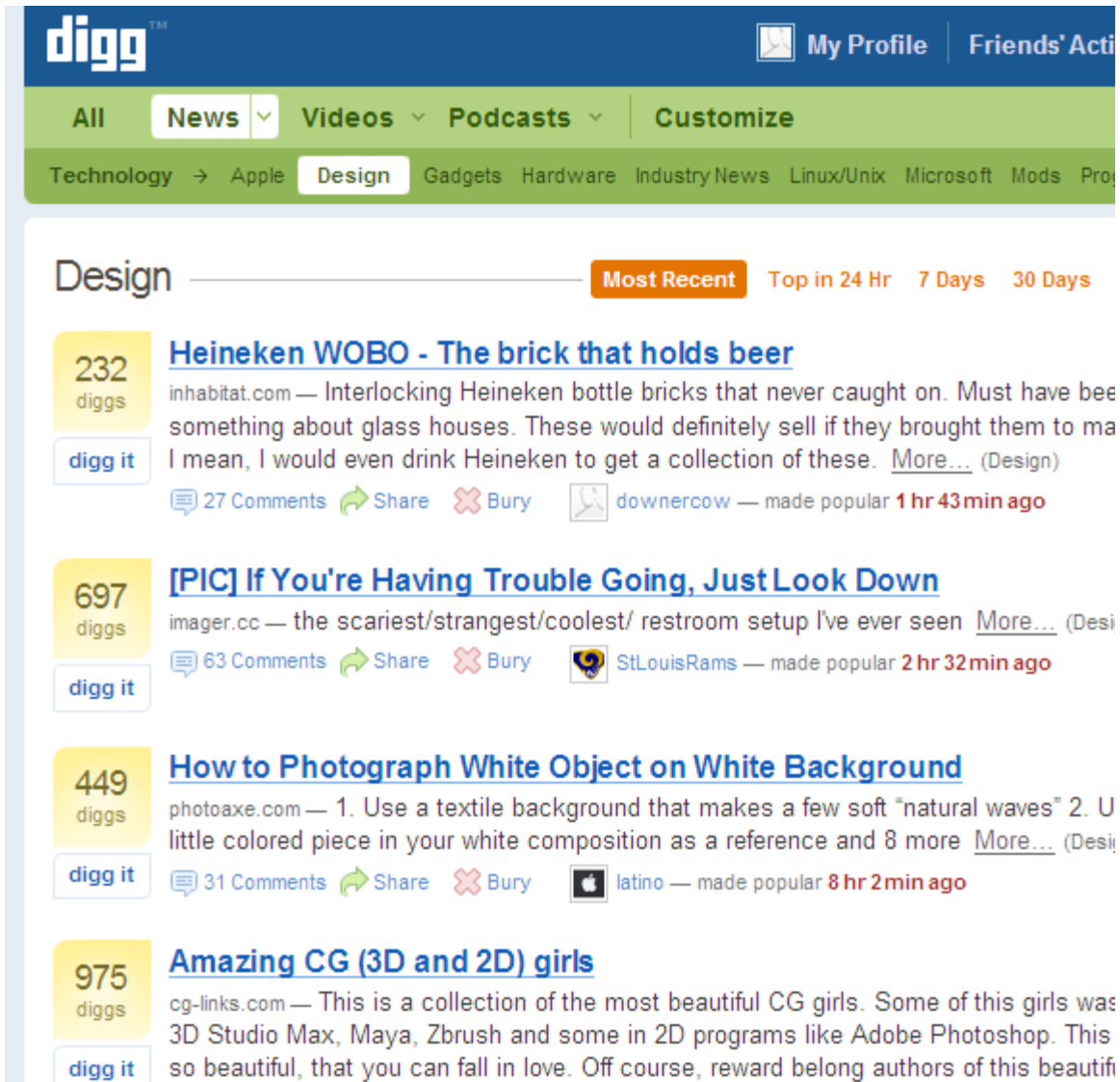


hot new browse stats

smacfarl overview comments submitted liked disliked hidden

- ↑ If You Like Desolate, Empty States. . . . (matthewyglesias.theatlantic.com)  
↓ 1 point posted 5 hours ago by smacfarl comment
- ↑ The WP has a shocking story that suggests the Bush administratic  
↓ immediately after taking office sought to illegally obtain the phone  
all Americans without any legal process from phone companies. (va  
3 points posted 5 hours ago by smacfarl comment
- ↑ The Daily Show: Target Iraq! (crooksandliars.com)  
↓ 1 point posted 6 hours ago by smacfarl comment
- ↑ WSJ: Calls right-wing bloggers "The Internet Mob" (opinionjournal.com)  
↓ 8 points posted 6 hours ago by smacfarl 2 comments
- ↑ The Washington Post's war on Gore (scienceblogs.com)  
↓ 4 points posted 6 hours ago by smacfarl comment
- ↑ The Trivial Pursuit (nytimes.com)  
↓ 6 points posted 6 hours ago by smacfarl comment
- ↑ Al Gore: the anti-Bush - No wonder conservatives are apoplectic -  
↓ fortunes rise as the president's plummets. (latimes.com)  
68 points posted 6 hours ago by smacfarl 18 comments
- ↑ Qwest's Nacchio: Bushed pushed illegal spying program almost fro  
↓ moment he took office (talkingpointsmemo.com)  
110 points posted 7 hours ago by smacfarl 12 comments
- ↑ Sullivan: Knocked off his perch by Klein (ezraklein.typepad.com)  
↓ 2 points posted 8 hours ago by smacfarl comment
- ↑ Without Irony - Rice: "In any country, if you don't have countervail  
↓ institutions, the power of any one president is problematic for den  
development," (forbes.com)  
8 points posted 8 hours ago by smacfarl 3 comments

- As communities grow, subjects lose focus completely.



The screenshot shows the Digg website interface. At the top, there is a navigation bar with the Digg logo, a user profile icon, and links for "My Profile" and "Friends' Acti". Below this is a secondary navigation bar with categories: "All", "News", "Videos", "Podcasts", and "Customize". A third navigation bar shows the current category "Design" selected, with other options like "Technology", "Apple", "Gadgets", "Hardware", "Industry News", "Linux/Unix", "Microsoft", "Mods", and "Pro".

The main content area is titled "Design" and includes sorting options: "Most Recent" (selected), "Top in 24 Hr", "7 Days", and "30 Days".

Four articles are listed:

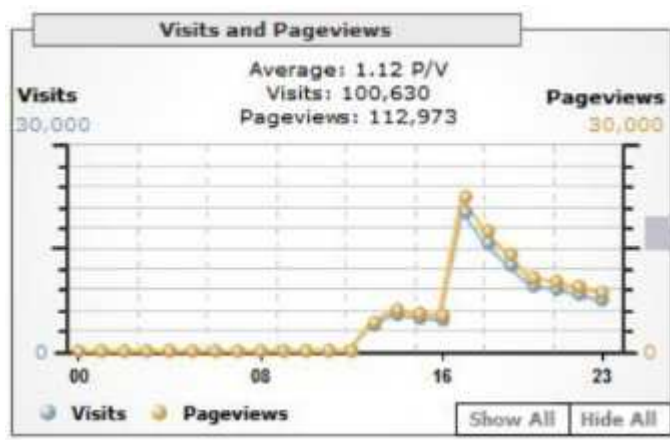
- 232 diggs** | [Heineken WOBO - The brick that holds beer](#)  
inhabitat.com — Interlocking Heineken bottle bricks that never caught on. Must have been something about glass houses. These would definitely sell if they brought them to market. I mean, I would even drink Heineken to get a collection of these. [More...](#) (Design)  
27 Comments | Share | Bury | downercow — made popular 1 hr 43 min ago
- 697 diggs** | [\[PIC\] If You're Having Trouble Going, Just Look Down](#)  
imager.cc — the scariest/strangest/coolest/ restroom setup I've ever seen [More...](#) (Design)  
63 Comments | Share | Bury | StLouisRams — made popular 2 hr 32 min ago
- 449 diggs** | [How to Photograph White Object on White Background](#)  
photoaxe.com — 1. Use a textile background that makes a few soft "natural waves" 2. Use a little colored piece in your white composition as a reference and 8 more [More...](#) (Design)  
31 Comments | Share | Bury | latino — made popular 8 hr 2 min ago
- 975 diggs** | [Amazing CG \(3D and 2D\) girls](#)  
cg-links.com — This is a collection of the most beautiful CG girls. Some of these girls were made in 3D Studio Max, Maya, Zbrush and some in 2D programs like Adobe Photoshop. This is so beautiful, that you can fall in love. Of course, rewards belong to the authors of this beautiful collection.

**- Half the things you read on the home page are pushed there by an SEO marketer.**

Daniel Tynski os SEOMoz shares his story:[1]

SEO Story Samples:

**“8 Diseases That Give You Superhuman Powers.”**



- "within five days, we received a total of almost 234,000 unique visitors."

**“How a Wet T-Shirt can Shoot Up Movie Sales”**

- Within 24 hrs I had received 2000 visitors.

- Within 5 days we received close to 25,000 visitors.

- It costs \$5000 to get that many users from Google CPC if you pay \$0.20

References:

1. <http://blog.mindvalleylabs.com/marketing/how-to-get-traffic-from-web-20-like-digg-reddit-stumbleupon/>

## **The Solution?**

**Keep communities smaller.**

- Keeps the conversations focused.
- Make it a less attractive target for spammers.
- Allows everyone to participate when it's easier to be heard



<http://www.ZooV.com>