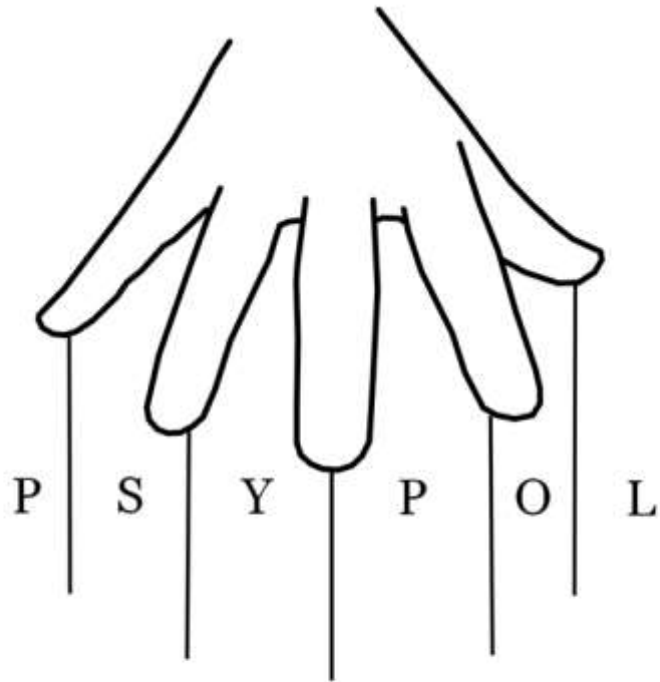


Census Report

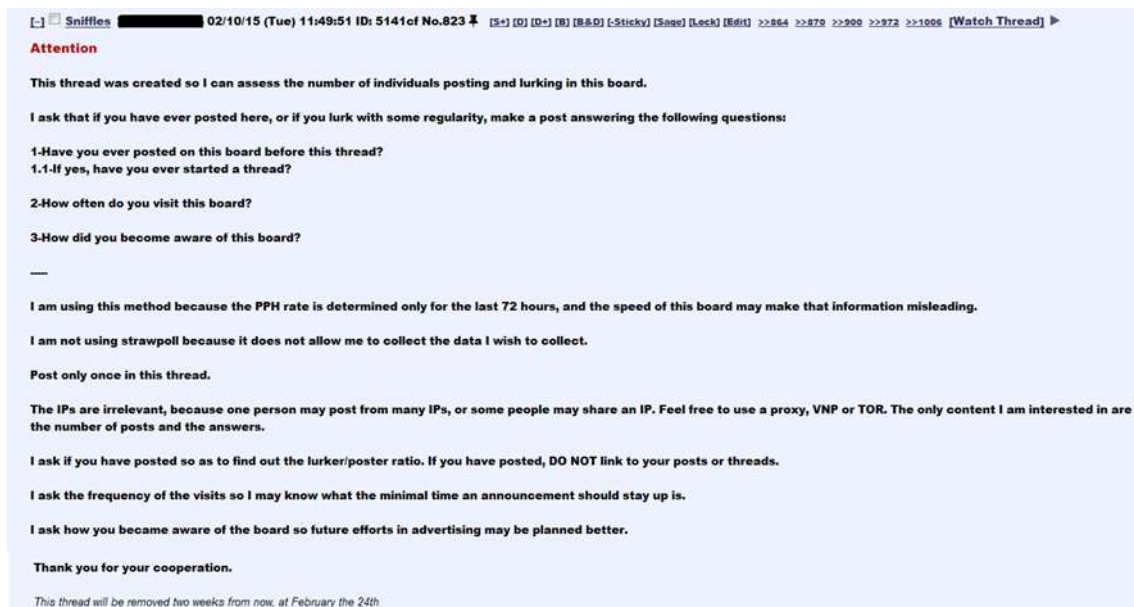


Infinitychan
Psychopolites Board

February 2015

Census of /32/ – February 2015

From the 10th to the 24th of February of 2014, the users of board /32/ were asked by the board owner to answer a few questions regarding their browsing habits. This was done with the goal of acquiring information that might be useful to the administration of the board, both internally and externally. The results are as follows.



Number of Users

There was a total of 30 (thirty) responses to the request of demonstration of presence by the board owner. All other calculations take this number of posters as the base value. Users who might have chosen not to participate on the census are unaccounted for.

Posters and Lurkers

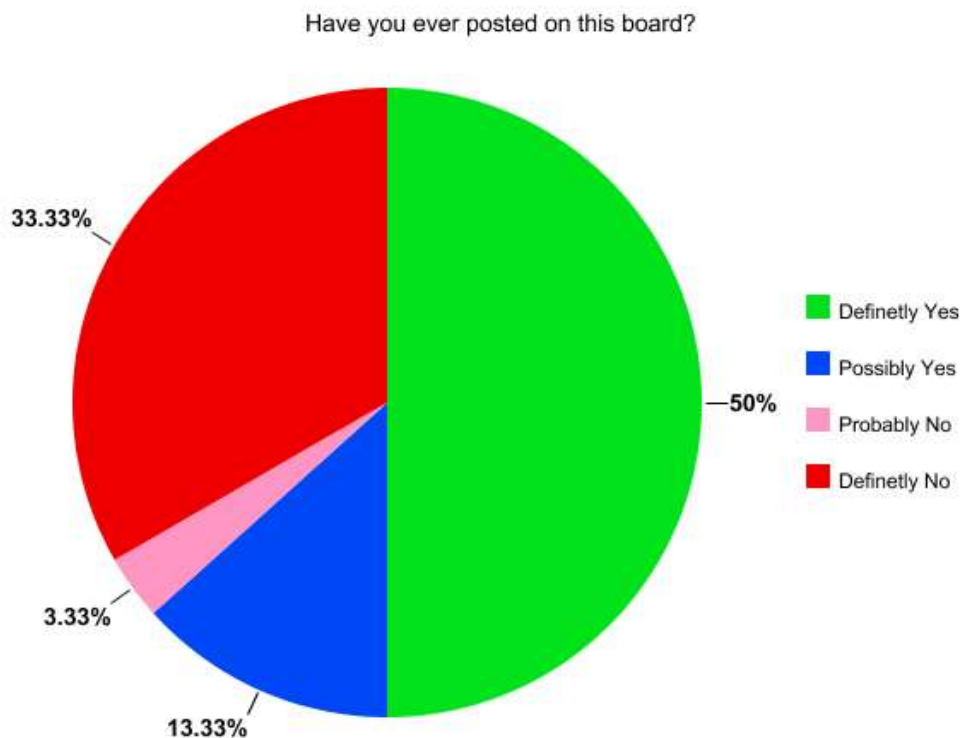
The first question of the brief questionnaire was “1-Have you ever posted on this board before this thread?”. The question did not specify frequency of posting or time of last posting. The answers can be classified as “affirmative” or “negative”:

- Affirmative: 18 users / 60%
- Negative: 12 users / 40%

The answers varied in regards to certainty and accuracy, thus allowing us to also classify them as “definitively yes”, “possibly yes”, “probably no” and “definitively no”.

- Definitively Yes: 15 users / 50%
- Possibly Yes: 4 users / 13.33%
- Probably No: 1 user / 3.33%

- Definitely No: 10 users / 33.33%



A piece of information that can be extracted from this, besides the quantifiable data, is the importance of clear answers for research.

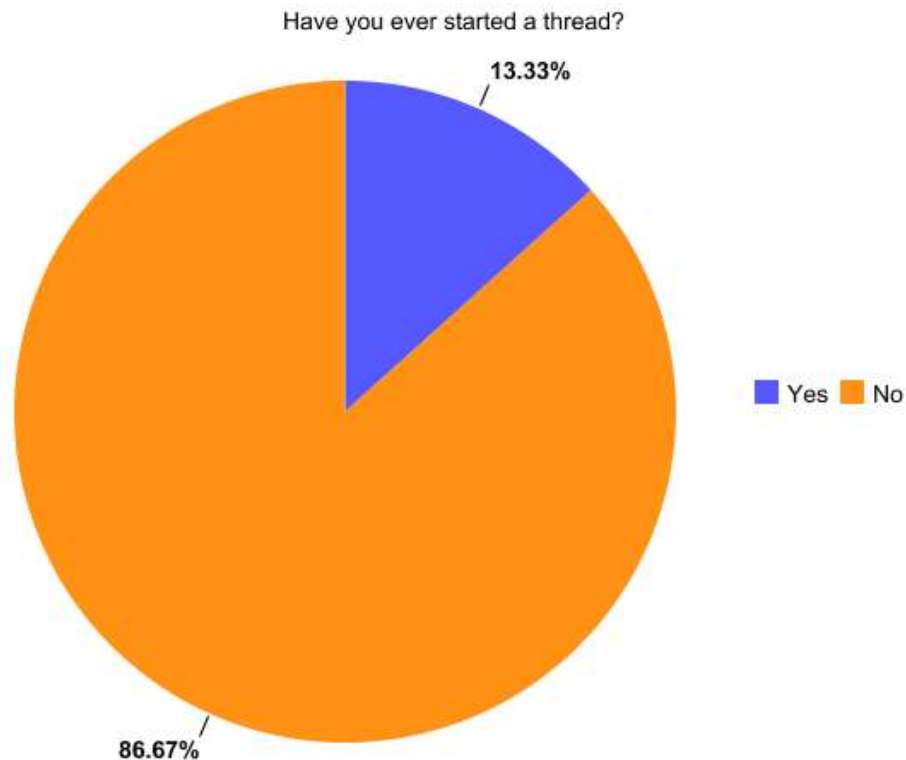
The slight majority of the users have posted on the board, and while those who have not posted are relatively certain of their answers, there is confusion among those who answered “yes”, possibly because of how the question was worded. The poster:lurker ratio determines not only how many users are not accounted for in the “Active Users” section of the boards list, but also demonstrates that all of the opinions expressed on the posts belong to a fraction of the users slightly over half. This means that opinions that seem popular might be merely repeated often by a relatively small number of users. Furthermore, it raises the question of why these people are not posting. There are currently no hypothesis.

Thread creation

A secondary question, subordinate to the previous one, was “have you ever started a thread?”. The creation of a thread receives special attention because it generally demands more initiative and a clear goal, whereas posting in an existing thread is less likely to make the poster the center of attention, and content posted in an existing thread is generally less scrutinized. Here the question was answered in a

less ambiguous manner, with the answers being more clearly defined within the “affirmative” and “negative” category.

- Affirmative: 4 users / 13.33%
- Negative: 26 users / 86.66%



This means that the 66 active threads (at the moment of this writing) have all been created by 4 users and the board owner, 5 individuals in total, for an average of 13.2 threads for each one of them. If all 18 posters plus the board owner had admitted to starting a thread, each would have been responsible for slightly less than 3.5 threads. If all users and the board owner had started a thread at some point, the average would have been that each user had created 2.13 threads.

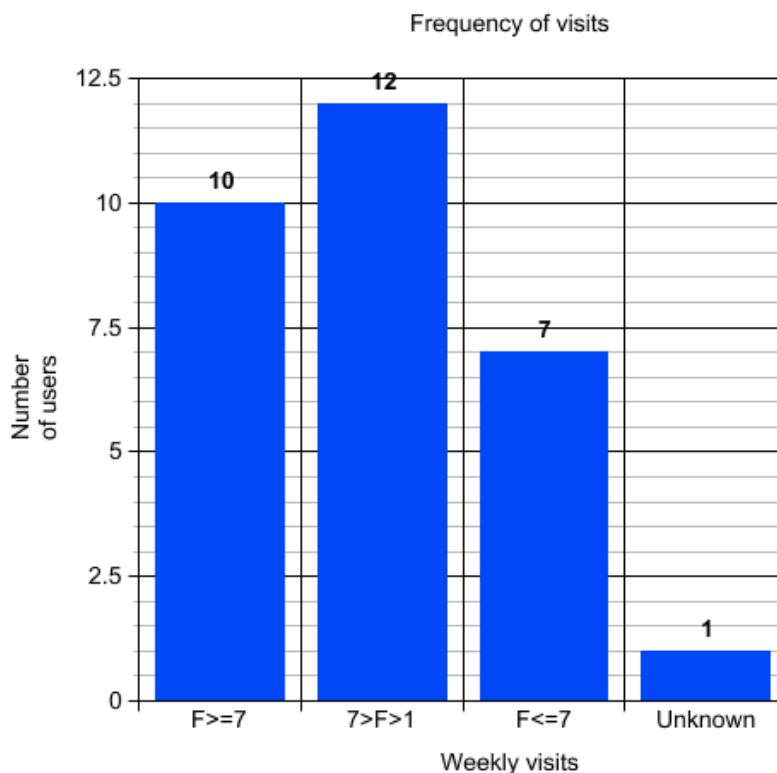
What this piece of data shows is a significant imbalance in regards to the creation of threads. The researcher speculates that this is caused by a lack of confidence in one’s technical knowledge and a fear that the thread will not be well-received. If it was a mere disinterest in regards to the board’s topic, we would also see a greater imbalance in the poster:lurker ratio. Efforts to increase the percentage of OPs will be crucial for maintaining a diverse pool of ideas and opinions that are visible to the lurkers and visitors.

Frequency of Visits

The second main question was “How often do you visit the board?”. Note that the question makes no mention of frequency of posting or duration of visit. Some

users gave vague answers, but most used quantifiable frequencies. Answers can be grouped in four categories: “daily”, “every few days” (less than once a day, more than once a week) , “weekly or less often” and “unknown”.

- Daily: 10 users / 33.3%
- Every few days: 12 users / 40%
- Weekly or less often: 7 users / 23.3%
- Unknown: 1 users / 3.33%



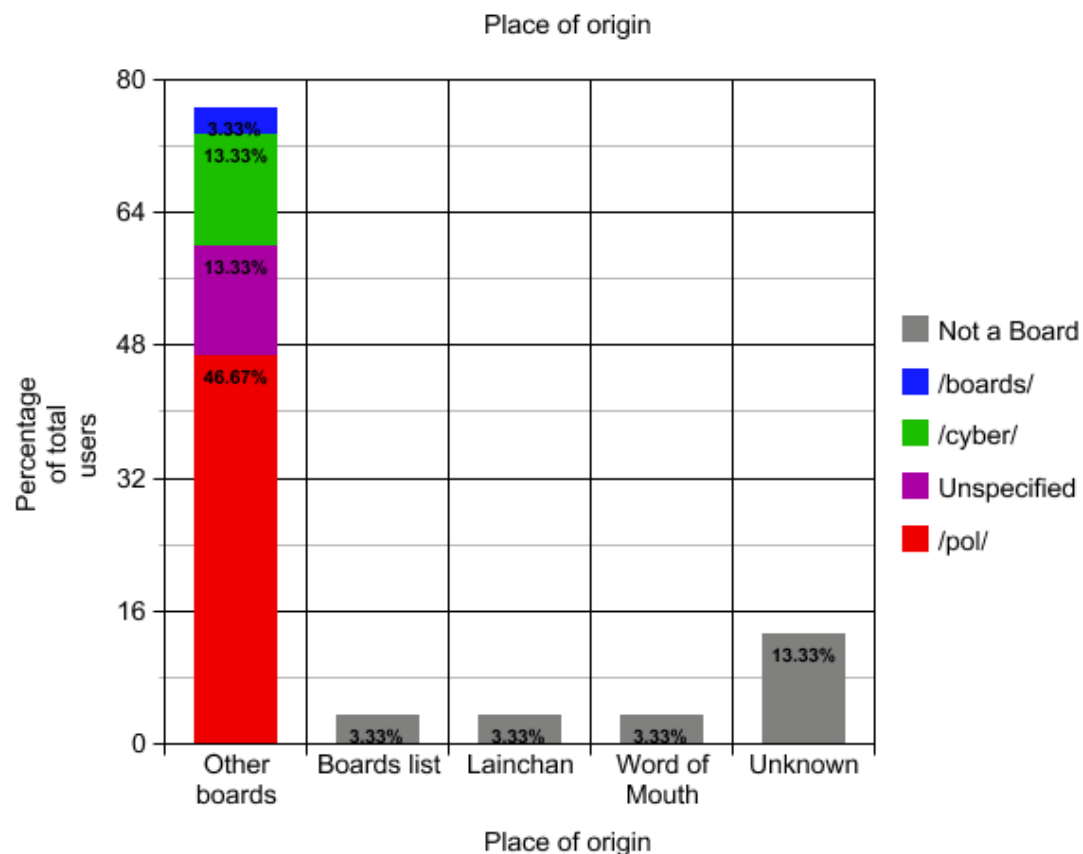
The frequency of visits determines the amount of time a post should remain on the first page so that a significant portion of the user base may see it immediately. The relevance of this information is in the posting of official announcements by the Board Owner. Another aspect of this data is the analysis of the possibility of discussion of time-sensitive information (both the chance that it will be approached soon enough and in determining how urgent a discussion will be fruitful).

Place of Origin

The final question was “how did you become aware of this board?”. The answers include linking from other boards on 8chan, checking the boards list, linking from Lainchan, word of mouth, and unknown. Among those that learned of it from a posting on another board, there are those who learned of it from /cyber/, from /pol/, from /boards/ and unspecified. Results are as follows:

- Other boards: 23 users / 76.66%

- /pol/: 14 users / 46.66% of total / 60.86% of boards
- /cyber/: 4 users / 13.33% of total / 17.39% of boards
- /boards/: 1 user / 3.33% of total / 4.35% of boards
- Unspecified: 4 users / 13.33% of total / 17.39% of boards
- Boards list: 1 user / 3.33%
- Lainchan: 1 user / 3.33%
- Word of mouth: 1 user / 3.33%
- Unknown: 4 users / 13.33%



There is a dramatic difference in the distribution of users by origin, with the great majority of them coming from other boards, and among those, most come from /pol/. This data allows us to better manage efforts in advertising, as well as understand the mentality of the users and what they expect when they come.

General Conclusions

The data collected suffers from two shortcomings: firstly, the amount of interviewed individuals is relatively small, although that is most likely because of the small amount of users of the board; secondly, the veracity of the results depends entirely on answers of the users, which may vary in honesty, accuracy and willingness to share information.

Nevertheless, this has allowed us great insight into the demographics of the board, giving us access to information that might prove very useful if used correctly.

It is in the opinion of the board owner and researcher that immediate efforts should be undertaken to increase the percentage of OPs among posters, and the less pressing issue of the lurker:poster ratio should also be tackled.

Efforts in increasing the traffic should focus on inter-board advertising outside of the dedicated advertising board (/boards/), but at the same time with the care of selecting locations from which acceptable users can be recruited. On this aspect we find a paradox, in that the more visible the board becomes, the greater the amount of “shitposters” in the potential user base. Targeted comments allow for particular posters to feel invited (without alienating the who thread), and themed threads on other boards provide the viewer with a sample of the board’s content and an eye-catching semi-permanent propaganda piece.

-Sniffles