

BuzzFeed



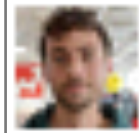
753,852 TOTAL VIEWS 1.9X SOCIAL LIFT STATS



The 40 Most Insane Things That Happened This Year In Florida

Ranked in order of insanity.

posted on December 18, 2013 at 11:58am EST



Matt Stopera
BuzzFeed Staff

Follow 10k

Follow



40.

Man chasing pedestrians with ax shot by officer, report says



Kameel Stanley, Times Staff Writer

Monday, September 23, 2013 7:36pm

Facebook 398 Tweet 29 Email Share 427



St. Petersburg Police shoot man near downtown post office

Tampa Bay Times

St. Petersburg Police shot and killed a man near the open air post office in downtown early Monday evening. Officers were on the scene investigating. The man's covered body was on the sidewalk on the east side ...




14.

Crime


Florida Man Bites Off Girlfriend's Thumb On the Way To Taco Bell


By Tim Elfrink Fri., Jan. 18 2013 at 9:00 AM

7 Comments 

Categories: **Crime**

 Like  Share 601

 Tweet 37

 Submit

 Pocket 1

 +1 43

Choose your own terrible crime adventure: Ricardo Davis was driving his girlfriend to work at Taco Bell this week just up the coast in Palm Bay when the couple started to argue. The girlfriend pushed Davis' head, so he responded by a) Calmly telling her to cool off; b) Singing the lyrics to "Bandz A Make Her Dance" loudly enough to drown her out; or c) Viciously biting off her thumb and spitting it on the floor.

Well, this is Florida, so you already know that **Option C** is the winner.



Ricardo Davis

blogs.miaminewtimes.com

27.

If you must drag a shark onto beach, do it right

10:56 AM, Aug 19, 2013 | 0 comments



Tim Nagy, of Naples, and a tiger shark he caught at Wiggins Pass; Nagy released the shark in good shape. / Special to The News-Press

Via wtsp.com

16.

Man arrested for giving people wedgies



Posted: Jan 15, 2013 10:49 AM EST
Updated: Mar 12, 2013 10:49 AM EDT

By: Kristin Wright, FOX 13 News - bio

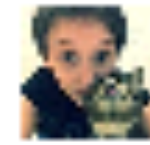


myfoxtampabay.com

19 Reasons Why It's Great To Be A Florida Gator

In all kinds of weather, we'll all stick together!

posted on February 27, 2014 at 1:46pm EST



Sami Main
BuzzFeed Staff

Follow 331

[Follow](#)



1. You can totally say you went to same college as one of the best college football players in recent history.



3. Your school has *both* a potato *and* french fries memorialized in statue form.



120+ Million uniques monthly

The screenshot shows the BuzzFeed homepage with the following elements:

- Header:** BuzzFeed logo, navigation tabs (NEWS, ENTERTAINMENT, LIFE, VIDEO, MORE), and social media links (Like, Follow, Follow).
- Top Row:** A series of small image thumbnails including a person in a pink outfit, a man in a white shirt, a couple, a group of people, a hamster, a sign for 'Feral Goats for 2 miles', and several pumpkins.
- Main Article:** '7 Times The TLC Biopic Made Us Do A Double-Take' by CRAZYSEXYCASTING, featuring a woman in a blue jacket.
- Text Snippet:** 'OMG babe ive got a rug burn from last night' and 'Umm... hey sis. I think you've got the wrong'.
- Section: 15 Reasons Texts Are Actually The Scariest Part Of Halloween** (PRESENTED BY Virgin Mobile).
- Section: 2 New Posts**
 - '15 Things Only A Politician Would Say' by Dorsey Shaw.
 - '15 Things You Probably Didn't Know About Popular Toys' by J. Lester Feder (PRESENTED BY Walmart).
 - 'Actress Praises Egyptian Leader's "Bronzed, Gold Skin" And "Analytical Fire"' by Sheera Frenkel.
 - '15 Photos Of Creative Street Art From All Over The World' by Summer Anne Burton.
 - '18 Things You Probably Never Noticed In Mary-Kate And Ashley Movies' by Jen Lewis.
 - 'Emma Stone Has The Best Wikipedia Blurb Of Life'.
- Section: Big Stories**
 - 'Croatian Parliament Puts Same-Sex Marriage Ban To Popular Vote' by J. Lester Feder.
 - 'Shooting Near Millington Naval Base In Tennessee' by Ellie Hall.
 - 'Vine Levels The Playing Field With Its New Update' by Charlie Warzel.
- Section: Fresh on the web**
 - 'Obama Wants Marines To Wear "girly" Hats' on foxnews.com.
 - 'These Words You Use Every Day Have Racist/Prejudiced Origins, And You Had No Idea' on huffingtonpost.com.
 - '"Gotta Know "Em All" [Comic]' on geeksaresexy.net.
 - 'Dear Prudence: My Boyfriend Is A 30-Year-old Virgin.' on slate.com.
 - 'Harry Reid Told Caucus That Pete Sessions Was Behind Obama Insult, Senators Say' on huffingtonpost.com.
 - 'Eric Clapton Wows Audience With Even Slower Version Of "Layla"' on theonion.com.
 - 'Jamie Dornan As Christian Grey: What To Know About The British Actor' on people.com.
 - 'Jon Lester Cheating With Foreign Substance On Fingers?' on bustedcoverage.com.
 - 'Be Mine? Why It's Smart To Court Your Friends' on nymag.com.
 - 'Edward Vs. The Doctor [Picture]'.

75% of visits from social

Over half are aged 18-34

Over half of visits from mobile

Portals → Search → Social

Social is the new starting point

Key Concept

Bored-At-Work Network

Millions of bored office workers blog, tweet, Facebook, and IM all day

The BWN is bigger than the BBC, CNN, or any traditional media network

A decentralized network that enables media to “go social” if ordinary people enjoy sharing it

Key Concept

Bored-In-Line Network

About half of BuzzFeed traffic is mobile

Your content can't spread if it isn't shareable on the mobile web



Early Social Media Experiments

2001 NIKE ID Launches



2001 NIKE ID Launches





7:34

24°



NEW YORK



PHOENIX, AZ

7:34

The Rejection Line

The World's First Rejection Line. Featured by People, USA Today, CNN, NPR, etc!

[Press](#)

[Other Numbers](#)

[Recordings](#)

[Advice](#)

[Shop the Reject Store](#)

[Home](#)

.

.

Also check out:
[Chelsea's Site](#)

and

BuzzFeed:

New on BuzzFeed

Someone won't leave you alone?

Give them "your" number: 212-479-7990
The official New York Rejection Line!



Operators are Standing By!

The rejection line team takes care of the rest, providing premium rejection services -- completely free of charge!!

It's that simple.

We do the rejecting. You spend time doing things you enjoy, like walking in the park, going to cultural events, and dating attractive people.

Rejection Line Tips:

Standing by for your business and family



JENNIFER LOPEZ: HOW LOVE CHANGED HER LIFE

MAY 27, 2002

People



Dead Ringers

Badgered by boors? Chelsea and Jonah Peretti's Rejection Line has their number

The three waitresses had a delicate problem. Male customers at the Boston coffee shop where they worked were bugging them for their phone numbers. The women didn't want to go out with them—but felt awkward about shooting them down so publicly. Listening to their conversation last May, their pal Jonah Peretti had a sudden inspiration. "It would be great," he remembers saying, "if there was a phone number that you could give guys to reject them."

Beware, men. Launched by Peretti, 28, and his sister Chelsea, 24, in August, the Rejection Line

puts the diss in dismissal. A beleaguered woman can now give a number—not her home number—to an importuning swain. When he calls, a message announces, "The person who gave you this number does not want to talk to you or see you again." The deflated suitor can also dial through a recorded menu of "rejection specialists" offering further belittling barbs.

Peretti, a director of a Manhattan nonprofit arts organization, and his sister, a New York writer and stand-up comic, were not completely serious at first. "I thought it would just be an interesting experiment," says

Jonah, "some kind of underground urban phenomenon." After a slow start, however, the line, publicized through word of mouth, bathroom graffiti and, eventually, NPR, has received more than 500,000 calls—although the Perettis don't make any money from it.

Chelsea acknowledges that, yes, the Rejection Line is a bit harsh but argues that sometimes blunt words are the only ones that work. Even then some callers miss the point. One dim but ardent suitor, says Jonah, recently left a message saying, "Hey, give me a call—we should hang out sometime." ●

130 5/27/02 PEOPLE

For more on The Rejection Line, go to www.people.com or AOL (Keyword: People)



Hi! I'm Sally,
and I'm Johnny



Welcome to our website:
Black People Love Us!



We are well-liked by Black people so we're psyched (since lots of Black people don't like lots of White people)!! We thought it'd be cool to honor our exceptional status with a **ROCKIN'** domain name and a killer website!!

We hope you think we're as awesome as the Black community does 😊!!



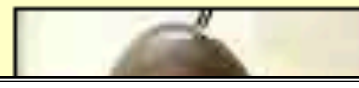
Check out these testimonials from our real life friends!



Sally loves to touch my hair! She always asks me how I got my hair to do this. That makes me feel special. Like I have magical powers!



Johnny calls me "da man!" That puts me at ease. It makes me feel comfortable, because I am Black and that's how Black folks talk to one another.



Hanging Out With Close Friends!



Is that roof high enough...or does it need to be raised?!
Johnny gets props from a close friend!



Whoops! Johnny's totally stumped!



Biggest Misconception: “Quality is all that matters”

- ✗ Quality content automatically goes viral on its own**
- ✗ The best content is the most viral**
- ✗ The “best” ideas always win**

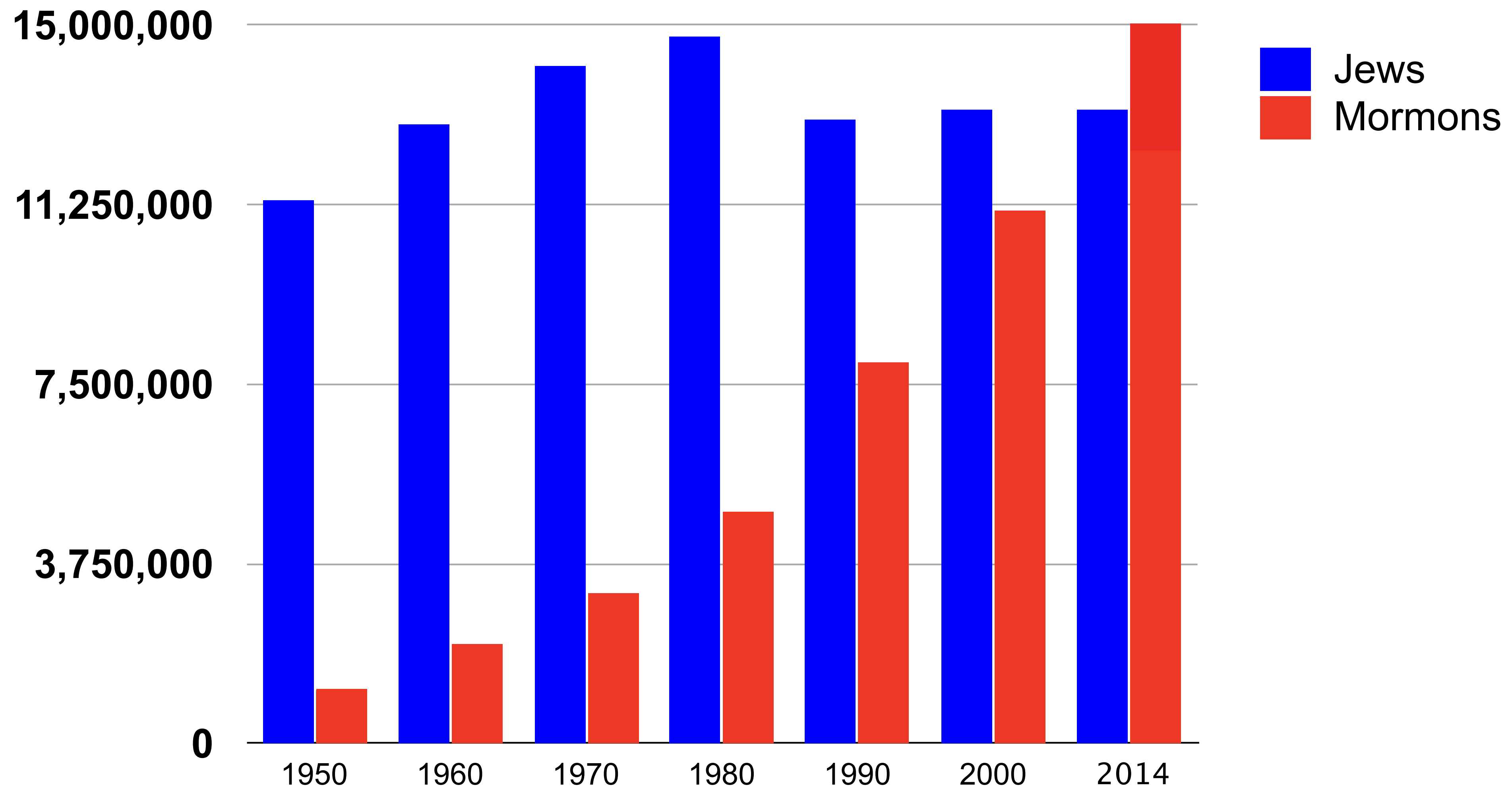
**Quality matters,
but isn't enough.**

Which is Higher Quality?

judaism or mormonism?



Performance Metrics



The Science Of Social Publishing

$$R = \beta Z$$

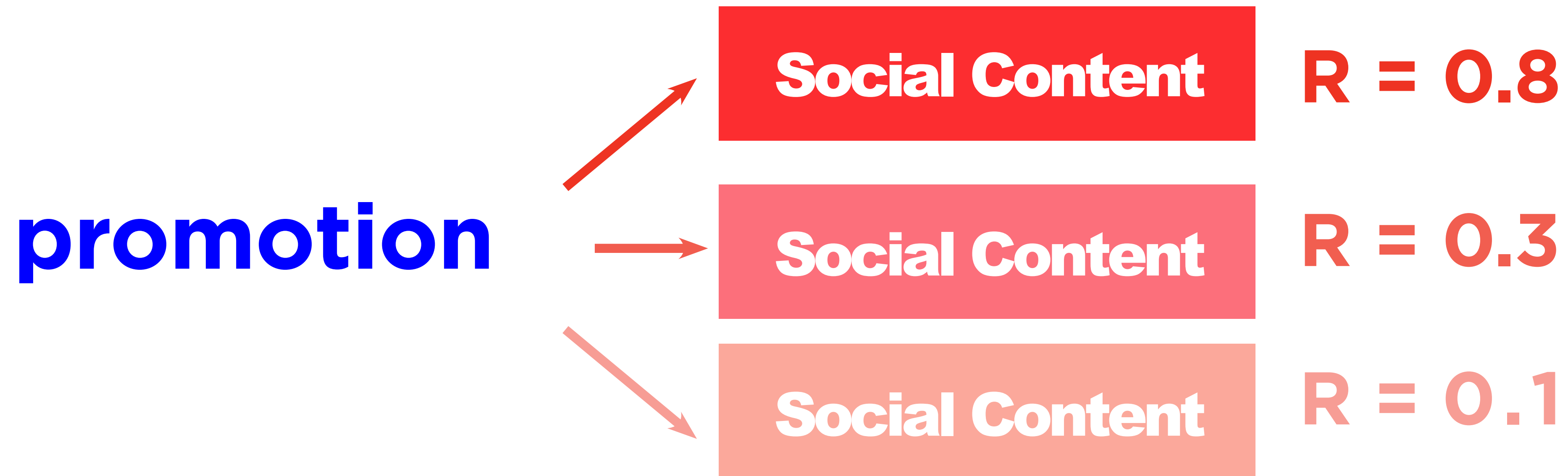
Social Rank

Measures the “social reproduction rate” of media and is a measurement metric that exists in real time

Maximization of Content Spread

We accelerate the promotion of content that is taking off

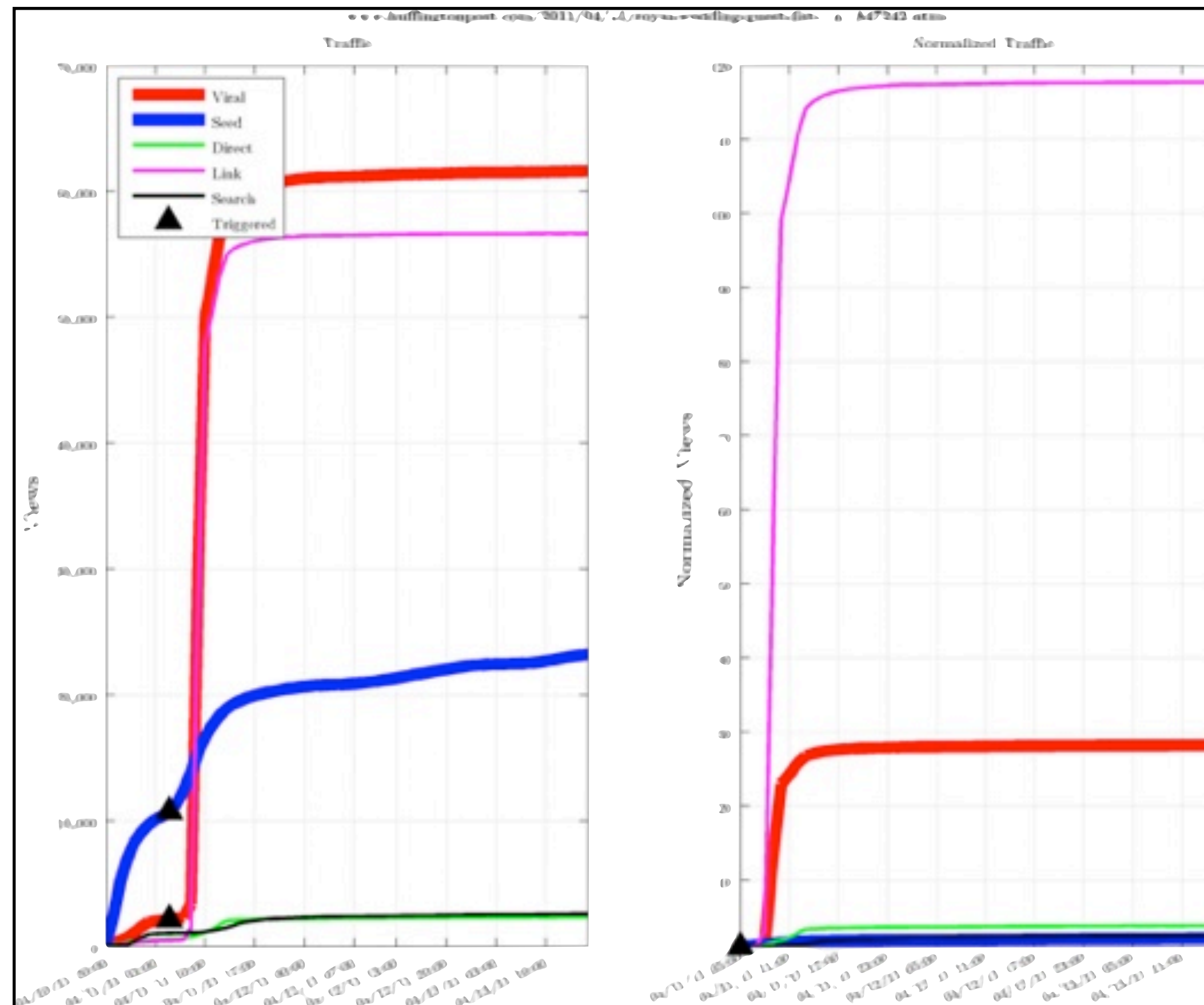
Social Optimization



We test R values in realtime and promote content with a higher rank

BuzzFeed editors, users, and advertisers can try lots of ideas and the platform maximizes distribution for Social Lift

We Use Machine Learning to Predict Social Hits



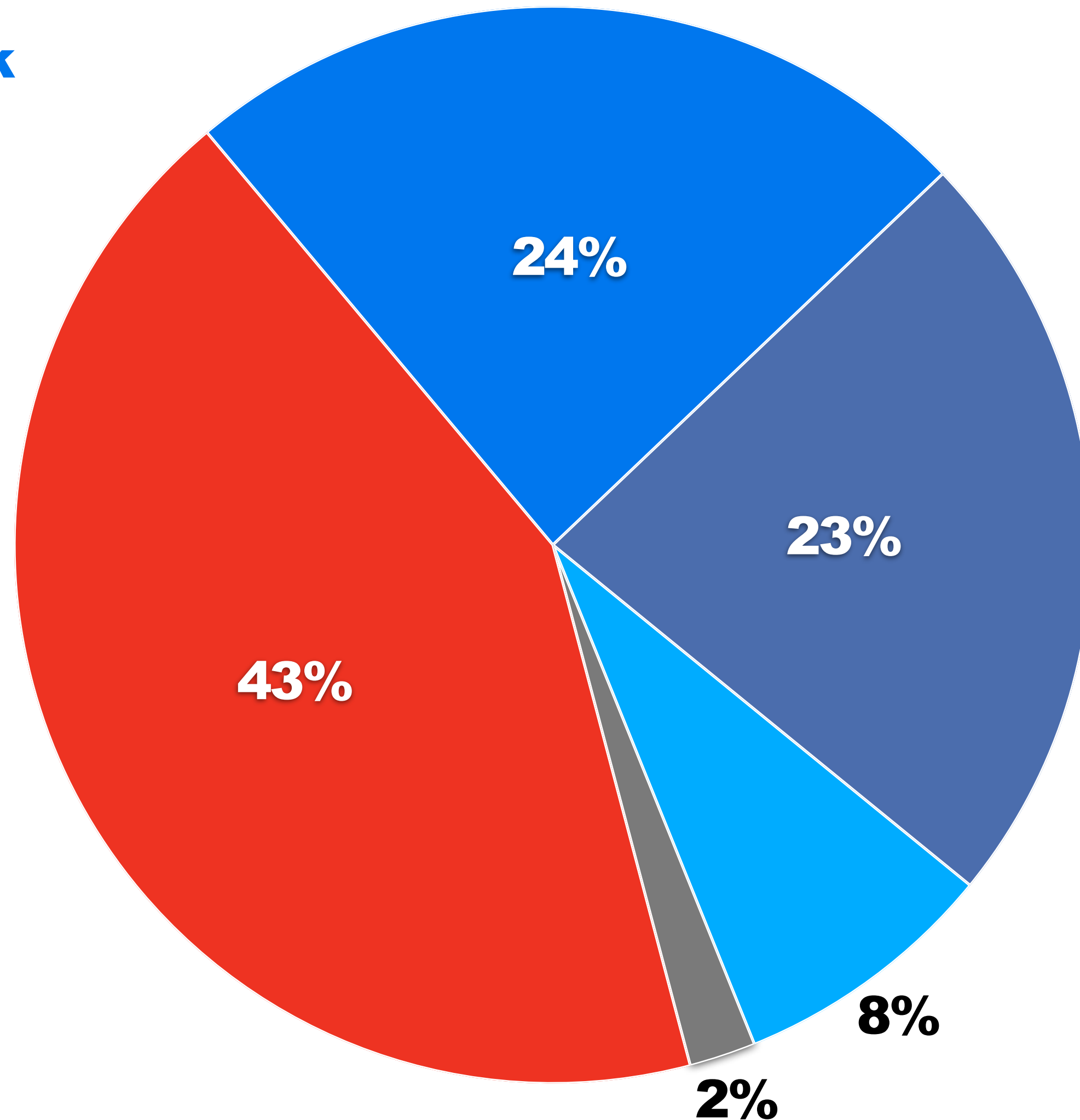
Predict what will be widely shared before it takes off

Machine learning trained on years of historical data

Adjust predictions based on decay rates of Twitter, Facebook, Pinterest

Optimization

Facebook
Pinterest
Email
Twitter
Other



Pinterest referrals share content on Pinterest and Facebook, so we redesigned their share tools.

Image Share Buttons

26. This one easy step will make your eyes brighter and more noticeable.

Use shimmer eyeshadow in the corners of your eyes.

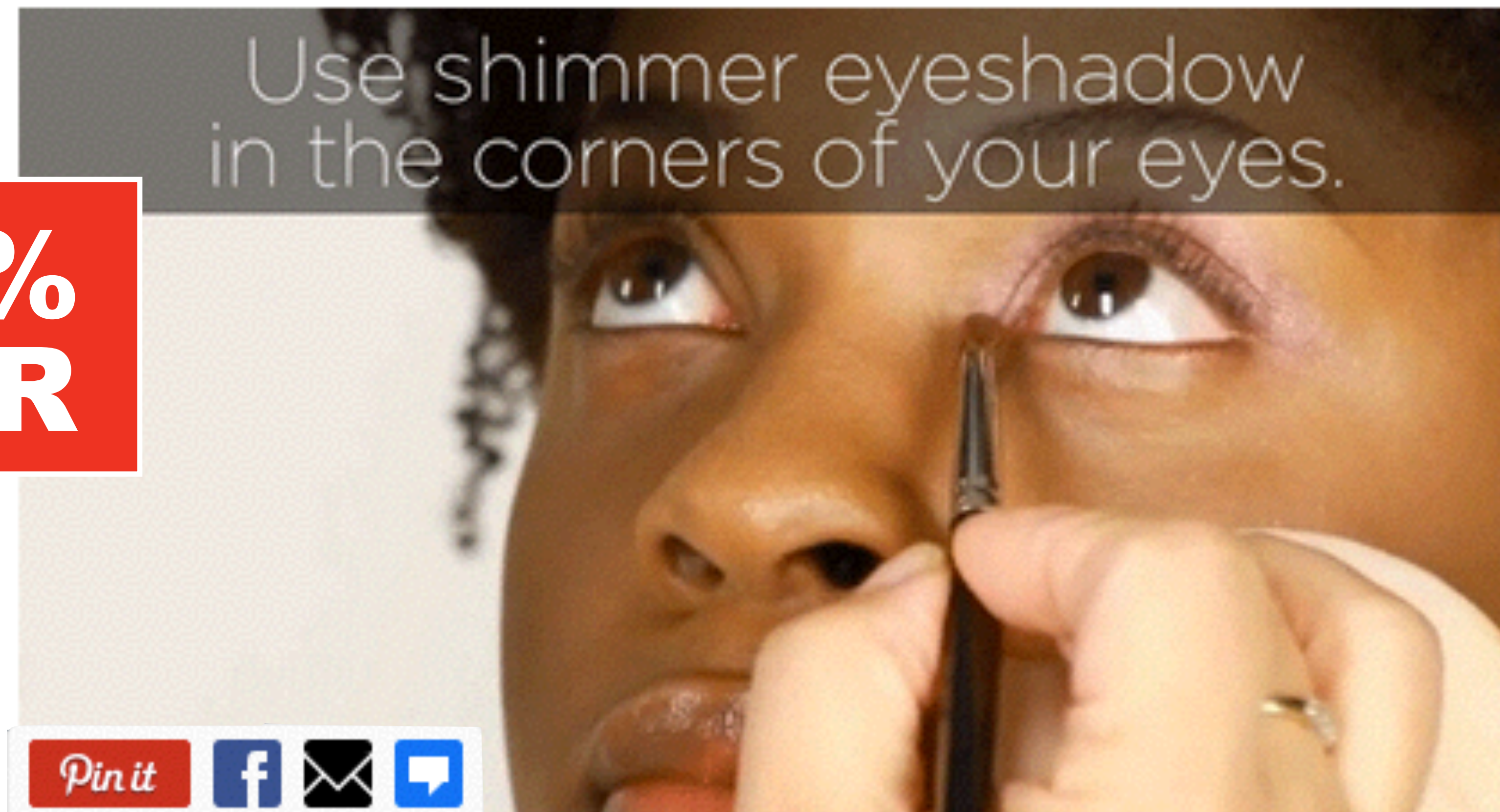
buzzfeed.com

Image Share Buttons

26. This one easy step will make your eyes brighter and more noticeable.

Use shimmer eyeshadow in the corners of your eyes.

**+8%
CTR**



buzzfeed.com

Post Share Bar


27 DIY Beauty Hacks Every Girl Should Know

Being a girl is hard. Which is why your beauty routine should be as easy as possible.

posted on August 21, 2013 at 3:16pm EDT

 **Peggy Wang**
BuzzFeed Staff

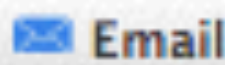
 Follow 5.1k

 Follow @IAM486

 Share 4K

 Like 10k

 Tweet 484

 Email

 Pin it



27 **DIY**
BEAUTY
HACKS EVERY
GIRL
SHOULD KNOW



Post Share Bar

27 DIY Beauty Hacks Every Girl Should Know

Being a girl is hard. Which is why your beauty routine should be as easy as possible.

posted on August 21, 2013 at 3:16pm EDT

 **Peggy Wang**
BuzzFeed Staff

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[Pin it](#) [Share](#) [Like](#) 10k [Email](#) 2K [Tweet](#)

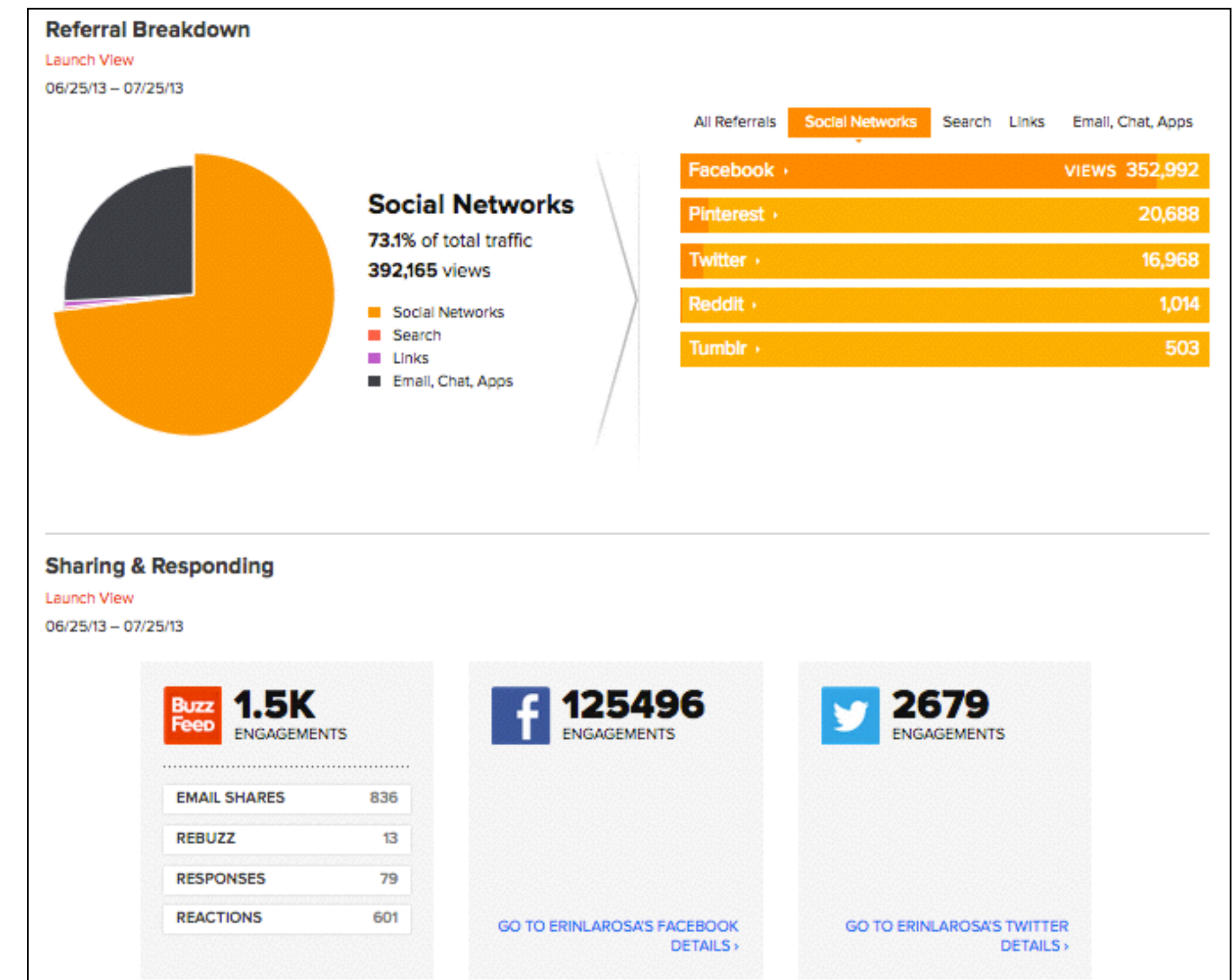
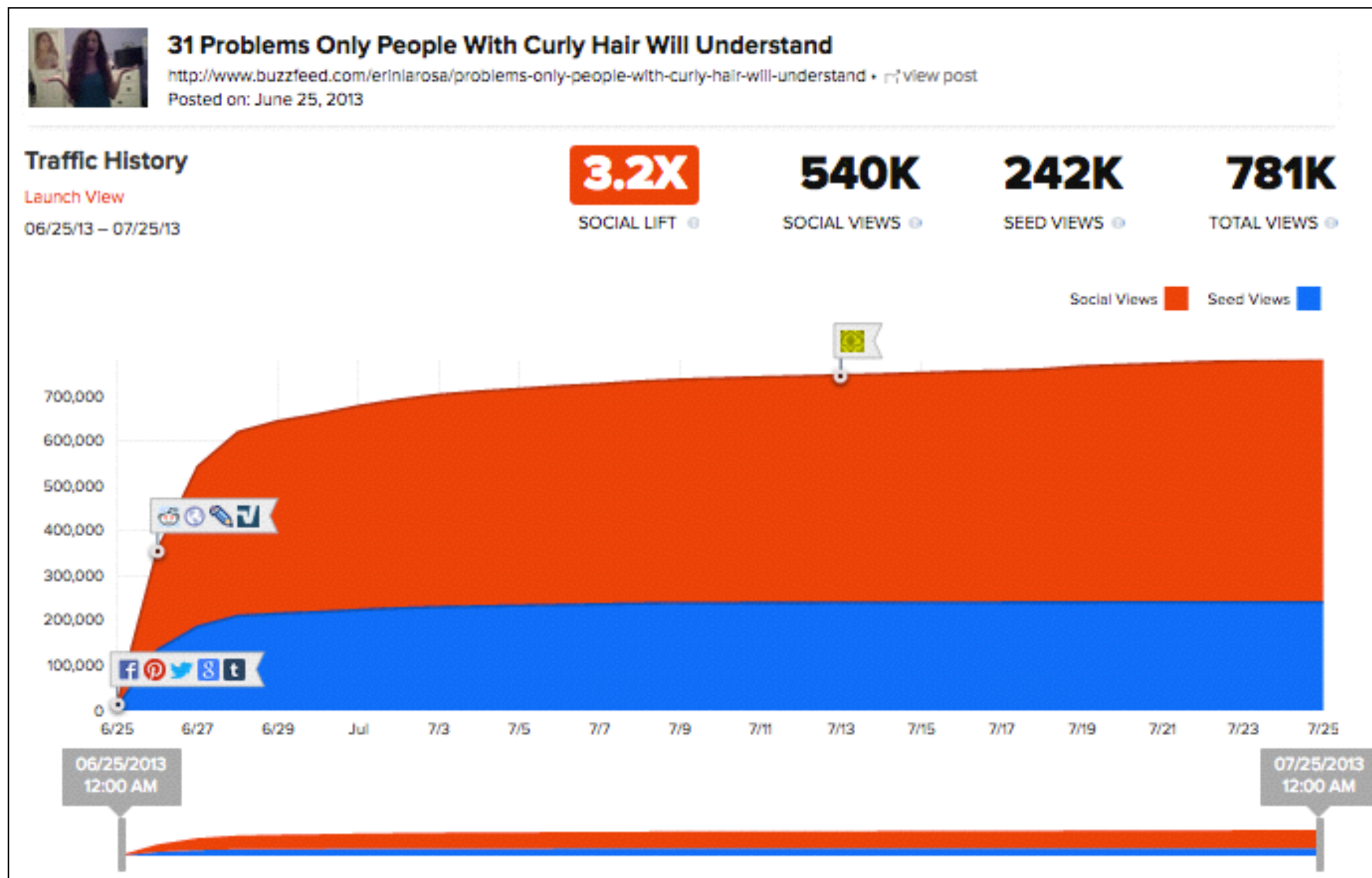
**+110%
CTR**



**27 DIY
BEAUTY
HACKS EVERY
GIRL
SHOULD KNOW**


The Social Lift Dashboard

The Best Machine Learning is the Human Brain



The Art Of Social Publishing

Have a heart

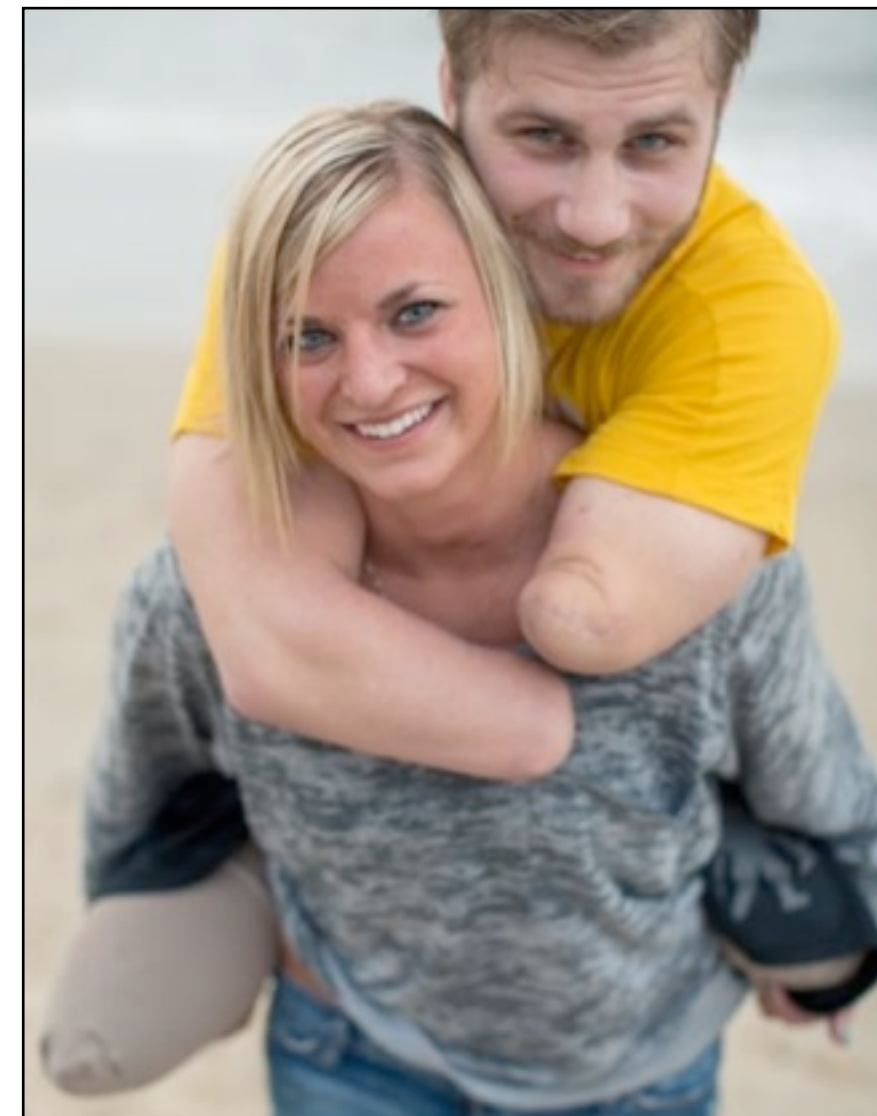
 **4,871,667**
TOTAL VIEWS

11X
SOCIAL LIFT

win **cute** **omg**

A Love Story In 22 Pictures

A picture is worth 1000 words. Keep tissues handy. (Photographs from [Tim Dodd Photography](#).)



Content is about identity.



Capture the moment.



Cute animals deserve respect.



**Humor is
inherently
social.**

This printer
is now called
Bob Marley
because it's
always
jammin'



So are human rights.



**Don't post things people
are embarrassed to share.**



What Spreads Depends on the Platform

Google & Facebook




Google World View:


Connect people with the information they need.

Advertisement

with an Unforgettable Florida Vacation
Starting at \$215* [View Packages](#)



THE PLAYERS Stadium Course at TPC Sawgrass



Ponte Vedra Beach, Florida

How Can I Get Rid of My Slice and Learn to Hit a Controlled Draw?

By Brent Kelley, About.com Guide

Free Golf Newsletter!

[Discuss in my forum](#)

See More About: [golf slice](#) [golf draw](#) [gary gilchrist](#) [golf tips](#)

Question: How Can I Get Rid of My Slice and Learn to Hit a Controlled Draw?

Answer: Gary's Quick Tips:

Most slices are caused by an "over the top" swing; that is, a swing that approaches the ball on outside-to-inside swing path. Open clubfaces at impact are another common cause.

Drawing the ball comes from your setup position. The main keys are:

- Keep your alignment closed.
- Put the ball back in your stance.
- Take a strong grip (your leading hand - the top hand on the club - should be turned a little more to the inside).
- Swing from the inside-out; that is, the club should approach the ball from an inside-to-outside swing path.

These fundamentals should help you produce a shot that goes right to left (for righthanders).

[Previous Tip](#) | [Next Tip](#)
[Back to Gary Gilchrist Quick Tips FAQ Index](#)

Sponsored Links

[Want Monster Drives?](#)
This 1 Simple Trick will Add 30 Yards.
Watch Free Video Now!
www.PerfectConnectionGolfSwing.com

[Pain Free Golf Swing](#)
Hit the Ball Farther & Straighter
Without Any Pain. Lower Your Scores
www.PeakPerformanceGolfSwing.com

[20 min Golf Swing Video](#)
1. Watch the Free Online Lesson 2.
Get a Consistent Golf Swing
www.DarrellsGolfTraining.com

Suggested Reading

- [Gary Gilchrist's Quick Tips FAQ](#)

Advertisement

1 Tip for a tiny belly :



Cut down a bit of your belly everyday by following this 1 weird old tip

Tip 

- Golf Ads
- [Golf Tips](#)
 - [Cure Slice](#)
 - [Golf Swings](#)
 - [Golfing Slice](#)
 - [Golf Drills](#)



Home » Beauty & Personal Care » Dry & Oily Skin Care » Oily Skin » How to Stop Oily Skin

Top 5 To Try

How to Prevent and Stop Oily Skin

How to Stop Shiny Oily Skin

How to Tone Oily Skin

How to Clean Oily Skin

How to Moisturize Oily Neck Skin

How to Stop Oily Skin

By Sandra Ketcham, eHow Contributor updated: March 17, 2011

Like 66 Tweet 4

eHow.com Like 74,941

Print Email Share



Oily skin occurs when the sebaceous glands in the skin are overactive and produce excessive sebum. Many factors contribute to oily skin, including hormone levels, humidity, diet and cosmetics. However, heredity plays the biggest role in oil production. Oily skin is most common during puberty but may affect anyone of any age. While nothing can completely stop oily skin, a number of treatment options and home remedies can reduce oil production.

Stop Oily Skin

Instructions

Difficulty: Moderate

Related Ads

Skin Care Products

Advertisement for Verisign Inc. with logo and text: learn more at VerisignInc.com

Helpful?

Yes

No

Ads by Google

Clear Up Acne Today

90% Improvement in 3 Days! Try EverClear Acne Cream

www.4EverClear.com

Free Samples In

Wash your face three times a



Facebook World View:

Connect people with their friends, and give them the means to communicate and express themselves.





1,185,784
TOTAL VIEWS

34X
SOCIAL LIFT



STATS

most
shared

LOL

cute

Basset Hounds Running

Yup, this is the **best** thing you'll see all day.

posted on March 15, 2011 at 8:10pm EDT



Dave Stopera
BuzzFeed Staff

f Follow

4.2k

t Follow

f Share

47K

f Like

124k

t Tweet

6K

e Email

4K

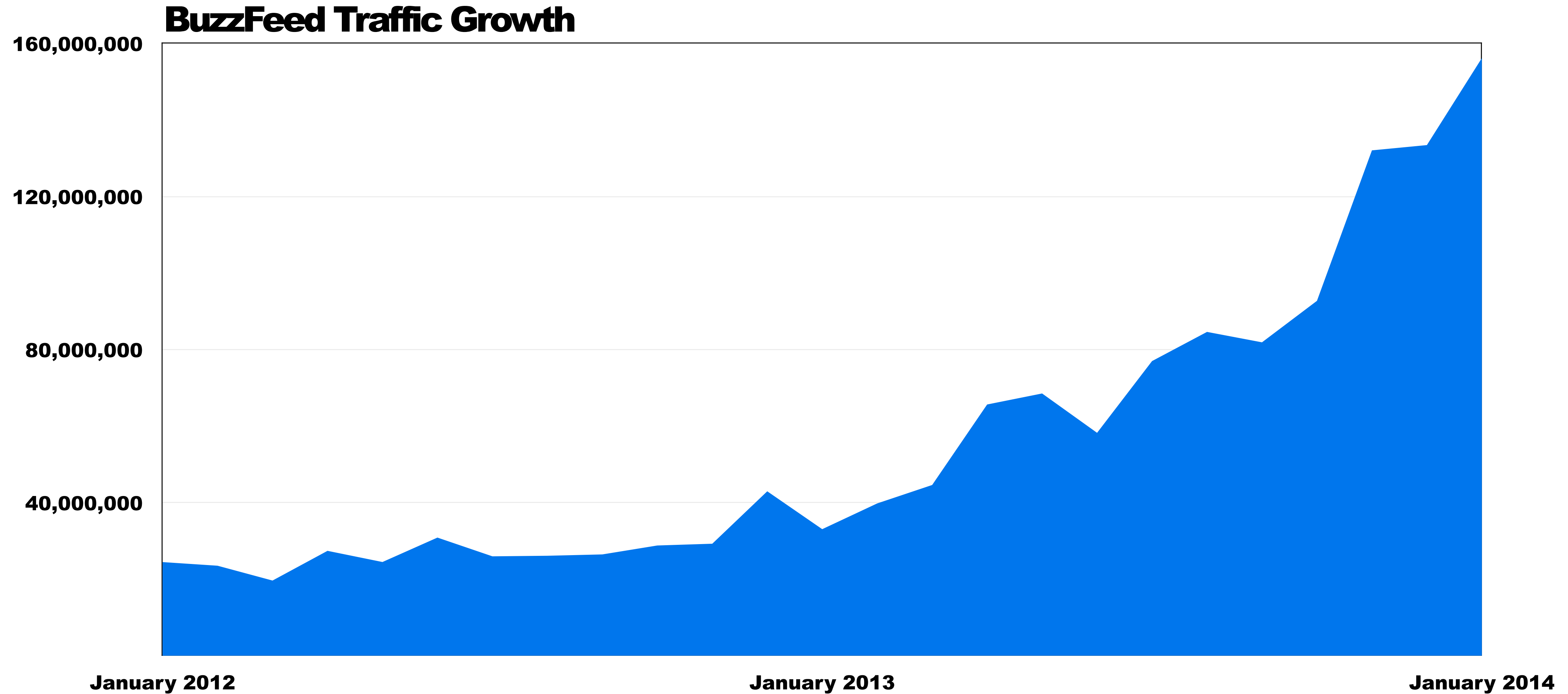
p Pin it

1.



Social Publishing Arrives

Online publishing was always small, now it's big.



**Things no one thought
would happen online
are happening.**

Online media companies are investing in:

- **Serious reporting and scoops**
- **Longform content**
- **Investigative teams**
- **Original video**
- **Foreign correspondents**
- **Global expansion**

Serious Reporting and Scoops

New York Times And Guardian Will Publish More Snowden Revelations

climate of intense pressure."
ted on August 23, 2013 at 1:05pm EDT

Ben Smith
BuzzFeed Staff

Share Like 650 Tweet Email Pin it



Politics

Obama To Meet With LGBT Activists While In Russia

After canceling a bilateral summit with Russian President Vladimir Putin while there for the G20 summit, Obama may anger the Kremlin further by meeting with Russian activists — including from LGBT groups.

posted on September 2, 2013 at 1:28pm EDT

Max Seddon
BuzzFeed Staff

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WORLD

Exclusive: IAC And Daily Beast Editor Tina Brown To Part Ways


A source with direct knowledge of the situation says IAC does not plan to renew Tina Brown's contract when it expires in January. A decision has not yet been made on the future of *The Daily Beast*.

posted on September 11, 2013 at 1:34pm EDT

Peter Lauria
BuzzFeed Staff

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Business

Benedict Cumberbatch Calls Chelsea Manning Sentence "Devastating"

The actor, who plays WikiLeaks founder Julian Assange in *The Fifth Estate*, spoke BuzzFeed about the controversial case.

posted on September 6, 2013 at 12:19am EDT

Jordan Zakarin
BuzzFeed Staff

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ENTERTAINMENT





Longform Content Online

Why I Bought A House In Detroit For \$500

After college, as my friends left Michigan for better opportunities, I was determined to help fix this broken, chaotic city by buying my own home in the middle of it. I was 23 years old.

posted on January 9, 2014 at 11:01pm EST

 **Drew Philp**
BuzzFeed Contributor

 Share 30K  Like 140k  Tweet 5K  Email  Read Later  Share

1.4M+ views

Half on mobile!



 *The Atlantic* FOLLOW US   

POLITICS BUSINESS TECH ENTERTAINMENT HEALTH EDUCATION SEXES NATIONAL GLOBAL VIDEO MAGAZINE

JUST IN When You Fall Out of Love, This Is What Facebook Sees EVENTS | IN FOCUS | LONGREADS | APPS | BOOKS | NEWSLETTERS | SUBSCRIBE

Sit Back, Relax, and Read That Long Story—on Your Phone

More than 50 percent of BuzzFeed's traffic comes from mobile visits. And that includes stories that are thousands of words long.

MEGAN GARBER | JAN 21 2014, 11:15 AM ET

2.4k  Share

1,283  Tweet

66  +1

99  Share

More ▾



kgnixer/Flickr

Investigative Reporting

The New York Times Business Day
Media & Advertising

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Search International DealBook Markets Economy Energy Media

BuzzFeed Hires Pulitzer Winner to Head Investigative Unit

By LESLIE KAUFMAN
Published: October 21, 2013

BuzzFeed, the media Web site focused on viral content, announced on Monday that it was again expanding its reporting staff, this time to introduce an investigative unit. A new team of about half a dozen reporters will be led by Mark Schoofs, who was hired away from the nonprofit investigative service ProPublica.

Before joining ProPublica in 2011, Mr. Schoofs worked as an investigative reporter at The Wall Street Journal and earlier at The Village Voice, where he won the 2000 Pulitzer Prize for International Reporting for a series on AIDS in Africa.

“We plan to mix BuzzFeed’s energy, ambition and grasp of the social Web with the best traditions of American investigative reporting to expose wrongdoing, hold people accountable and tell stories that need to be told,” Mr. Schoofs said in a written statement.

BuzzFeed, best known for promoting viral content, has been expanding rapidly into more serious journalism, including foreign news, and now has a news team of roughly 130 journalists.

- FACEBOOK
- TWITTER
- GOOGLE+
- SAVE
- E-MAIL
- SHARE
- PRINT
- REPRINTS

Enough Said
Now Playing



Foreign Correspondents



Miriam Elder
Foreign/ National
Security Editor



Max Seddon
Based in the Ukraine,
focus on Russia



Rosie Gray
Based in DC,
focus on Foreign Policy



Mike Giglio
Based in Istanbul,
focus on Syrian conflict



Lester Fedder
Based in DC,
focus on Global LGBT

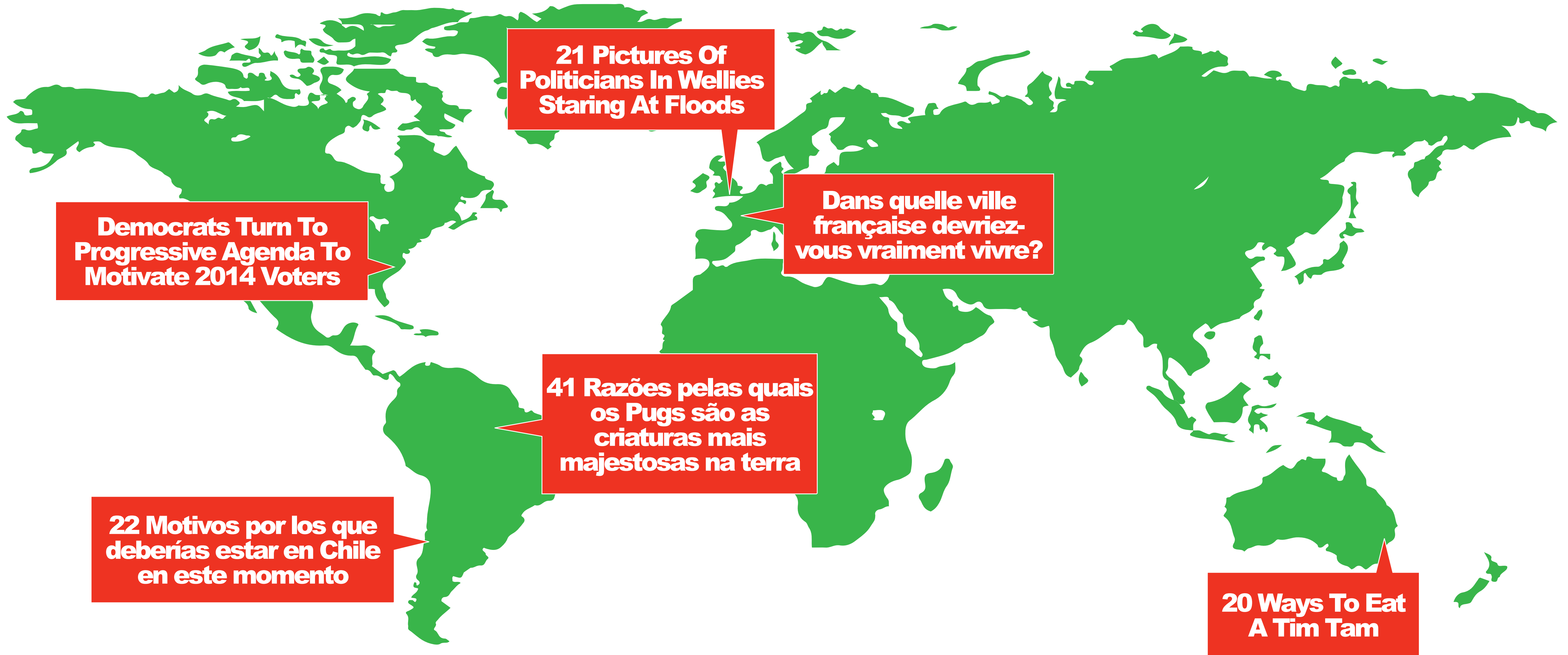


Sheera Frenkel
Based in Cairo,
focus on Middle East
& Northern Africa



Jina Moore
Based in Nairobi,
focus on Global
Women's rights

Global Expansion



Social Traffic → Translation → Exploratory editorial team → Business team

Original Video



**Full LA
production
studio**

**100+
monthly
video views**

**Video team
of 50+**

Original Video

Social video studio in LA led by Ze Frank



Sad Cat Diary

13M+ views

A close-up video of a grey cat with green eyes looking down sadly. The video player shows a progress bar at 0:14 / 3:21.



The Angriest Babies In The Whole World

5M+ views

A video of a baby crying intensely while sitting in a colorful playpen. The video player shows a progress bar at 0:08 / 1:12.



Science Is Pretty Freaking Awesome!

1M+ views

Feather triggers explosion with nitrogen triiodide..

A video showing a science experiment where a feather is used to trigger an explosion of nitrogen triiodide. The video player shows a progress bar at 0:36 / 1:57.

How can the same site publish this...

World Bank Delays \$90 Million Loan To Uganda As Bank President Blasts Anti-Gay Laws

Nancy Pelosi and other members of Congress had expressed their concern over the loan to World Bank President Jim Yong Kim.

posted on February 27, 2014 at 4:53pm EST




J. Lester Feder
BuzzFeed Staff

Follow @jlfeder




...and this?

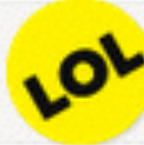


2,656,709
TOTAL VIEWS

10X
SOCIAL LIFT




STATS




33 Animals Who Are Extremely Disappointed In You


Not angry, just disappointed.


posted on April 10, 2012 at 6:14pm EDT





Jack Shepherd
BuzzFeed Staff


 Follow 3.7k


 Follow


 Share 96K

 Like 334k

 Tweet 10K


 Email

 Pin it

 Share

1. This Rabbit

This rabbit feels like you always leave her out of your plans and she is beginning to wonder whether it mightn't be deliberate.



Publishing is now a Paris Cafe



James DeVoglear
Edit Profile

FAVORITES

- News Feed
- Messages 14
- Events
- Photos
- Find Friends

APPS

- App Center 15
- Games Feed 20+
- Music
- Notes
- Links
- Pokes

GROUPS

- Glaceau Activities ... 4
- Create Group...

PAGES

- Pages Feed 20+
- Like Pages 4
- Create a Page...

MORE

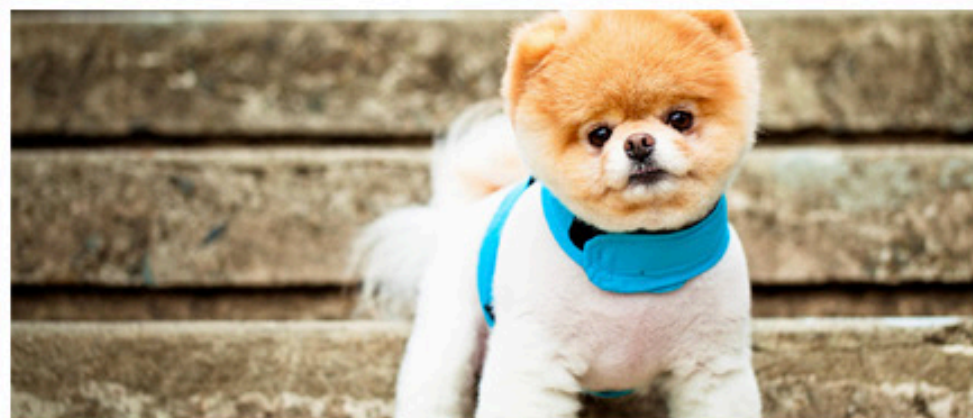
Friends on Chat

Update Status Add Photos/Video

How are you feeling, James?

Sarah Jenkins
OMG you guys!!!! I got a new PUPPY!!!!!!

Like · Comment · 21 minutes ago near New York · 🌐



Jason Sweeten
Terrible.

The Death of a Web Pioneer
Computer activist Aaron H. Swartz committed suicide in New York City yesterday. Swartz was 26.

Like · Comment · Share · 20 minutes ago · 🌐

Alex Dvinian
The 101 Best Pieces Of "Community" Fan Art
Fact: Community fans are the best thing on the planet!
<http://bzfd.it/12qFFGL>

Colleen O'Hagerty
You have to read this article in the New York Times about the Death Penalty, people!

A Death Penalty Fight Comes Home
nyti.ms
Kirk Noble Bloodsworth, the nation's first death row inmate exonerated by DNA, is pressing to end capital punishment forever.

Nicole Chung and 1 other
Create Event
3 requests from Meghan DeVoglear Dr
12 other app requests

Sponsored See All

Sperry Top-Sider
shop.nordstrom.com

Shop NORDSTROM for Sperry Top-Sider and more! FREE Shipping & Returns.

Open a Vanguard IRA
personal.vanguard.com

Open an IRA in minutes. Ready, set, go. Vanguard Marketing Corp, Distributor.

Intrepid Museum in NY
intrepidmuseum.org

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People are complex.

**But people are crazy...
literally.**

Merriam-Webster Dictionary:

lit·er·al·ly  *adverb* \ˈli-tə-rə-lē, ˈli-trə-lē, ˈli-tər-lē\
Definition of LITERALLY  

1 : in a *literal* sense or manner : **ACTUALLY** <took the remark *literally*> <was *literally* insane>

2 : in effect : **VIRTUALLY** <will *literally* turn the world upside down to combat cruelty or injustice — Norman Cousins>

Oxford Dictionary:

In its standard use, **literally** means ‘in a literal sense, as opposed to a nonliteral or exaggerated sense’: *I told him I never wanted to see him again, but I didn’t expect him to take it **literally***. In recent years, an extended use of **literally** (and also **literal**) has become very common, where **literally** (or **literal**) is used deliberately in nonliteral contexts, for added effect: *they bought the car and **literally** ran it into the ground*. This use can lead to unintentional humorous effects (*we were **literally** killing ourselves laughing*) and is not acceptable in formal English.

**We tend to think of
ourselves as sane and
other people as crazy.**

False!

We are all a little OCD.

Diagnostic criteria for 301.4 Obsessive-Compulsive Personality Disorder

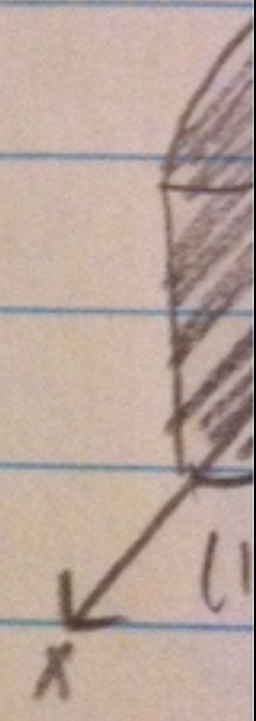
A pervasive pattern of preoccupation with orderliness, perfectionism, and mental and interpersonal control, at the expense of flexibility, openness, and efficiency, beginning by early adulthood and present in a variety of contexts, as indicated by four (or more) of the following:

- (1) is preoccupied with details, rules, lists, order, organization, or schedules to the extent that the major point of the activity is lost
- (2) shows perfectionism that interferes with task completion (e.g., is unable to complete a project because his or her own overly strict standards are not met)
- (3) is excessively devoted to work and productivity to the exclusion of leisure activities and friendships (not accounted for by obvious economic necessity)
- (4) is overconscientious, scrupulous, and inflexible about matters of morality, ethics, or values (not accounted for by cultural or religious identification)
- (5) is unable to discard worn-out or worthless objects even when they have no sentimental value
- (6) is reluctant to delegate tasks or to work with others unless they submit to exactly his or her way of doing things
- (7) adopts a miserly spending style toward both self and others; money is viewed as something to be hoarded for future catastrophes
- (8) shows rigidity and stubbornness



x

$$16 \int_0^{\pi/2} \int_0^2 \int_0^r$$



18 $0 \leq \theta \leq \pi/2$

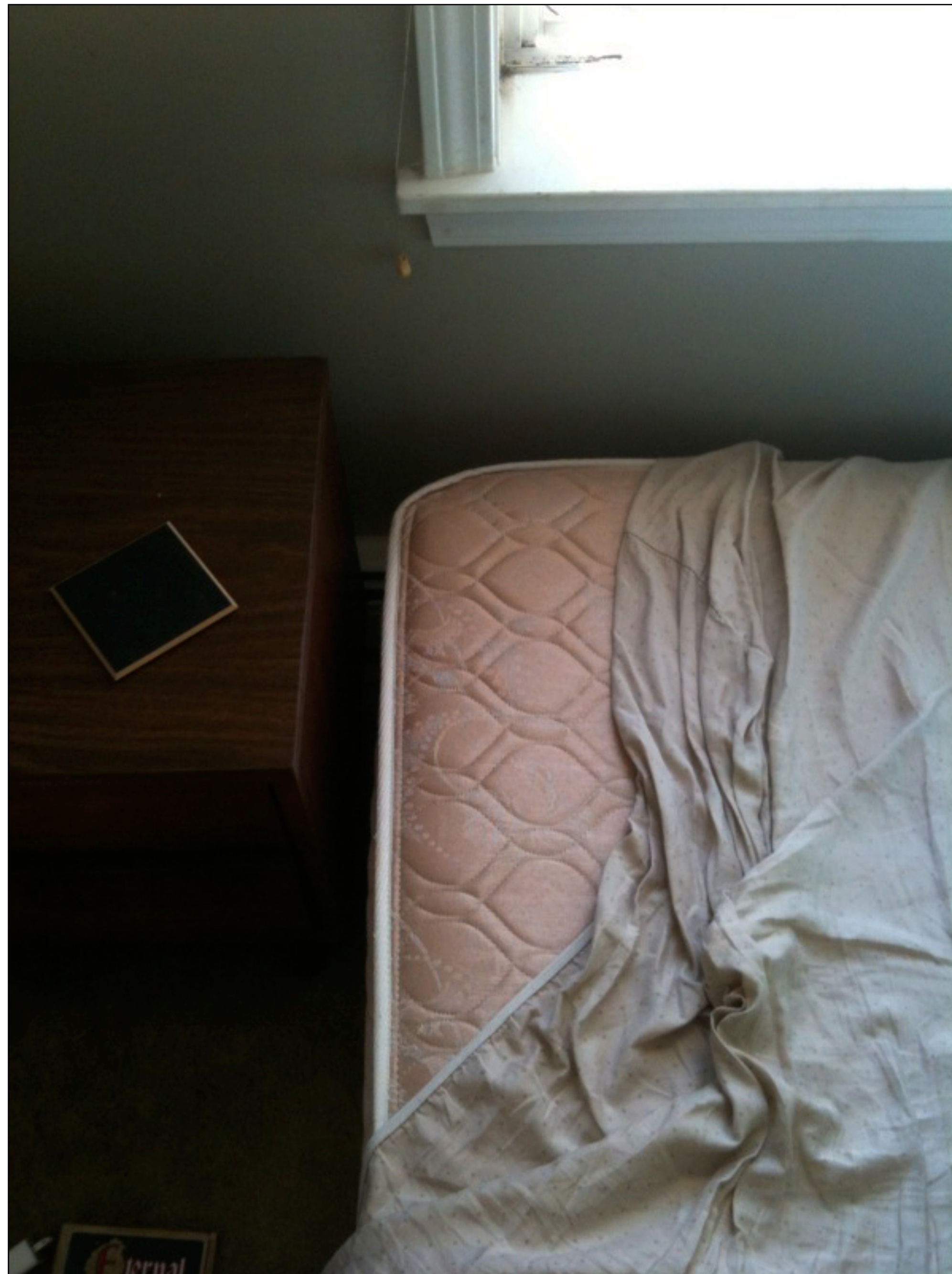
$$\int_0^{\pi/2} \int_0^1 \int_0^{\sqrt{1-r^2}}$$

$$= \int_0^{\pi/2} \int_0^1 \int_0^1$$











ARE YOU COMING TO BED?

I CAN'T. THIS IS IMPORTANT.

WHAT?

SOMEONE IS WRONG ON THE INTERNET.



Histrionic

Diagnostic criteria for 301.50 Histrionic Personality Disorder

A pervasive pattern of excessive emotionality and attention seeking, beginning by early adulthood and present in a variety of contexts, as indicated by five (or more) of the following:

- (1) is uncomfortable in situations in which he or she is not the center of attention
 - (2) interaction with others is often characterized by inappropriate sexually seductive or provocative behavior
 - (3) displays rapidly shifting and shallow expression of emotions
 - (4) consistently uses physical appearance to draw attention to self
 - (5) has a style of speech that is excessively impressionistic and lacking in detail
 - (6) shows self-dramatization, theatricality, and exaggerated expression of emotion
 - (7) is suggestible, i.e., easily influenced by others or circumstances
 - (8) considers relationships to be more intimate than they actually are
-

9. The HELP ME, GRANDMA! Selfie:



Via: themackle.com



Man crush monday is ME #me #selfie #sexy #followme #hotshot
#countrylife #countryboy #country #ladies #loveme #likeitup #likeaboss

1.46 pm 3/18/2013



barronhilton

🕒 3w

📍 Signature Flight Support



♥️ **1813 likes**

🗨️ **barronhilton** En route to Vegas!

28. Suicide doors up with my cheetah on a leash, don't mind me.



alfahaad314

Instagram



111 likes 8 comments

instagram.com

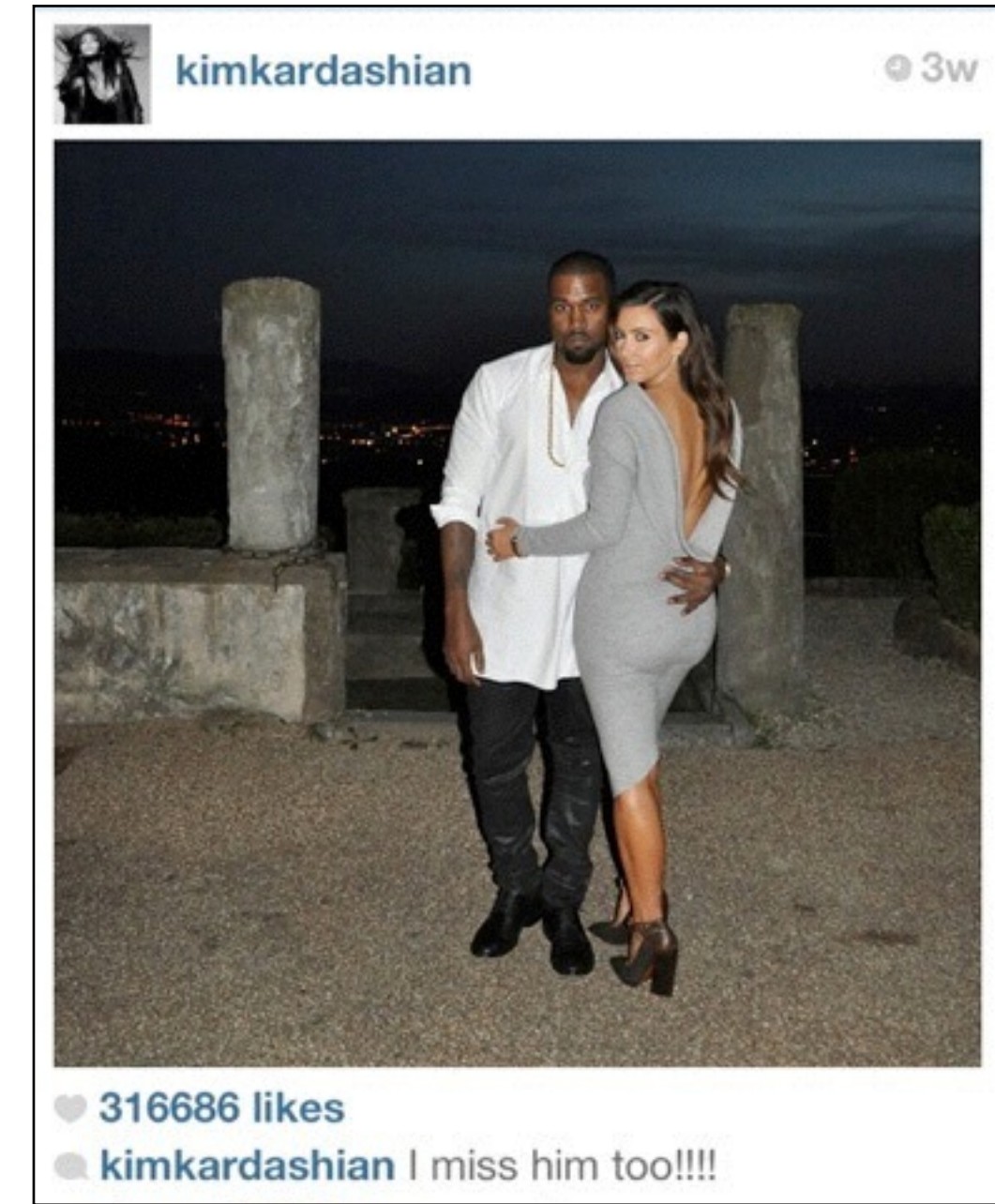
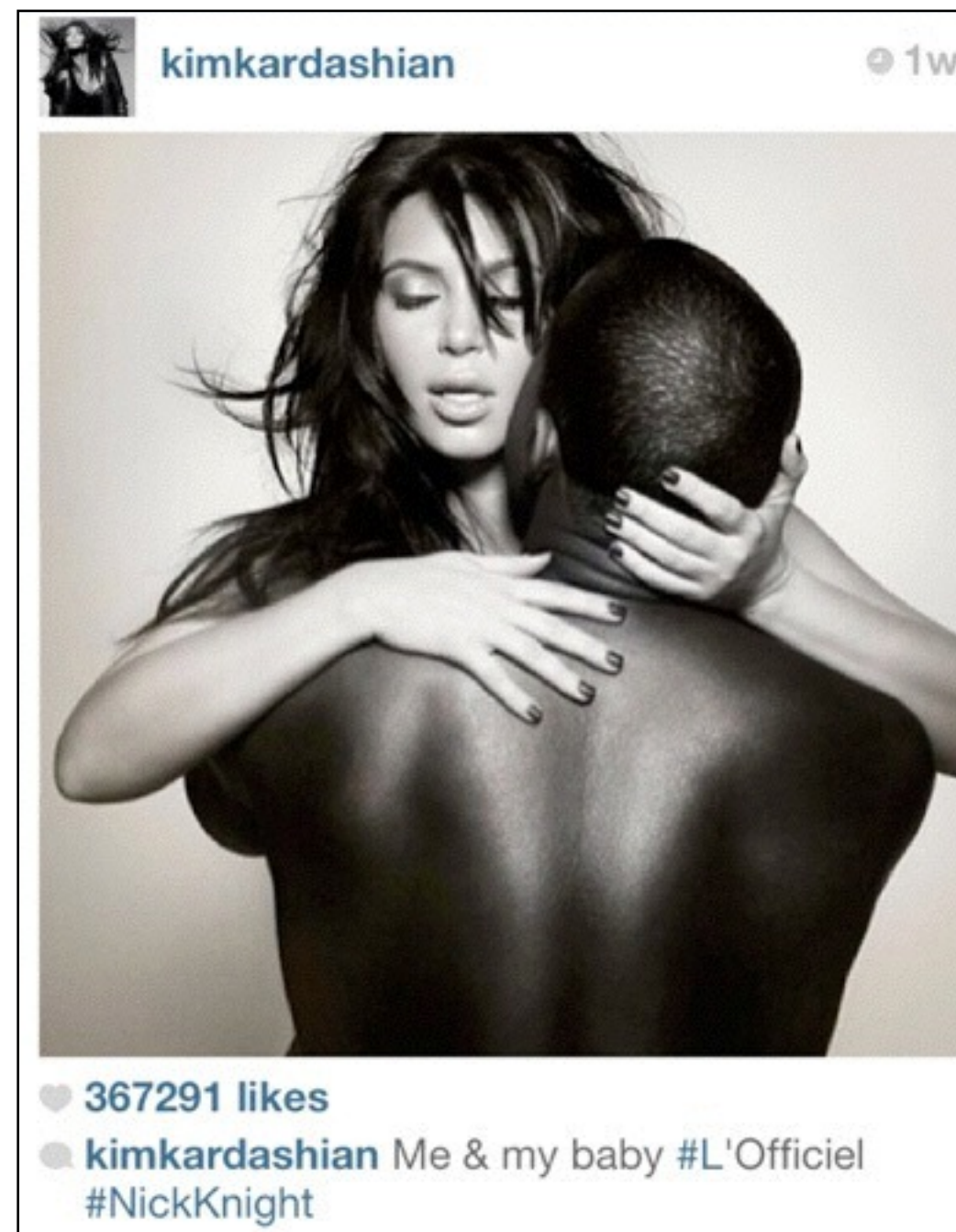
Narcissism

% to 16% in
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However,

Diagnostic criteria for 301.81 Narcissistic Personality Disorder

A pervasive pattern of grandiosity (in fantasy or behavior), need for admiration, and lack of empathy, beginning by early adulthood and present in a variety of contexts, as indicated by five (or more) of the following:

- (1) has a grandiose sense of self-importance (e.g., exaggerates achievements and talents, expects to be recognized as superior without commensurate achievements)
 - (2) is preoccupied with fantasies of unlimited success, power, brilliance, beauty, or ideal love
 - (3) believes that he or she is "special" and unique and can only be understood by, or should associate with, other special or high-status people (or institutions)
 - (4) requires excessive admiration
 - (5) has a sense of entitlement, i.e., unreasonable expectations of especially favorable treatment or automatic compliance with his or her expectations
 - (6) is interpersonally exploitative, i.e., takes advantage of others to achieve his or her own ends
 - (7) lacks empathy: is unwilling to recognize or identify with the feelings and needs of others
 - (8) is often envious of others or believes that others are envious of him or her
 - (9) shows arrogant, haughty behaviors or attitudes
-



**Other disorders to be
aware of...**

Diagnostic criteria for 313.81 Oppositional Defiant Disorder

- A. A pattern of negativistic, hostile, and defiant behavior lasting at least 6 months, during which four (or more) of the following are present:
- (1) often loses temper
 - (2) often argues with adults
 - (3) often actively defies or refuses to comply with adults' requests or rules
 - (4) often deliberately annoys people
 - (5) often blames others for his or her mistakes or misbehavior
 - (6) is often touchy or easily annoyed by others
 - (7) is often angry and resentful
 - (8) is often spiteful or vindictive

Note: Consider a criterion met only if the behavior occurs more frequently than is typically observed in individuals of comparable age and developmental level.

- B. The disturbance in behavior causes clinically significant impairment in social, academic, or occupational functioning.
- C. The behaviors do not occur exclusively during the course of a Psychotic or Mood Disorder.
- D. Criteria are not met for Conduct Disorder, and, if the individual is age 18 years or older, criteria are not met for Antisocial Personality Disorder.
-



4chan

What is 4chan?

4chan is a simple image-based bulletin board where anyone can post comments and share images. There are boards dedicated to a variety of topics, from Japanese animation and culture to videogames, music, and photography. Users do not need to register an account before participating in the community. Feel free to click on a board that interests you and jump right in!

Be sure to familiarize yourself with the [rules](#) before posting, and read the [FAQ](#) if you wish to learn more.

Boards

filter ▼

Japanese Culture

Anime & Manga
Anime/Cute
Anime/Wallpapers
Mecha
Cosplay & EGL
Cute/Male
Flash
Transportation
Otaku Culture
Pokémon

Interests

Video Games
Video Game Generals
Retro Games
Comics & Cartoons
Technology
Television & Film
Weapons
Auto
Animals & Nature
Traditional Games
Sports
Alternative Sports
Science & Math
International
Outdoors

Creative

Oekaki
Papercraft & Origami
Photography
Food & Cooking
Artwork/Critique
Wallpapers/General
Music
Fashion
Toys
3DCG
Graphic Design
Do-It-Yourself
Worksafe GIF

Adult (NSFW)

Sexy Beautiful Women
Hardcore
Handsome Men
Hentai
Ecchi
Yuri
Hentai/Alternative
Yaoi
Torrents
Rapidshares
High Resolution
Adult GIF

Other

4chan Discussion
Travel
Health & Fitness
Paranormal
Literature
Advice
LGBT
Pony
Misc. (NSFW)
Random
Request
ROBOT9001
Politically Incorrect
Social

Recent Images



Latest Posts

options ▼

Photography: [yup, I guess this will be the true...](#)
Cosplay & EGL: [It just came out](#)
Do-It-Yourself: [I want to be able to carry it around...](#)
LGBT: [Turn off the fucking computer](#)
Auto: [well, it's better than power...](#)
Worksafe GIF: [No.126148 by Anonymous](#)
Anime & Manga: [>Hyouka...](#)
Sports: [We are sponsored how do you think...](#)
Cute/Male: [I meant to reply to](#)
Weapons: [It was bvbrocks](#)

Popular Threads

Diagnostic criteria for 305.90 Caffeine Intoxication

- A. Recent consumption of caffeine, usually in excess of 250 mg (e.g., more than 2–3 cups of brewed coffee).
- B. Five (or more) of the following signs, developing during, or shortly after, caffeine use:
 - (1) restlessness
 - (2) nervousness
 - (3) excitement
 - (4) insomnia
 - (5) flushed face
 - (6) diuresis
 - (7) gastrointestinal disturbance
 - (8) muscle twitching
 - (9) rambling flow of thought and speech
 - (10) tachycardia or cardiac arrhythmia
 - (11) periods of inexhaustibility
 - (12) psychomotor agitation
- C. The symptoms in Criterion B cause clinically significant distress or impairment in social, occupational, or other important areas of functioning.
- D. The symptoms are not due to a general medical condition and are not better accounted for by another mental disorder (e.g., an Anxiety Disorder).



BuzzFeed News

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buzzfeed.com

6,446
TWEETS

667
FOLLOWING

31,340
FOLLOWERS



Following

Tweets [All](#) / No replies



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1m

9/11 plane landing gear found in Lower Manhattan
myfoxny.com/story/22090808... pic.twitter.com/SgzddNHdhh

 [View photo](#)



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10m

Part of a landing gear apparently from 1 of the airliners destroyed on 9/11 has been discovered in NY pic.twitter.com/pMNk5XAZeC (@RyanRuggiero)

 [View photo](#)



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45m

AOL Music is shutting down, according to its editor @DanReilly11 twitter.com/danreilly11/st...

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49m

Two owners of collapsed Bangladesh factories arrested, @Shahbaginfo reports twitter.com/ShahbagInfo/st...

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Politics



Trending Topics: cpac cpac 2013 marriage equality gay marriage obama barack obama doma republicans immigration reform gop



51 Front Pages From The First Day Of The Iraq War

It's War



Israeli Embassy Posts Interesting YouTube Video Previewing President Obama's Visit

The video, entitled "President Obama Goes to Israel - Official Trailer," was posted on the [official YouTube page of the Embassy of Israel in the USA](#). (h/t [Chuck Todd](#))

Ellie Hall a few minutes ago respond



10 Of The Most Amazing Spontaneous Concert Moments Caught On Camera

After a night of life-changing music, the next day you're still experiencing that post-concert-high. Relive those heart-pounding moments with Vyclone and create your own with Vyclone Web Editor, presented by Internet Explorer 10. With its beautiful...



Rand Paul Brings New Words, And An Old Plan, To Immigration Debate



Clock Ticking For Politicians Who Want To Endorse Marriage Equality



Former RNC Chair Backs Obama Labor Secretary Pick Despite Republican Concerns



BuzzFeed Politics

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Worth Sharing. Automated Feed with some Tweets by @BuzzFeedAndrew

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8,944 TWEETS

2,768 FOLLOWING

18,212 FOLLOWERS



Tweets All / No replies



BuzzFeed Politics @BuzzFeedPol 1m
Israeli Embassy Posts Interesting YouTube Video Previewing President Obama's Visit bzfd.it/138K7LX
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Rebecca Baird-Remba @thecitywanderer 35m
"Good morning, Saddam." Every major newspaper cover from March 20, 2003 - the day the Iraq war began. bit.ly/Ymzwsk
Retweeted by BuzzFeed Politics
[View summary](#)



BuzzFeed Politics @BuzzFeedPol 42m
Photo: This Is How Newspapers Covered The Start Of The Iraq War

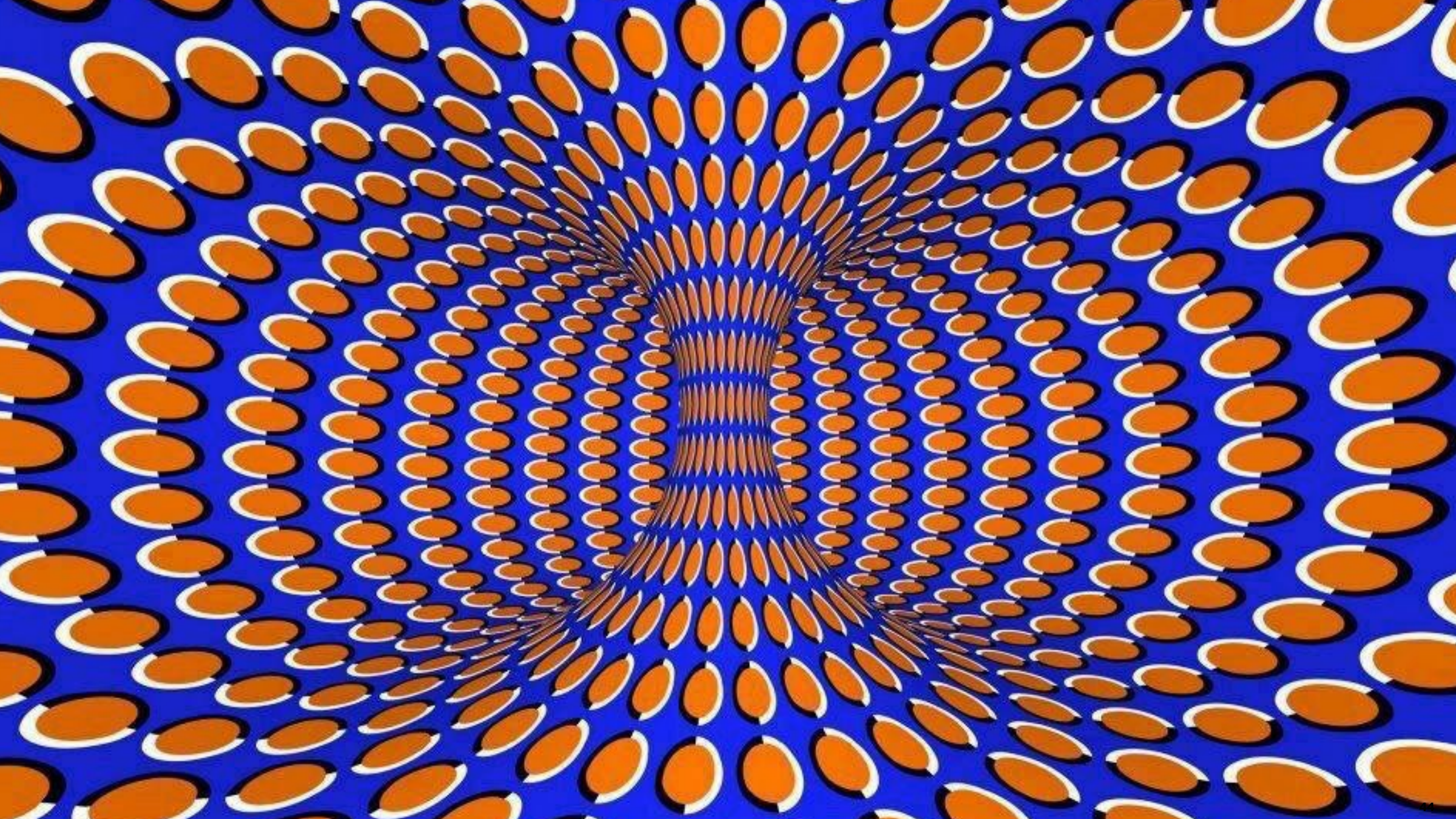
Diagnostic criteria for 292.89 Cannabis Intoxication

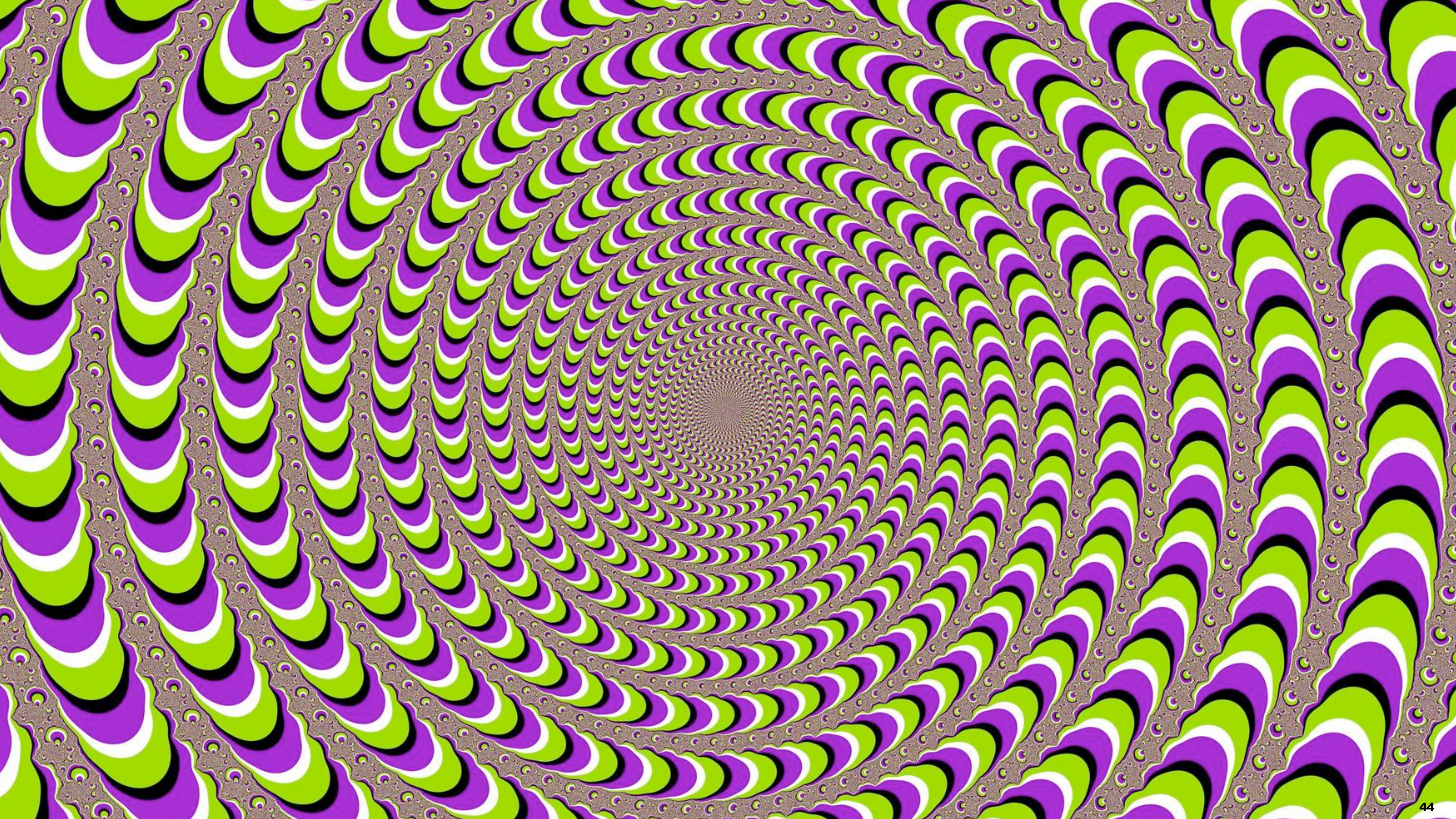
- A. Recent use of cannabis.
- B. Clinically significant maladaptive behavioral or psychological changes (e.g., impaired motor coordination, euphoria, anxiety, sensation of slowed time, impaired judgment, social withdrawal) that developed during, or shortly after, cannabis use.
- C. Two (or more) of the following signs, developing within 2 hours of cannabis use:
 - (1) conjunctival injection
 - (2) increased appetite
 - (3) dry mouth
 - (4) tachycardia
- D. The symptoms are not due to a general medical condition and are not better accounted for by another mental disorder.

Specify if:

With Perceptual Disturbances







**You should be worried if
you are **NOT** crazy, you
might not be human.**

**Fortunately the internet has
a good way to test if you
are **human**...**

...it's called the
Voight-Kampff Test.



Ready for the test?























How are you feeling?

**If you feel emotion,
you are human!**

If not, there are two possibilities...

Option 1



Sociopath

Option 2



Android

**It's better to be human, even
if it means you are a little
inconsistent and crazy.**

Concluding Thoughts

Key Takeaways

Learn from the Mormons

Have an idea and a way to spread it

Understand your platform

Different content spreads on Google vs Facebook

Online publishing was always small, now it's big

Things no one thought would happen online are happening

We are all literally crazy, embrace it.

Make content for our OCD and narcissistic selves.

AT DAWN



WE RIDE

