(A)synchronous Communication About TV Series on Social Media: A Multi-Method Investigation of Reddit Discussions

Figure A.1. Extract of a post-premiere-thread on r/gameofthrones [content substantially shortened; usernames anonymized].

Notes.

(1) **Original post** including the name of the submitting user [ORIGINAL POSTER], title of the post, publication date, awards, tags, etc. This original post constitutes the beginning of the **thread**.

(2) **"Stickied" (= always shown first) comment by a moderator** of the subreddit with links to a survey of the episode and further discussion opportunities.

(3) **Top-level (= in response to the original post) comment** by USER I.

(4) **Comment replies** to USER I by USER II and III.