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# r/TheFapping

DFP 2014

*Utah State University*

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## CANDIDATE 6: /r/TheFapping: #CelebGate2014, revenge porn, Internet privacy

Reddit.com is a site composed of forum-like threads called subreddits. Closely resembling a bulletin board in material culture, a subreddit allows a user to post text, images, and videos about a specific topic or theme. Unlike a bulletin board, however, users can either “upvote” or “downvote” content based on what they consider to be valuable and relevant to the subreddit. This makes each subreddit a kind of living and democratic bulletin board. Because a subreddit has a unique theme, each subreddit requires different posting rules. For example, some boards require images with a description of the image as the title of the post, while others require links to videos of a specific type or length. The subreddit “/r/thefapping” was built around the release of numerous nude pictures hacked from the Apple accounts of several famous female movie stars, television stars, musicians, and athletes by an anonymous hacker. Its name comes from the combination of an onomatopoeic slang term for masturbation, “fap,” and a reference to the the film *The Happening* hence the later adoption of the less offensive title Celebgate. In the /r/thefapping subreddit, users posted pictures of the women and participated in discussion related to the pictures’ release. /r/thefapping became the fastest growing subreddit in the site’s history shortly after being created, topping out at over 100,000 subscribers in only a few days. Due to threats of legal action, Reddit has since banned the /r/thefapping, but the /r/fapping discussion still exists as the primary home for any exchange of information or community discussion related to /r/thefapping and other celebrity photo leaks.



- 1. Dynamic variation.** The images themselves received modifications, some have since been made into memes; some are used as personal icons in games like Counterstrike. Hashtags associated with The Fappingening have been created and have been used heavily (#CelebGate2014, #Fappingening, #Thefappingening, #leakedcelebrityphotos, #celebleaks).
- 2. Folkloric.** The form is a subreddit but could more generally be called a web forum.
- 3. Grassroots.** Female celebrities created the content, but their release and initial discussion happened on 4chan and Reddit. The content of a subreddit—that is the language and response surrounding the significance of the images—has been created by individual members of that folk group, and though most of those aware of the event were likely informed by top-down sites like Gawker or Huffington Post; these sites are responding to the communities on Reddit and 4chan.
- 4. Persistent over time.** While /r/thefappingening had a very short lifespan with incredible popularity, discussion on the release of nude celebrity photos continues. The Fappingening as a kind of event was followed by additional waves of leaks, The Second Cumming, and The Snappingening.
- 5. Culturally significant.** Discussion of several sociocultural issues related to the release of the photos persists in many internet groups. These include issues of ownership of the body and images of the body, sex crime and sexual assault, freedom of speech, and privacy for celebrities versus privacy for non-celebrities.



File: [Swift\\_Retribution.jpg](#) (874 KB, 3204x4650)

Anonymous (ID: [g0f2s7](#)) 09/05/14(Fri)20:44:15 No.567151789

I know who hacked all those celebrity nudes /b/

What do we know?

- >person known as 4chan did it, probably a systems administrator
- >hacked into iCloud of female celebrities
- >leaked nudes
- >conspicuously absent from list of celebrities: Taylor Swift
- >Taylor Swift is a known 4chan user
- >Taylor Swift is 4chan

Need more proof?

Because they weren't wearing clothes, the photos spread quickly  
A person who makes clothes is a "tailor"  
Another word for quickly is "swift"



taylor swift

**CANDIDATE 6: /r/TheFapping**

	Poor Example	Below Average Example	Average Example	Above Average Example	Excellent Example
Dynamic variation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folkloric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grassroots, "bottom-up" cultural commentary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persistent over time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culturally significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything else you would like to say about CANDIDATE 6?