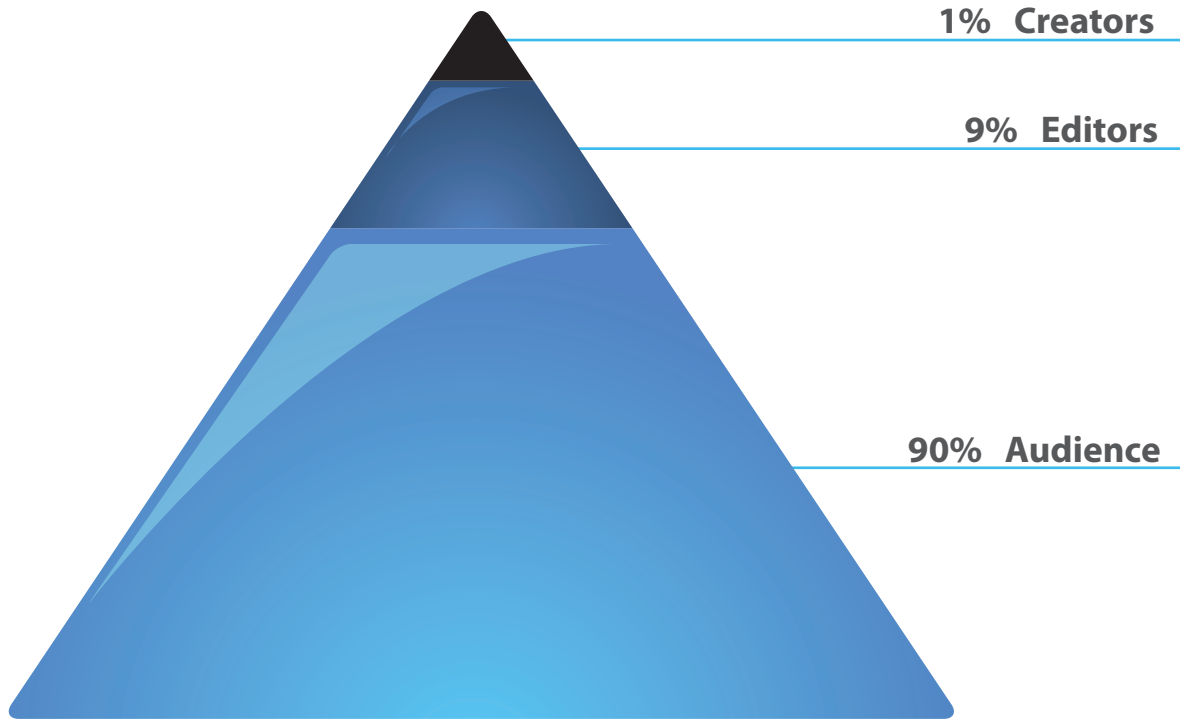


# 90-9-1 Principle



The idea is simple: In social groups, some people actively participate more than others.

90% of users are the “audience”, or lurkers. The people tend to read or observe, but don’t actively contribute.

9% of users are “editors”, sometimes modifying content or adding to an existing thread, but rarely create content from scratch.

1% of users are “creators”, driving large amounts of the social group’s activity. More often than not, these people are driving a vast percentage of the site’s new content, threads, and activity.

**Find out more about the 90-9-1 Principle at:**

## **90-9-1.com**

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