READING · RELEASE 2026-W12

NotebookLM

Product · Google DeepMind · 16–22 Mar 2026 · reading r_393fb1ec97b3, version 3

IN DEVELOPMENT

On Reddit, 159 distinct people posted about NotebookLM between 16 and 22 March 2026: 184 posts, an estimated 0.06% of that week's Reddit posts about AI, leaving out templated automated posts (100.0% of these posts had an identifiable author).

Measured statement · Reddit · n 184 posts · author coverage 100.0% · 7 days: 7 backfilled, 1 late heavy

ATTENTION

Distinct people, each platform on its own scale

Reddit		**159 people** · #26 · 0.06% of posts
Bluesky	Hidden: Not counted this week: Bluesky has no day between 16 and 22 March 2026 that AIDRAN counts, so there's no figure to show.	
YouTube	Hidden: Not counted this week: YouTube has no day between 16 and 22 March 2026 that AIDRAN counts, so there's no figure to show.	
Hacker News	Hidden: n 0 people, below the threshold of 20 people.	
Article sources	Not applicable: arXiv, Google News and Exa carry articles, which have no authors, so people aren't counted.	

People are distinct platform identities, counted on each platform separately and never added across platforms. Bars are scaled to each platform's first place in 2026-W12 (Reddit: Claude, 11,928), so no two platforms share a scale. As of 25 Sep 2026 19:30Z.

PLACE

Where it was said: posts on Reddit, by community

r/PromptEngineering		28 posts
r/ClaudeAI users		20 posts

Posts about NotebookLM in its 2 largest Reddit communities, 16–22 Mar 2026. The word after each community is its type: who is there, not what it's about.

THE PARTS NOT MEASURED YET

Shown as absent, never as zero

Frames	NOT MEASURED YET	Frames aren't measured yet.
Register	NOT MEASURED YET	Register isn't measured yet.

EVIDENCE

The posts behind the figures

Up to 10 posts behind each figure with a value, one frozen sample per figure and per platform, drawn once on 2 Oct 2026 06:56Z. Reddit's people figure: 10 drawn from 184. The quotes are on the reading page, without authors, so they aren't printed here.

CONDITIONS

What this reading rests on

Window · as of	16–22 Mar 2026 · 25 Sep 2026 19:30Z
Days counted	Reddit 7 of 7 (from an archive); Hacker News 7 of 7 (from an archive); arXiv 7 of 7 (from an archive)
Not counted	Bluesky and Google News, collected under an earlier method; YouTube, wasn't being collected yet; Exa, not being collected yet
Method	005c-series-v3.1
Release	2026-W12, published
Version	3 · replaces r_4d3011b3cf42, which stays at its own link with its notice

CITATION

How to cite this reading

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Chicago	AIDRAN. "NotebookLM." Release 2026-W12, reading r_393fb1ec97b3, version 3. October 2, 2026. https://aidran.ai/r/r_393fb1ec97b3.
MLA 9	"NotebookLM." *AIDRAN*, release 2026-W12, reading r_393fb1ec97b3, version 3, 2 Oct. 2026, aidran.ai/r/r_393fb1ec97b3.
Harvard	AIDRAN (2026) *NotebookLM*, release 2026-W12, reading r_393fb1ec97b3, version 3. Available at: https://aidran.ai/r/r_393fb1ec97b3 (Accessed: 2 October 2026).

The citation is final. BibTeX, RIS and CSL-JSON are on the reading page.