



Contribution ID: 273

Type: **not specified**

Social media reveal complex human communication patterns

Tuesday, April 19, 2011 9:00 AM (1 hour)

Social media have become essential channels for the exchange of ideas on a global scale. Using real-time data from Twitter, we identify fundamental human communication patterns. We use methods based on networks to gauge the spread of ideas and analyze the collective behavior in massive social organizations. We show that correlations in the content of user communication follow a universal scale free distribution. The correlations indicate a self-organizing dynamics in large social organizations where the exchange of information between individuals is highly volatile. Further perspectives are presented in the form of communication data from a university environment.

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