

Abstract Submitted
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Studying Human Dynamics Through Web Analytics JOSE RAM-
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Atlanta Ga, 30322 — When Tim Berners Lee, a physicist at the European Center for
Nuclear Research (CERN) first conceived the World Wide Web (WWW) in 1990 as
a way to facilitate the sharing of scientific information and results among the centers
different researchers and groups, even the most ingenious of science fiction writers
could not have imagined the role it would come to play in the following decades. The
increasing ubiquitousness of Internet access and the frequency with which people in-
teract with it raise the possibility of using it to better observe, understand, and even
monitor several aspects of human social behavior. Websites with large numbers of
frequently returning users, such as search engines, company or university websites,
are ideal for this task. The properly anonymized logs detailing the access history
to Emory University's website is studied. We find that a small number of users is
responsible for a finite fraction of the total activity. A saturation phenomenon is
observed where, certain connections age, becoming less attractive to new activity
over time. Finally, by measuring the average activity as a function of the day of the
week, we find that productivity seems to be higher on Tuesdays and Wednesdays,
with Sundays being the least active day.

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