

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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