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Keynote Speech

Diurnal Rhythms in Collective Mood Are Revealed in Social Media

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Abstract

Twitter messages reveal nearly identical diurnal mood variations in disparate cultures. From the US to India and Africa, the collective mood peaks around breakfast and midnight and is higher on weekends. Yet this collective pattern is not simply the aggregation of the diurnal rhythms within individuals.

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General Terms: Algorithms, Measurement, Documentation, Performance, Design,
Experimentation, Human Factors, Theory, Verification.

Bio

Michael Macy is Goldwin Smith Professor of Sociology and Director of the Social Dynamics Laboratory at Cornell. With support from the U.S. National Science Foundation, he uses computational models, online laboratory experiments, and digital traces of device-mediated interaction to study how cooperation, trust, social norms, and innovations emerge and spread through processes of social influence on dynamic social networks (<http://people.cornell.edu/pages/mwm14><<http://people.cornell.edu/pages/mwm14/>>).

Macy pioneered the use of agent-based computational models in sociology, as well as the use of massive data collected from online social networks. From 2005 to 2008, he led a Cornell initiative to promote cross-disciplinary collaborative research on social and information networks (http://www.socialsciences.cornell.edu/0508/networks_desc.html). His research has been published in leading journals, including Science, PNAS, American Journal of Sociology, American Sociological Review, and Annual Review of Sociology.