



CoCo Seminar Series Fall 2019

Collective Memory and Attention in Online Media Triggered by Exogenous Events

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Wednesday October 30, 2019 11:00am-12:00pm
Engineering Building T-1 (Multipurpose Room)

A huge amount of data created on the Internet has allowed us to investigate the dynamics of collective memory and attention in a quantitative manner. For example, it has been proposed that the decay of long-term attention to cultural products, such as songs and papers, follows a bi-exponential function. In terms of triggering collective memory, it has been shown that exogenous events, such as aircraft crashes, remind people of similar events that happened in the past. Although exogenous events trigger collective memory in the middle of decay, most studies are limited to the long-term behavior of collective attention without taking into account the triggering of memory. In this study, we focus on the short-term collective attention dynamics when memory is triggered by an exogenous event. We found that no matter how large the impact of an exogenous event is, the triggered collective attention decays at the same rate in a power law fashion.

Mr. Gakuto Watanabe is a Visiting Scholar of the Center for Collective Dynamics of Complex Systems at Binghamton University, and a graduate student in the Service Science and Engineering program at the University of Tsukuba, Japan. This talk will be a summary of his research project at CoCo.

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