

“Is social networking changing social behaviour?”

Public event will showcase initial research findings of €2.5million ICTe Collective project and examine the role of technology in reshaping society.

Saïd Business School, University of Oxford
15th March 2010, 2:00 - 5:00 pm
Lecture Theatre 4

How dependent have we become on modern technologies like mobile phones, and are social networking sites significantly changing the nature of our relationships with other people? This €2.5 million project brings together an international team of experts to answer these questions. Drawn from disciplines including psychology, computer science and physics, the projects aims to chart large-scale patterns and trends in human behaviour. Using modelling tools, the team is examining the impact of online social networking at individual, group and societal levels to discover whether our digital social life enhances, replaces or threatens face-to-face relationships.

The event will be chaired by Felix Reed-Tsochas, Director of Complex Systems Research at InSIS and Co-Director of the CABDyN Complexity Centre. The speakers are international experts in complex systems:

Jukka Pekka Onnela, Harvard University Medical School (US) and Associate Fellow in Complex Systems, InSIS and CABDyN Complexity Centre
“The spontaneous emergence of social influence in online systems”

Robin Dunbar, Institute of Cognitive and Evolutionary Anthropology, University of Oxford
“Phoning home: keeping in touch in social networks”

Jari Saramäki, Helsinki University of Technology, Finland
“Local correlations of mobile phone calls”

Santo Fortunato, Complex Networks Lagrange Laboratory, Institute for Scientific Interchange Foundation, Torino, Italy
“Popularity dynamics in Wikipedia”

If you require further information please contact Dorota Pawlik at info.cabdyn@sbs.ox.ac.uk