Experimental Evidence of massive-scale emotional contagion through social networks

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Others studies

“Alone together”
Goals

✓ Emotional contagion occurs via text-based and with a computer is who mediated the communication.

✓ The contagions of psychological and physiological qualities are based on correlational data for social networks.

✓ People’s emotional expressions on Facebook predict friend’s emotional expressions.
News Feed

[Diagram showing a Facebook news feed with various emoji reactions]

Control
Groups

Positive Reduced

Negative Reduced
The emotional expression was modeled as the percentage of words produced by that person during the experimental period that were either positive or negative.
Details

155,000 participants

3 Millions Posts

1 week

3.6%

1.6%
Results & Conclusions

Emotions expressed by friends through online social networks, influence our own mood.”

“News Feed content is not directed toward anyone”