

Bridging physics and society

A case study of collective memory dynamics by socio-econophysics approach

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& via Zoom
Zoom Registration →



The movements of individuals with free will are unpredictable, complex, and, needless to say, fundamentally distinct from the movements of matter. Furthermore, studying society, which forms collectives while engaging in intricate individual interactions, using mathematical models seems incredibly daunting. However, when analyzing empirical data, relatively simple mathematics often emerge in the distribution and dynamics of society at the level of collective behavior. Additionally, such mathematics often share commonalities with physical phenomena. With this background, research is progressing by applying ideas from physics to social-economic phenomena, a field known as socio-econophysics. In this presentation, I will introduce a mathematical model that addresses the decay of collective memory using access logs on the web as an example of research in socio-econophysics.

