

From Gulliver's Sociology to Alice's Sociology. or A médialab at Sciences Po

Tommaso Venturini & Paul Girard

A short blanket

*Details of local interactions vs
Surface of global structures*



Quali/quantitative divide

*Details of local interactions vs
Surface of global structures*

large populations, poor data



rich data, small populations

Gulliver sociology

Gulliver's Travels
Jonathan Swift, 1726



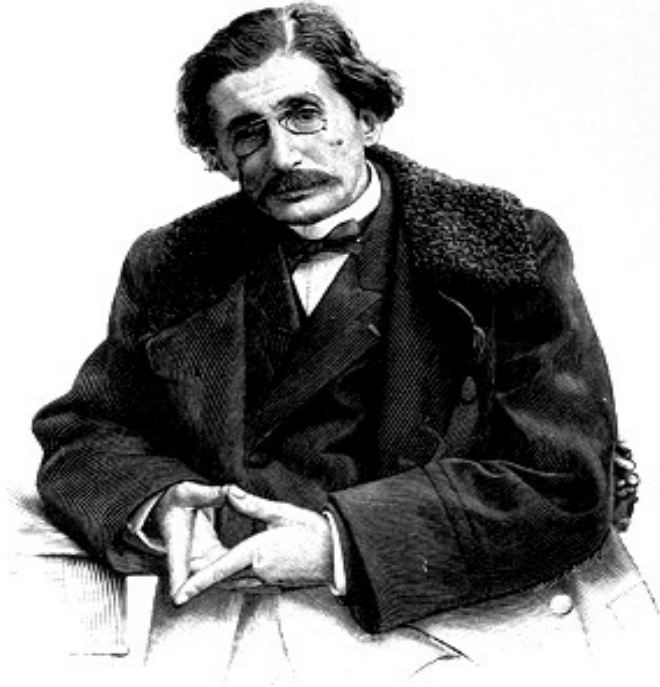
From methodology to reification

large populations
poor data

rich data
small populations

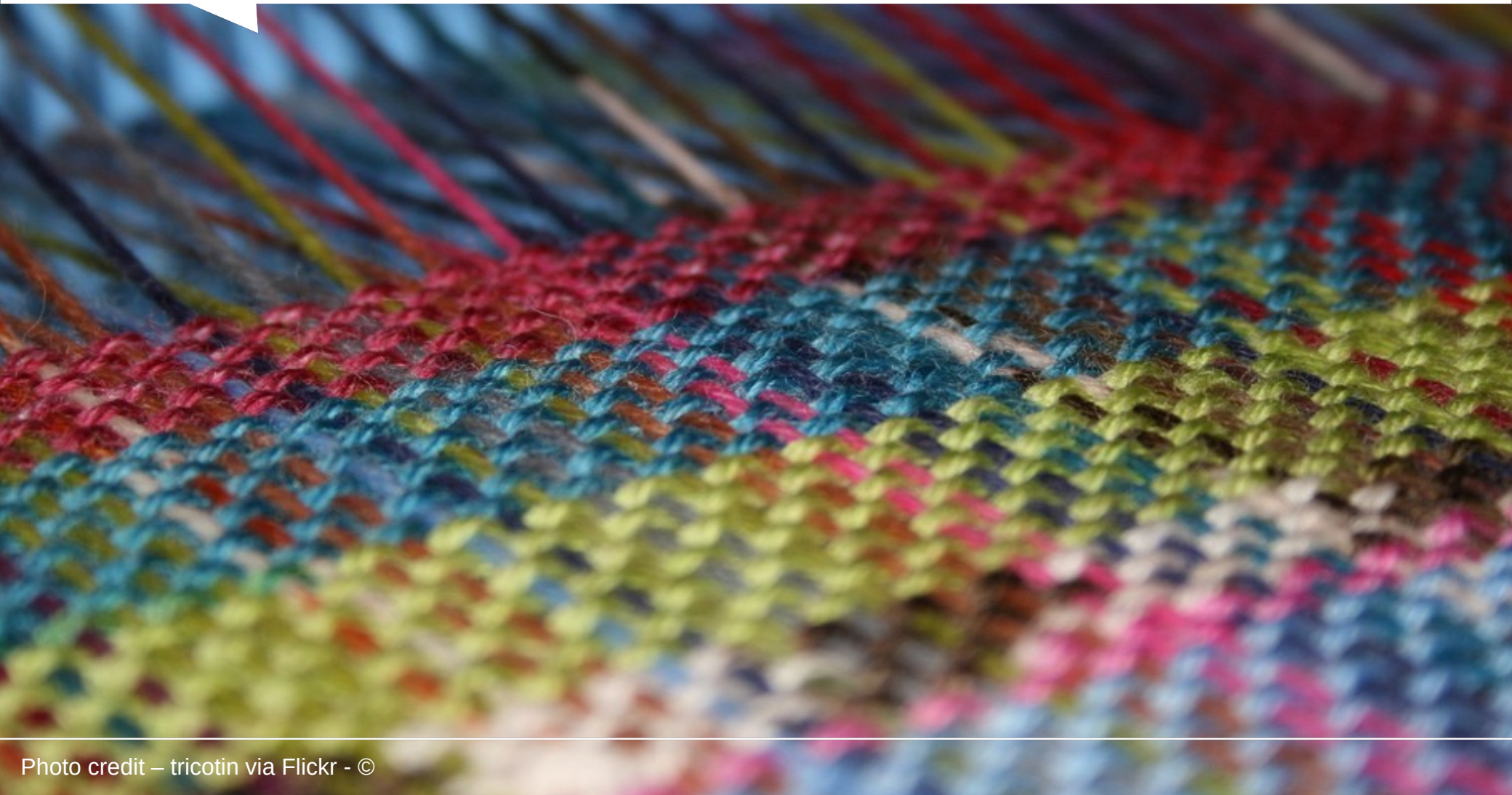


Sui generis social facts?



Gabriel Tarde vs Emile Durkheim

The weaving of social phenomena



Actor-Network Theory

*Tomas Saraceno, Galaxy Forming along
Filaments, like Droplets along the Strands of a
Spider's Web*



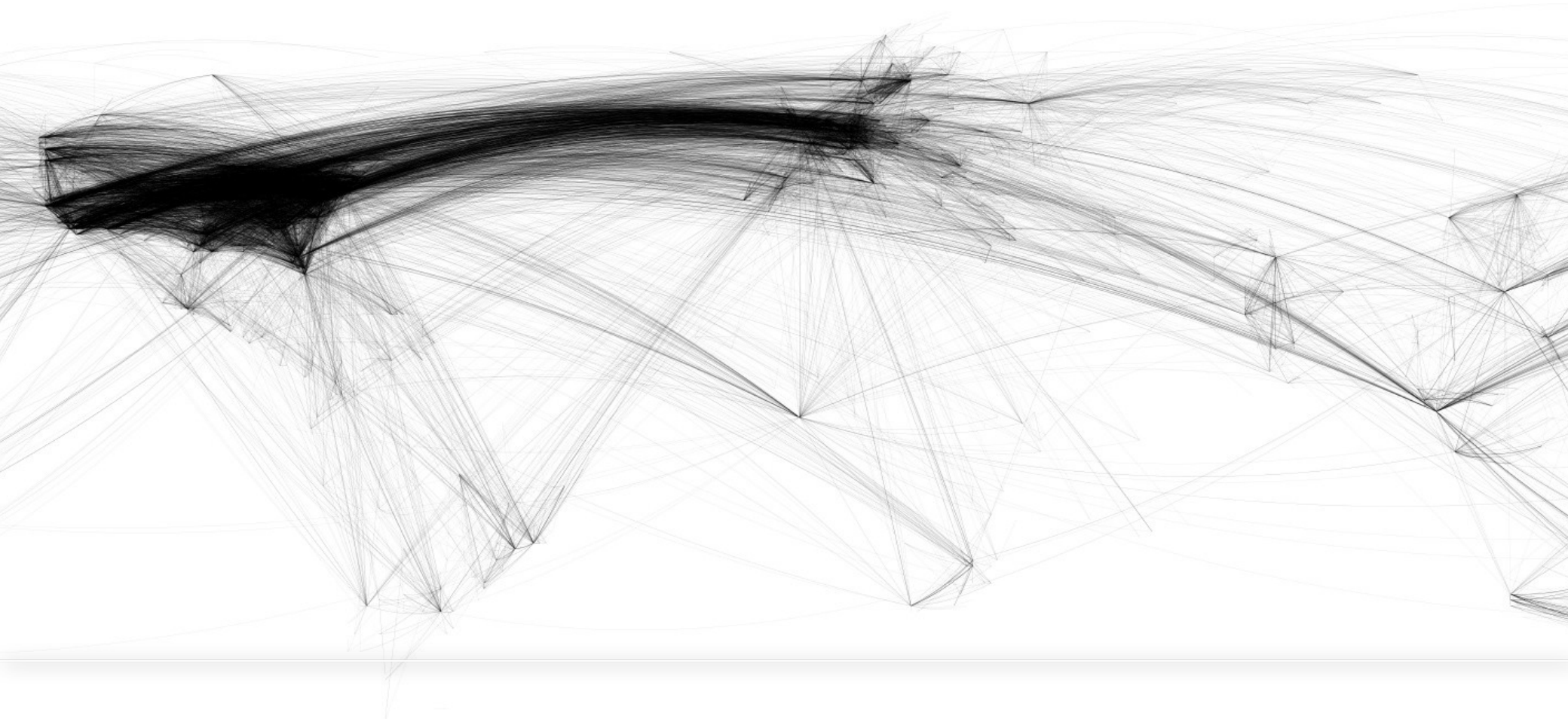
Biennale
Venice
2009

The media as an object of study



The media as carbon paper

Chris Harrison, 1994
Internet connections



Large populations

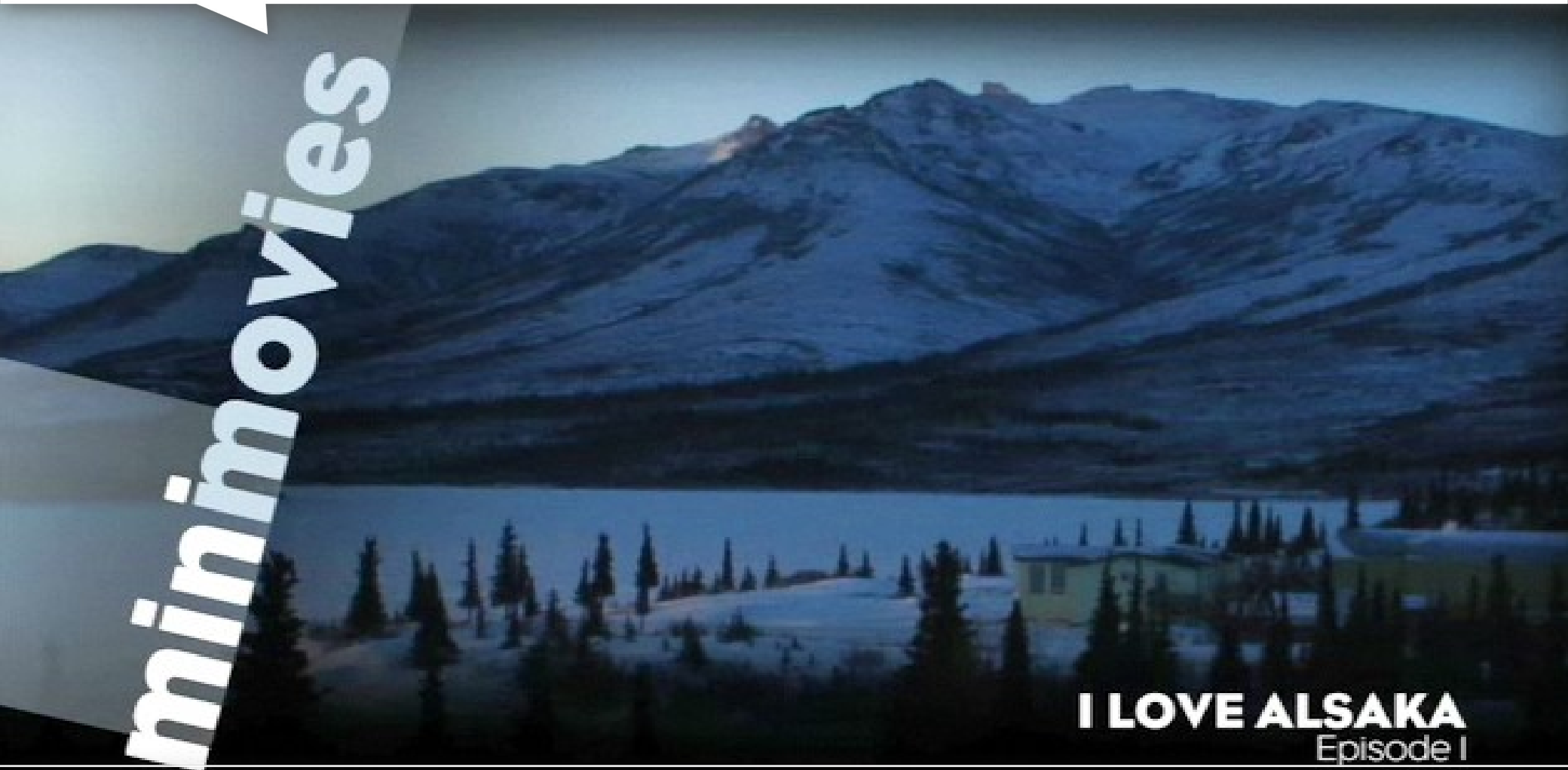
*Paul Butler, 2010
Visualizing Friendships*



Rich data

AOL user 711391 search history

www.minimovies.org/documentaires/view/ilovealaska



Large populations *and* rich data

Google Flu
www.google.org/flutrends

nature

Vol 457 | 19 February 2009 | doi:10.1038/nature07634

LETTERS

Detecting influenza epidemics using search engine query data

Jeremy Ginsberg¹, Matthew H. Mohebbi¹, Rajan S. Patel¹, Lynnette Brammer², Mark S. Smolinski¹ & Larry Brilliant¹

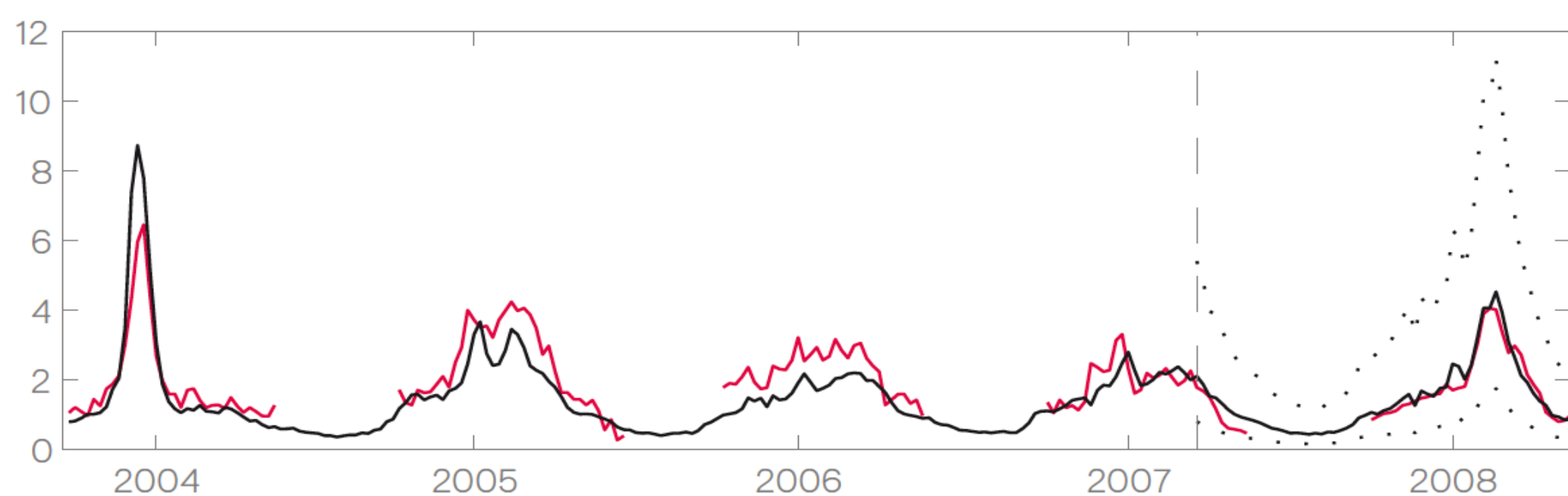
Seasonal influenza epidemics are a major public health concern, causing tens of millions of respiratory illnesses and 250,000 to 500,000 deaths worldwide each year¹. In addition to seasonal influenza, a new strain of influenza virus against which no previous immunity exists and that demonstrates human-to-human transmission could result in a pandemic with millions of fatalities². Early detection of disease activity, when followed by a rapid response, can reduce the impact of both seasonal and pandemic influenza^{3,4}. One way to improve early detection is to monitor health-seeking behaviour in the form of queries to online search engines, which are submitted by millions of users around the

By aggregating historical logs of online web search queries submitted between 2003 and 2008, we computed a time series of weekly counts for 50 million of the most common search queries in the United States. Separate aggregate weekly counts were kept for every query in each state. No information about the identity of any user was retained. Each time series was normalized by dividing the count for each query in a particular week by the total number of online search queries submitted in that location during the week, resulting in a query fraction (Supplementary Fig. 1).

We sought to develop a simple model that estimates the probability that a random physician visit in a particular region is related to an

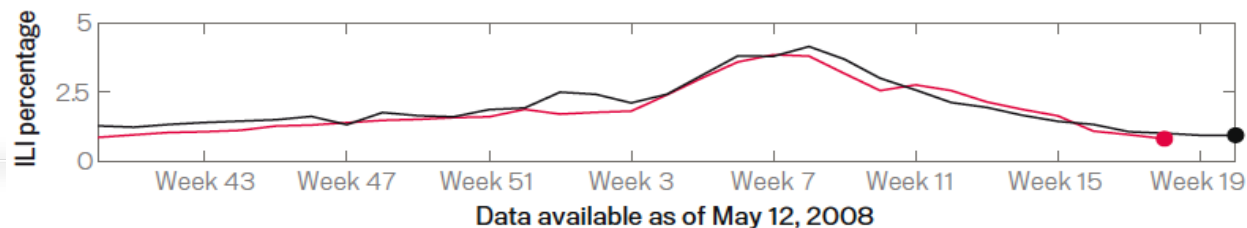
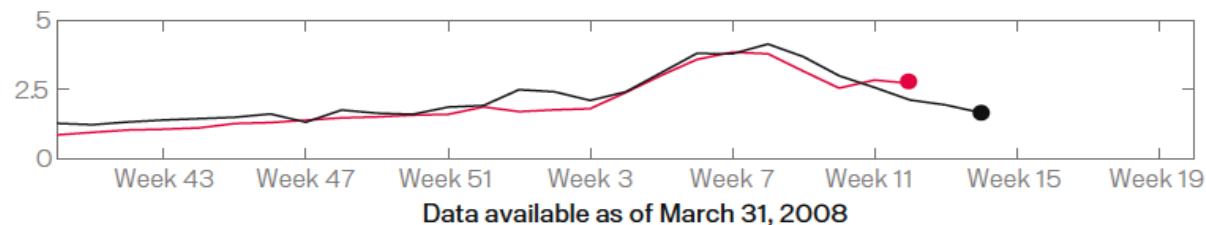
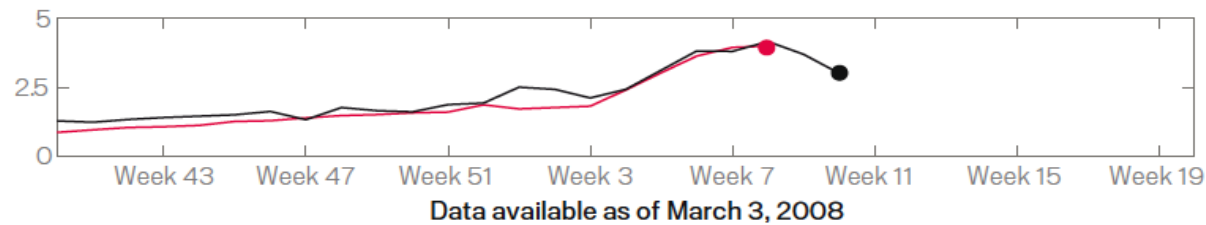
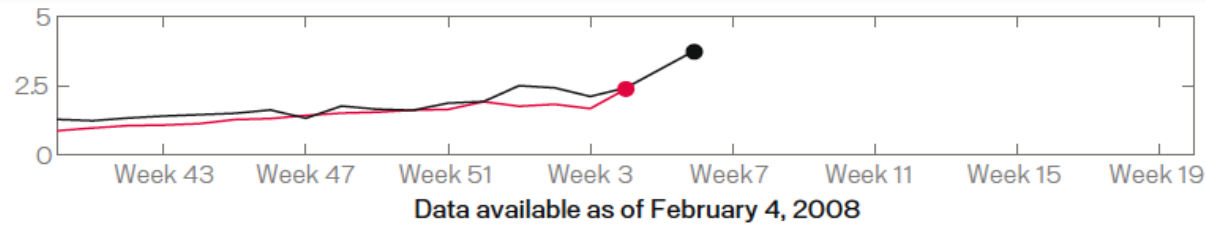
Large populations *and* rich data

Google Flu
www.google.org/flutrends



Large populations and rich data

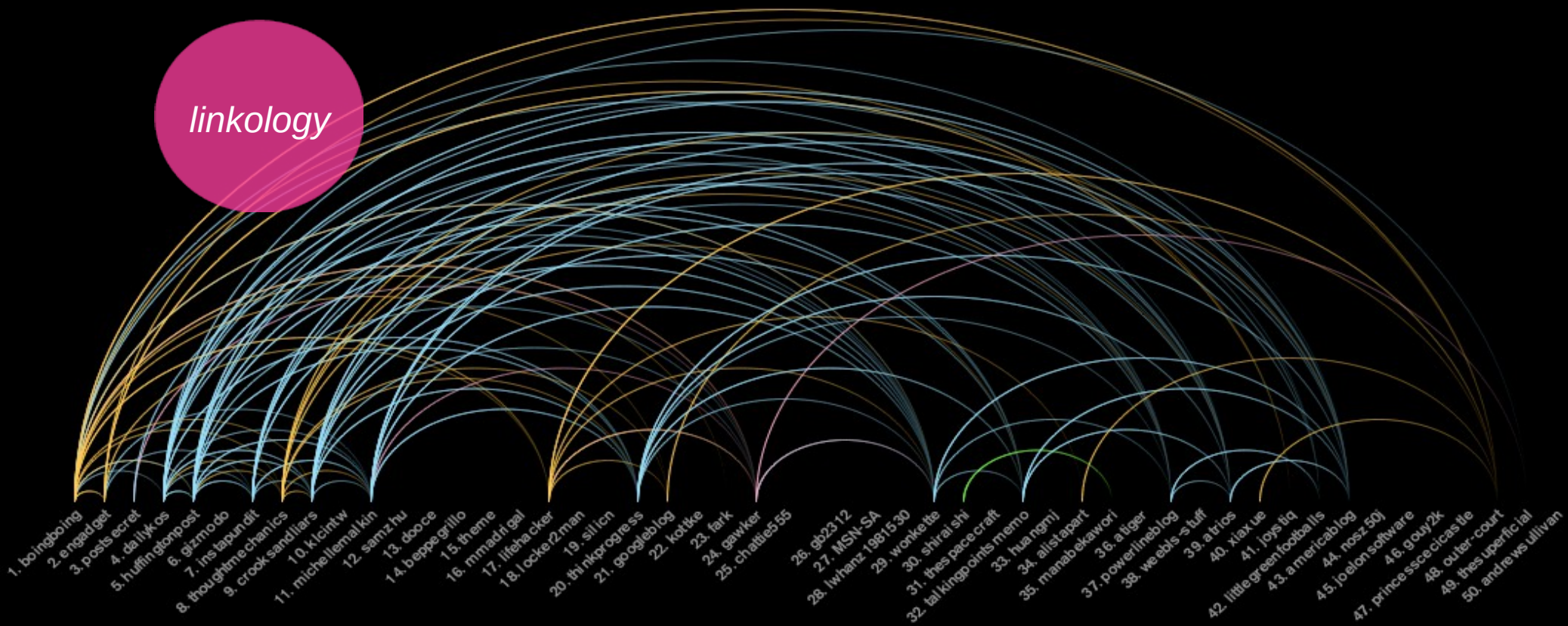
Google Flu
www.google.org/flutrends



Quali-quantitative methods

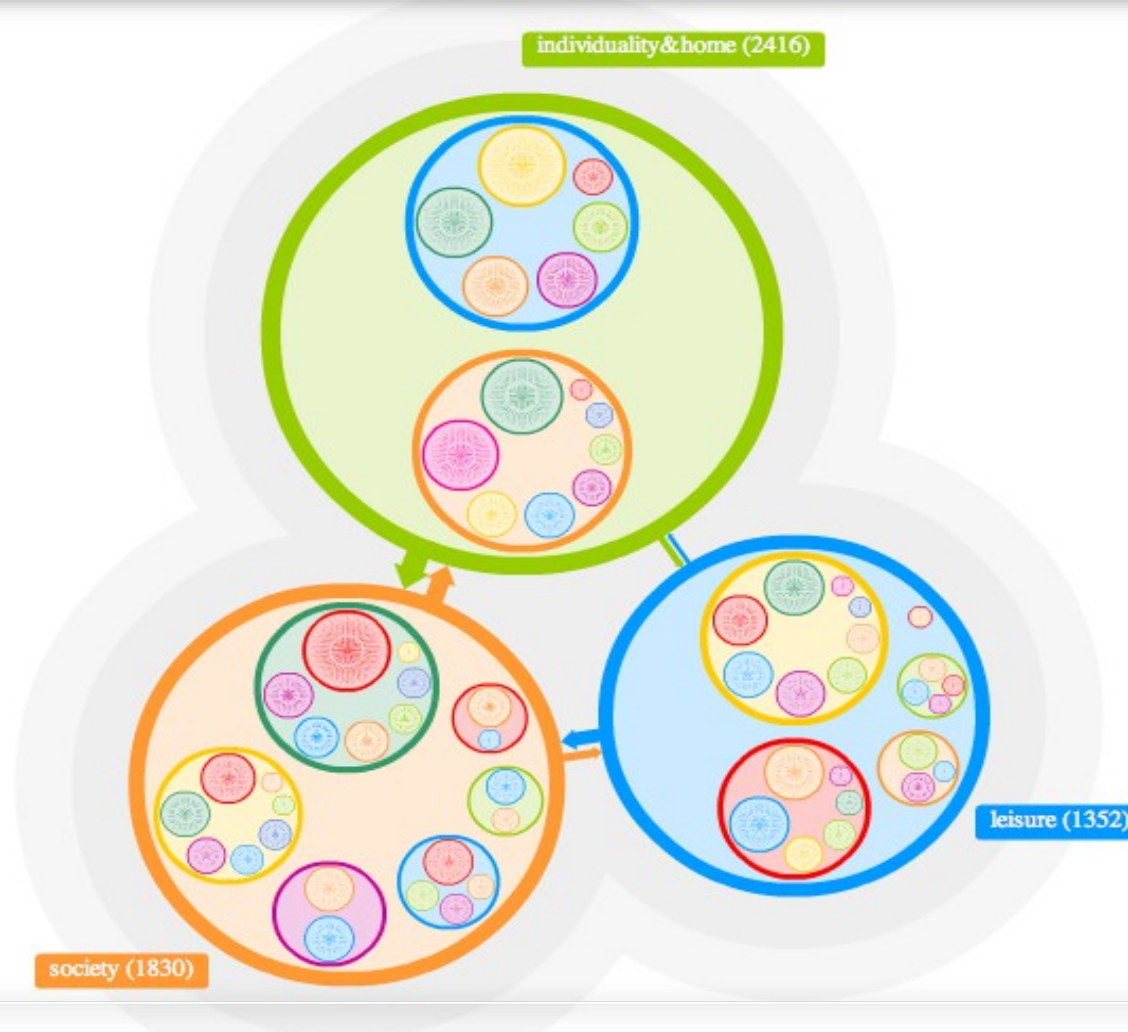
Top 50 US blogs
Ben Fry, 2006

<http://nymag.com/news/media/15972/>



Datascares exploration

Linkscape©
by Linkfluence©



Alice sociology

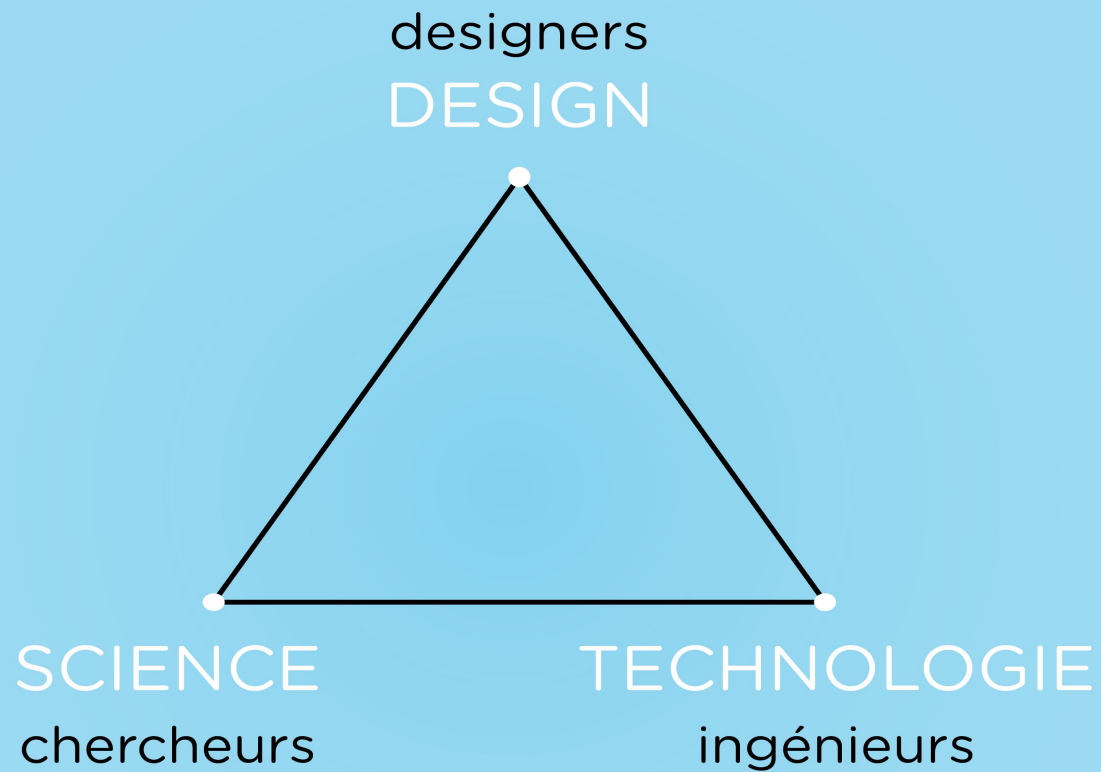
Alice's Adventures in Wonderland
Lewis Carroll, 1865



A place



A team



The médialab missions

*Monitoring + advices +
Formation + conferences*



disseminate

The médialab missions

A scientific tool



The médialab missions

Tools and methods

```
ction = document.getSelection()';  
f (document.selection) {  
ction = 'document.selection.createRange().text';  
  
.write('<ul>');  
.write('<li><a href="javascript:x=document;a=encodeURIComponent(x.location.href);t=  
RL('bookmarks', $GLOBALS['user']); ?>?action=add&address=\'+a+\''&title=\'+t+  
</li>');  
t.write('<li><a href="javascript:x=document;a=encodeURIComponent(x.location.href);t=  
rks', $GLOBALS['user']); ?>?action=add&popup=1&address=\'+a+\''&title=\'+t+  
1,status=0,scrollbars=1,toolbar=0,resizable=1,width=790,height=465,left=\'+(screen.w  
)\'), $GLOBALS['sitename']); ?></a></li>');  
t.write('</ul>');  
pt>  
  
echo T_('Import'); ?></h3>  
teURL('importNetscape'); ?>">?php echo T_('Import bookmark  
">?php echo T_('Import bookmarks from
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develop

