PTT

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Abstract

PTT is the largest electronic bulletin board system (BBS) in Taiwan. In essence, it is a virtual place for people to gain new information and exchange their opinions. PTT consists of many different topic boards, each of which focuses on a certain aspect of Taiwanese’s everyday life. A topic board thus can be seen as an on-line social group for people to exchange their ideas and views. Here in this talk, I explore the PTT community both from the macroscopic and the microscopic perspectives, and address the following three questions. 1) What determines the population sizes of topic boards or social groups in PTT community? 2) What causes the differential popularity of various discussion trends within a topic board? 3) Are PTT users’ behavior independent or are there some form of clustering behavior?