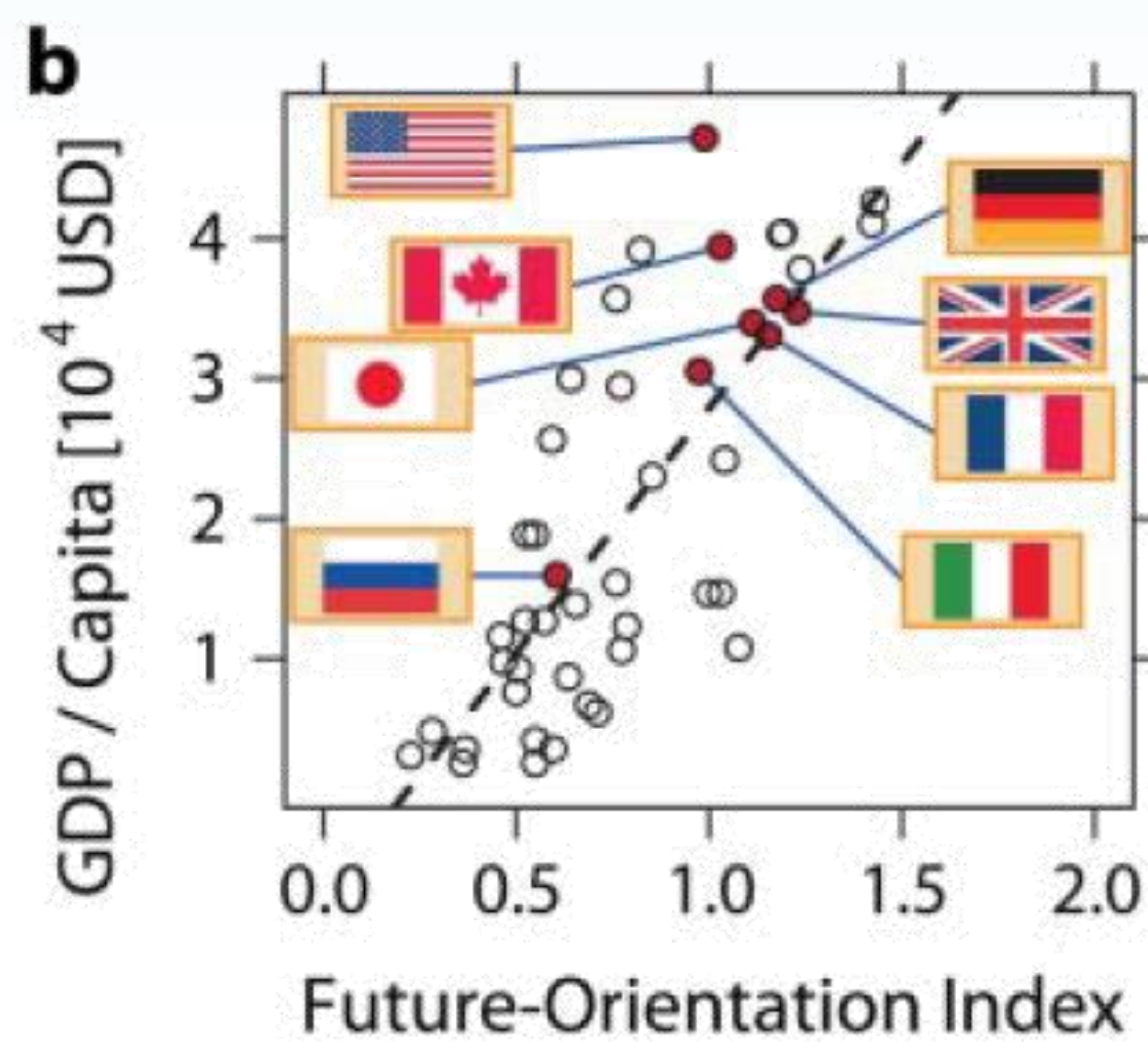


Quantifying the Advantage of Looking

Elsewhere

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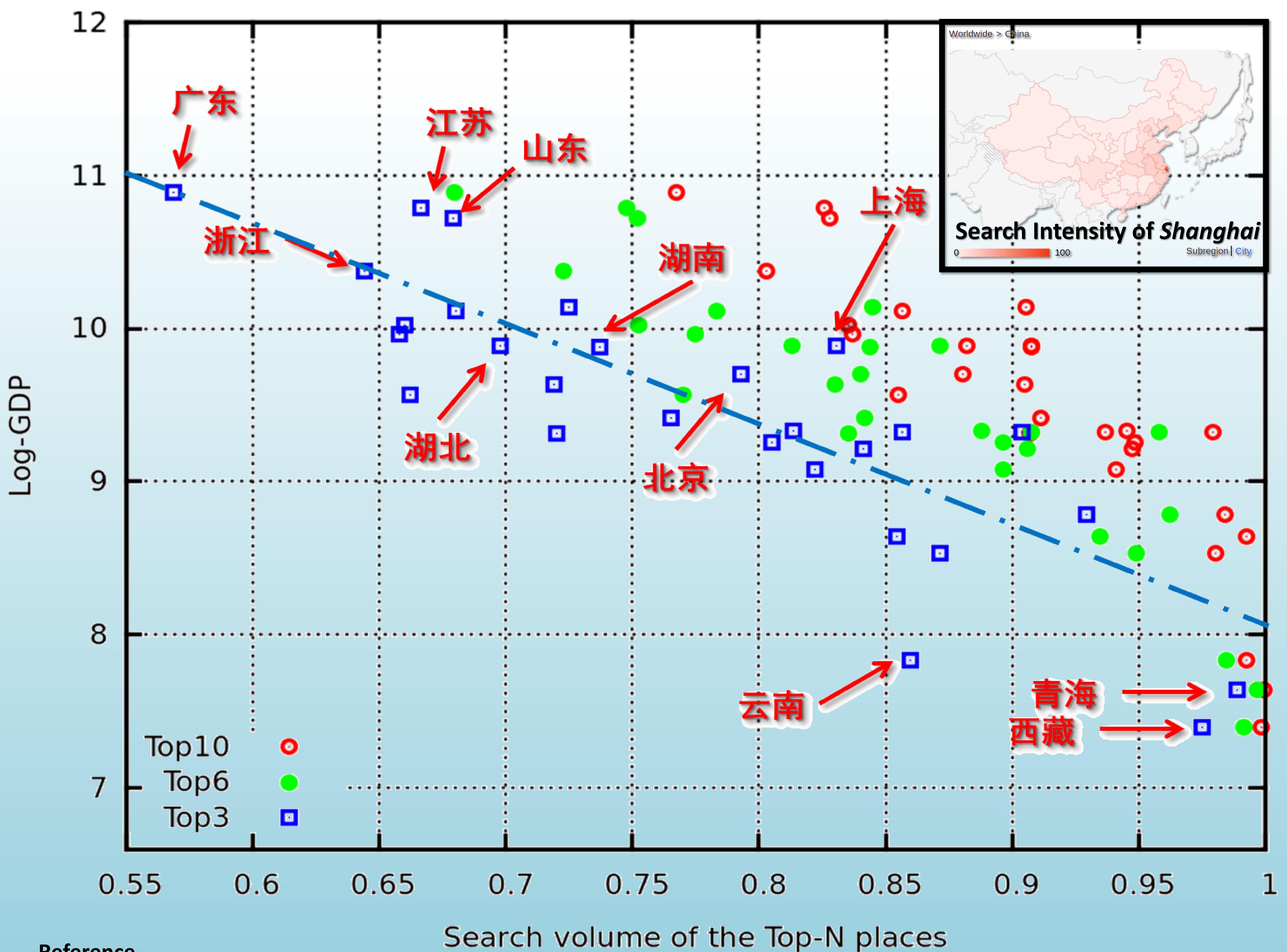


Recent years have witnessed a revolution in the social sciences. Analysis of such “big data” opens up new opportunities for a more precise and extensive quantification of real world social phenomena.

In a recent study[1], scientists present a cross-country analysis of search engine queries, and demonstrate a strong link between behavior online and real world economic indicators (the left fig is from [1]). They study mostly how people search for the future and the past.

Following this idea, we studied how people would search for different places. For example, the most searched places in Beijing is Beijing, Tianjin and Shanghai, which would take more than 70% of all search volume. We use this percent as an indicator and have a scatter plot shown below. It is clear that the GDP and the indicator follow a linear relationship.

This relationship might give us some interesting insights about the development in China.



Reference

[1] Preis, T., Moat, H. S., Stanley, H. E., & Bishop, S. R. (2012). Quantifying the advantage of looking forward. *Scientific reports*, 2., 350