

**NYU Stern School of Business**  
**Department of Information, Operations & Management Sciences**  
**INFORMATION SYSTEMS RESEARCH SEMINAR**

**TOPIC: Dimensions of Leadership and Social Influence in Online Communities**

**SPEAKER: David Huffaker, Northwestern University**

**DATE: Thursday, November 19th**

**TIME: 4:15 pm – 5:45 pm**

**PLACE: KMC 5-85**

**ABSTRACT**

David will present the results of his dissertation research, which examines the language and social networks of online leaders, or those who trigger message replies, spark conversational threads, and spread their word choices. Using automated text analysis and network analysis, he investigates the social interactions and messages content from roughly 33,000 participants using Google Groups. The findings show that not only do leaders engage in many reciprocal and community maintenance behaviors, but they also rely on language that reflects emotion, diversity and confidence.

**BIO**

David is a Research Fellow in the Information School at University of Michigan. He completed his PhD in the Media, Technology and Society program in the School of Communication at Northwestern University ('09). Trained in quantitative methods, his research focuses on social behavior in a variety of online contexts including online forums, blogs, chat rooms, MMORPGs and other virtual worlds such as Second Life.