WhatsApp text messaging follows a daily rhythm in both formal and informal settings

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We examined and compared the 24-hour pattern of WhatsApp messaging between a formal cohort of $n = 59$ members of the Indian scientific society and an informal cohort of $n = 41$ family members. In particular, we analysed and calculated the intensity and pattern of messaging activity across 24 hours in relation to the sunrise and sunset timings, as well as the overall daily activity period. There was a daily periodicity in the WhatsApp messaging, with their close coupling to the time of day in formal compared to that in the informal cohort. However, the messaging activity pattern appeared to conform to a daily rhythm in both cohorts.

Keywords: Behaviour, circadian rhythm, social networking, WhatsApp.

CIRCADIAN clocks