What to Do If You Know Everything?
Understanding Human Behavior in a Virtual World
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Plenary Abstract

A massive multiplayer online game is used to study human interactions and social behaviour. The data associated to this game is maybe the first complete dataset on a human society in the sense that we have practically all information on every action carried out by each of the 480,000 players in the open-ended game over almost a decade. This information, in particular the detailed simultaneous knowledge of various time-varying social networks allows us to quantify how humans form social bonds, how they organise, how they manage aggression, to what extent their behaviour is gender specific, and how wealth of players is related to locations within in their high-dimensional social multiplex networks.