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Twitter as a Health Study Platform
Geomagnetic activity & primary headaches

- Mixed evidence
- Small-scale studies
Enter Twitter

Continuously collect tweets related to headaches and migraines

-over 3 years of data (November 2012 to January 2016) covering the peak of Cycle 24

-total of 63 million tweets (56 million related to headaches and 7.1 million related to migraines)

-the raw reporting rates ranged from 0 to 150 messages per minute for headaches, and from 0 to 30 messages for migraines.

-the majority of tweets reported actual, real-time symptoms (75% for headaches, 65% for migraines).
Rebecca Black @MsRebeccaBlack · 42m
GOOD MORNING! I have a headache

Kalei @MadamLegend · 1h
I want this headache to go away :( 

alex jacob @crucifalex · 2h
i have work this morning then class & I feel a migraine coming on ;( pray 4 me

The Penguin @Moskva · 2h
BTW, I frankly don't care if the Abrahamics allow their women to do xyz...Their headache...not mine. Those women can fight their own battle

@yourgoddessssss · 2h
what it mean when you have a headache everyday?

ken kwaku Agyeman @ken_agyeman · 2h
@AbeikuSantana chale, your tunes are serving as the antidote to my headache and malaria diz noon 1 time OKayFmDriveTime #TransformingGhana

Chase Wise @chasejwise · 2h
I have the fattest headache ever so everyone leave me alone today 😞
A. Geomagnetic storm

B. Headaches

C. Migraines

TWO WEEKS

Dots = rate per minute

smoothed

daily average
CORRELATION (three years of data)

No correlation
Are holidays a headache?

Lower rates = fewer people may want to tweet, except Jan 1
Jan 1 peak (4 years) at 1 pm EST.
THANK YOU

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