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Leveraging Biorhythm Theory in Social Media to Personalize Content Delivery

Arezoo Haji Aliani*

Department of Echocardiography, Tehran University of Medical Sciences, Tehran, Iran

***Corresponding author:** Arezoo Haji Aliani, Department of Echocardiography, Tehran University of Medical Sciences, Tehran, Iran; E-mail: A.aliani1986@gmail.com

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Abstract

Social media platforms continuously refine their algorithms to improve user engagement and retention. Integrating biorhythm theory into content recommendation systems offers a unique opportunity for platforms to personalize user experiences based on their physical, emotional and intellectual cycles. This paper explores how social media platforms can use Biorhythm theory to tailor content delivery, improve user satisfaction, and enhance overall platform interaction. By aligning content with users' natural cycles, platforms can foster deeper engagement and build more meaningful connections between users and the content they consume.

Keywords: Social media; Biorhythm; Physical cycle; Emotional cycle; Intellectual cycle

Introduction

Social media platforms thrive on their ability to deliver content that resonates with users, keeping them engaged and returning for more. While current recommendation systems rely heavily on user behavior, browsing history and demographic data, there is room for further personalization. Biorhythm theory, which suggests that individuals experience cyclical patterns in their physical, emotional and intellectual states, presents an untapped avenue for enhancing content delivery. By understanding and predicting these cycles, social media platforms can optimize the timing and type of content offered to their members, creating a more tailored and engaging experience [1].

Description

Biorhythm theory and social media personalization

Biorhythm theory posits that human behavior and performance are influenced by three primary cycles:

- **Physical cycle (23 days):** Governs energy levels, activity and stamina.
- **Emotional cycle (28 days):** Affects mood, empathy and emotional resilience.
- **Intellectual cycle (33 days):** Impacts creativity, problem-solving and decision-making.

When applied to social media, these cycles can provide insights into when users are more likely to engage with specific types of content, such as emotionally resonant posts, intellectually stimulating articles, or physically inspiring videos (Figure 1) [2].

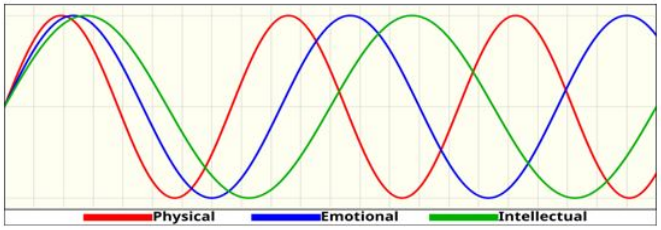

Figure 1: How social media platforms can use biorhythm theory?

How social media platforms can use biorhythm theory

Data collection and cycle mapping: Social media platforms already collect vast amounts of user data, including activity patterns, engagement metrics, and preferences. By integrating tools to calculate individual Biorhythm cycles based on a user's birthdate (a key parameter for Biorhythm analysis), platforms can map each user's physical, emotional, and intellectual states over time. This data can then be combined with existing behavioral insights to refine personalization [3].

Content categorization and matching: Social media platforms can categorize content based on its relevance to physical, emotional, or intellectual engagement:

- **Physical:** Fitness challenges, outdoor activity videos or motivational content.
- **Emotional:** Heartwarming stories, inspiring testimonials or posts related to relationships and well-being.
- **Intellectual:** Educational content, problem-solving games or discussions on current events.

By aligning the timing of content delivery with users' Biorhythm phases, platforms can provide content that matches their current state. For instance:

- During high emotional phases, users might be more receptive to emotionally resonant stories.

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- During intellectual highs, they might engage more with complex topics or learning opportunities.
- During physical lows, they may prefer less demanding content like light entertainment.

Dynamic content timing: Social media algorithms can adjust the timing of content delivery based on users' Biorhythm states. For example:

- Morning posts during a user's physical high phase might feature fitness tips or workout videos.
- Midday posts during emotional highs could include inspiring quotes or stories.
- Evening posts during intellectual highs might feature thought-provoking articles or debates.
- Dynamic timing ensures that content is delivered when users are most likely to engage with it meaningfully.

Notifications and engagement strategies: Platforms can use Biorhythm data to customize notifications. For example:

- On a physical high day, users might receive reminders about fitness challenges or active events.
- On emotional lows, platforms could reduce the visibility of potentially triggering content and instead highlight uplifting or calming material.
- During intellectual highs, platforms might suggest joining discussions, participating in polls, or exploring educational opportunities.

Enhancing ads and sponsored content

Advertisers on social media platforms can also benefit from Biorhythm insights. Ad campaigns can be tailored to align with users' cycles:

- **Emotional highs:** Ads focusing on family, relationships, and self-care.
- **Intellectual highs:** Promotions for educational tools, online courses or innovative products.
- **Physical highs:** Ads for fitness gear, outdoor activities, or travel. By delivering ads at the right moment, platforms can increase click-through rates and conversions.

Benefits of integrating biorhythm theory in social media

Increased engagement: Users are more likely to engage with content that aligns with their current emotional, intellectual, or physical state. Personalized delivery based on Biorhythm phases can significantly boost user interaction and time spent on the platform.

Enhanced user satisfaction: Tailored content improves user experience, making them feel understood and valued. This emotional connection can lead to higher satisfaction and brand loyalty.

Reduced negative experiences: By avoiding emotionally taxing or overly challenging content during users' low phases, platforms can mitigate negative experiences that may lead to user dissatisfaction or disengagement.

Improved mental health outcomes: Thoughtful content delivery, especially during emotional lows, can promote mental well-being by reducing exposure to stress-inducing or upsetting material.

Challenges and ethical considerations

Data privacy and consent: Integrating Biorhythm analysis requires users to provide sensitive information, such as their birthdate. Platforms must ensure that this data is collected transparently and used responsibly, adhering to privacy regulations.

Over-personalization risks: Excessive reliance on Biorhythm data might create echo chambers, limiting users' exposure to diverse content. Platforms must strike a balance between personalization and variety.

Scientific validity: Biorhythm theory lacks universal acceptance in the scientific community, and its predictive accuracy is debated. Platforms must approach its integration as an experimental and optional feature rather than a definitive tool.

Future directions

As social media continues to evolve, integrating alternative approaches like Biorhythm theory can provide fresh insights into user behavior. Future research should focus on testing the practical application of Biorhythm theory in controlled settings, measuring its impact on user engagement, satisfaction, and retention. Additionally, combining Biorhythm theory with other psychological and behavioral frameworks could enhance its effectiveness.

Conclusion

Biorhythm theory presents an innovative way for social media platforms to personalize content delivery and improve user engagement. By aligning content with users' physical, emotional, and intellectual cycles, platforms can create a more dynamic, user-centric experience. While challenges exist, the potential benefits of integrating Biorhythm theory into social media algorithms warrant further exploration and experimentation. By understanding the natural rhythms of their users, platforms can foster deeper connections and set new standards for personalized digital interaction.

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