<GIF>

It’s no surprise that today’s world is smaller than ever before, thanks to the transformative power of social sharing and an incredible access to technology. A study of the life of one of BuzzFeed’s international posts showed us just as much: with similarities emerging between urban users *across* *countries* – similarities that span miles and oceans, rather than neighboring counties.

In September, *this post* was created in New York and rapidly spread to *countryX* and *countryY* from the United States.

In the visualization below, the area of each bubble is proportional to the total number of pageviews in a particular city. The colors correspond to the majority language in that city – take Madrid, for example, where although French and English are also spoken, Spanish is the dominant language. A color-change occurs on the date when foreign language editors translated the post into another language, e.g. Spanish, French, German or Portuguese.

Finally, the panels shown here are for cities with the highest BuzzFeed traffic… which precludes continents like Africa and Antarctica, and countries in the Middle East and eastern Asia.

As we transition forward in time, patterns emerge –

<interactive>

The interactive above was built using D3.js.

References:

* Wikipedia list of countries
* D3 docs
* Tips unemployment