

# Biological Contagion

Principles of Complex Systems | @pocsvox  
 CSYS/MATH 300, Fall, 2015 | #FallPoCS2015

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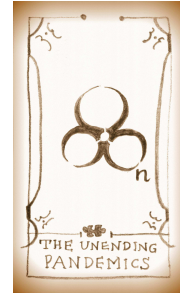
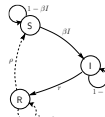


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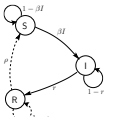
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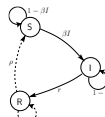
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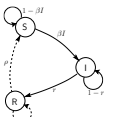
An awful recording: Wikipedia's list of epidemics from 430 BC on.

Death toll (estimate)	Location	Date	Comment	Disease	Reference
ca. 70,000-100,000	Greece	429-428 BC	Known as Plague of Athens, because it was primarily in Athens.	unknown, similar to typhoid	
ca. 30% of population	Europe, Western Asia, Northern Africa	165-180	Known as Antonine Plague, due to the name of the Roman emperor in power at the time.	unknown, symptoms similar to streptococci	
	Europe	250-280 AD	Known as Plague of Justinian, due to the name of the Byzantine emperor in power at the time.	unknown, possibly streptococci	
ca. 40% of population	Europe	541-542	Known as Plague of Justinian, due to the name of the Byzantine emperor in power at the time.	Bubonic plague	[1]
30% to 70% of population	Europe	1346-1350	Known as "Black Death" or "Bubonic Plague", first return of the plague to Europe after the Justinianic plague of the 6th century.	plague	[1]
5-15 million (80% of population)	Mexico	1540-1548	Cocoliztli	what hemorrhagic fever	[1][2]
2-2.5 million (30% of population)	Mexico	1576	Cocoliztli	what hemorrhagic fever	[1][2]
	Seneca nation	1580-1586		measles	[1]

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## Outline

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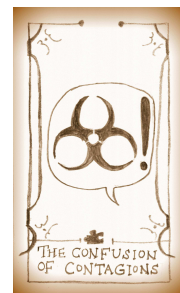
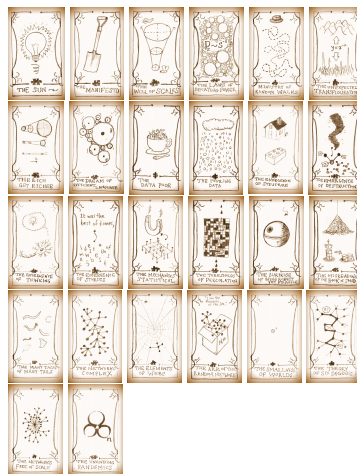
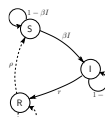
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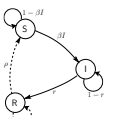
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# Contagion

## A confusion of contagions:

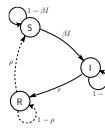
- ▶ Is Harry Potter some kind of virus?
- ▶ What about the Da Vinci Code?
- ▶ Did Sudoku spread like a disease?
- ▶ Language? The alphabet?<sup>[9]</sup>
- ▶ Religion?
- ▶ Democracy...?

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# The spread of fanaticism

Hoffer's most famous work: **"The True Believer: Thoughts On The Nature Of Mass Movements"** (1951)<sup>[11]</sup>

## Aphorisms-aplenty:

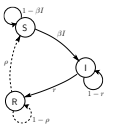
- ▶ "We can be absolutely certain only about things we do not understand."
- ▶ "Mass movements can rise and spread without belief in a God, but never without belief in a devil."
- ▶ "Where freedom is real, equality is the passion of the masses. Where equality is real, freedom is the passion of a small minority."

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# Contagion

## Naturomorphisms

- ▶ "The feeling was contagious."
- ▶ "The news spread like wildfire."
- ▶ "Freedom is the most contagious virus known to man."  
—Hubert H. Humphrey, Johnson's vice president
- ▶ "Nothing is so contagious as enthusiasm."  
—Samuel Taylor Coleridge

## Optimism according to Ambrose Bierce:

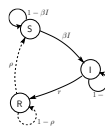
The doctrine that everything is beautiful, including what is ugly, everything good, especially the bad, and everything right that is wrong. ... It is hereditary, but fortunately not contagious.

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# Imitation



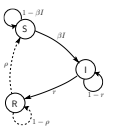
"When people are free to do as they please, they usually imitate each other."  
—Eric Hoffer  
"The Passionate State of Mind"<sup>[12]</sup>

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# Social contagion

## Eric Hoffer, 1902–1983

There is a grandeur in the uniformity of the mass. When a fashion, a dance, a song, a slogan or a joke sweeps like wildfire from one end of the continent to the other, and a hundred million people roar with laughter, sway their bodies in unison, hum one song or break forth in anger and denunciation, there is the overpowering feeling that in this country we have come nearer the brotherhood of man than ever before.

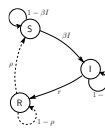
- ▶ Hoffer was an interesting fellow...

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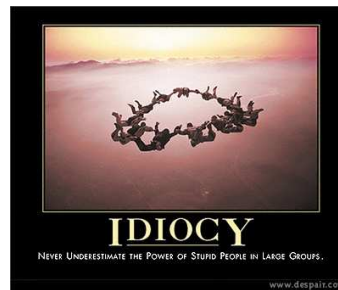
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# The collective...



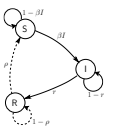
"Never Underestimate the Power of Stupid People in Large Groups."

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## Examples of non-disease spreading:

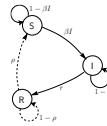
### Interesting infections:

- ▶ Spreading of certain buildings in the US:

- ▶ [2008 Viral get-out-the-vote video.](#)

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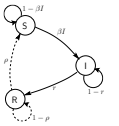
## Contagion

### Definitions

- ▶ (1) The spreading of a quality or quantity between individuals in a population.
- ▶ (2) A disease itself: the plague, a blight, the dreaded lurgi, ...
- ▶ from Latin: *con* = 'together with' + *tangere* 'to touch.'
- ▶ Contagion has unpleasant overtones...
- ▶ Just **Spreading** might be a more neutral word
- ▶ But contagion is kind of exciting...

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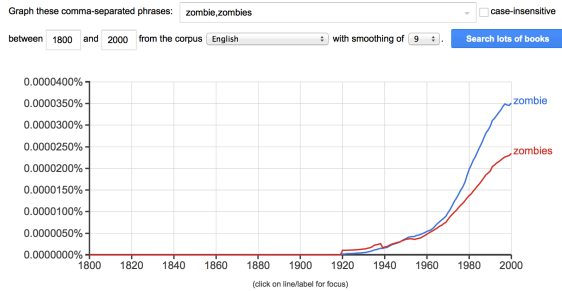
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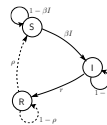
## The most terrifying contagious outbreak?

### Google books Ngram Viewer



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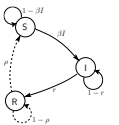
## Contagions

### Two main classes of contagion

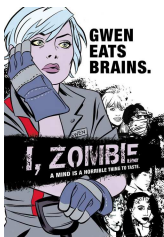
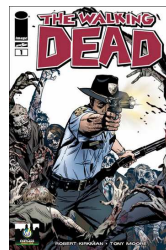
- Infectious diseases:** tuberculosis, HIV, ebola, SARS, influenza, zombification, ...
- Social contagion:** fashion, word usage, rumors, uprisings, religion, stories about zombies, ...

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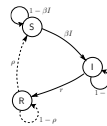


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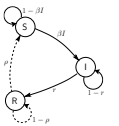


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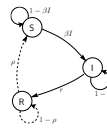
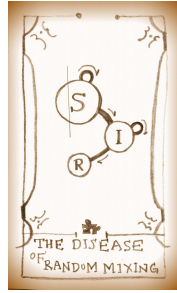
An awful recording: [Wikipedia's list of epidemics](#) from 430 BC on.

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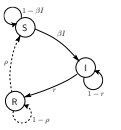
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## Mathematical Epidemiology

### Original models attributed to

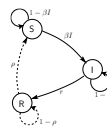
- ▶ 1920's: Reed and Frost
- ▶ 1920's/1930's: Kermack and McKendrick [13, 15, 14]
- ▶ Coupled differential equations with a mass-action principle



## Mathematical Epidemiology

### The standard SIR model [17]

- ▶ = basic model of disease contagion
- ▶ Three states:
  1. S = Susceptible
  2. I = Infective/Infectious
  3. R = Recovered or Removed or Refractory
- ▶  $S(t) + I(t) + R(t) = 1$
- ▶ Presumes random interactions (mass-action principle)
- ▶ Interactions are independent (no memory)
- ▶ Discrete and continuous time versions



## Independent Interaction models

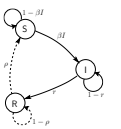
### Differential equations for continuous model

$$\frac{d}{dt}S = -\beta IS + \rho R$$

$$\frac{d}{dt}I = \beta IS - rI$$

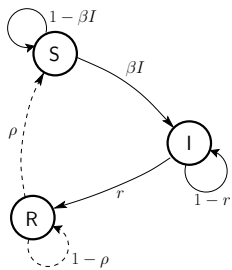
$$\frac{d}{dt}R = rI - \rho R$$

$\beta$ ,  $r$ , and  $\rho$  are now rates.

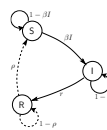


## Mathematical Epidemiology

### Discrete time automata example:



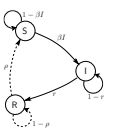
Transition Probabilities:  
 $\beta$  for being infected given contact with infected  
 $r$  for recovery  
 $\rho$  for loss of immunity



## Reproduction Number $R_0$

### Reproduction Number $R_0$

- ▶  $R_0$  = expected number of infected individuals resulting from a single initial infective
- ▶ Epidemic threshold: If  $R_0 > 1$ , 'epidemic' occurs.
- ▶ Exponential take off:  $R_0^n$  where  $n$  is the number of generations.
- ▶ Fantastically awful notation convention:  $R_0$  and the  $R$  in  $SIR$ .

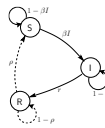


# Reproduction Number $R_0$

## Discrete version:

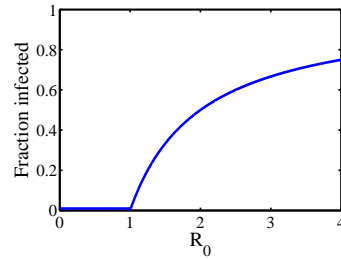
- ▶ Set up: One Infective in a randomly mixing population of Susceptibles
- ▶ At time  $t = 0$ , single infective random bumps into a Susceptible
- ▶ Probability of transmission =  $\beta$
- ▶ At time  $t = 1$ , single Infective remains infected with probability  $1 - r$
- ▶ At time  $t = k$ , single Infective remains infected with probability  $(1 - r)^k$

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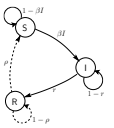
# Independent Interaction models

Example of epidemic threshold:



- ▶ Continuous phase transition.
- ▶ Fine idea from a simple model.

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# Reproduction Number $R_0$

## Discrete version:

- ▶ Expected number infected by original infective:

$$R_0 = \beta + (1 - r)\beta + (1 - r)^2\beta + (1 - r)^3\beta + \dots$$

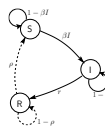
$$= \beta(1 + (1 - r) + (1 - r)^2 + (1 - r)^3 + \dots)$$

$$= \beta \frac{1}{1 - (1 - r)} = \beta/r$$

For  $S(0) \approx 1$  initial susceptibles  
( $1 - S(0) = R(0) =$  fraction initially immune):

$$R_0 = S(0)\beta/r$$

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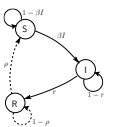


# Independent Interaction models

## Many variants of the SIR model:

- ▶ **SIS**: susceptible-infective-susceptible
- ▶ **SIRS**: susceptible-infective-recovered-susceptible
- ▶ compartment models (age or gender partitions)
- ▶ more categories such as 'exposed' (**SEIRS**)
- ▶ recruitment (migration, birth)

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# Independent Interaction models

## For the continuous version

- ▶ Second equation:

$$\frac{d}{dt}I = \beta SI - rI$$

$$\frac{d}{dt}I = (\beta S - r)I$$

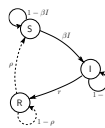
- ▶ Number of infectives grows initially if

$$\beta S(0) - r > 0 \Rightarrow \beta S(0) > r \Rightarrow \beta S(0)/r > 1$$

where  $S(0) \approx 1$ .

- ▶ Same story as for discrete model.

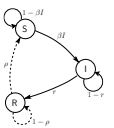
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# Watch someone else pretend to save the world:



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Save the world yourself: [↗](#)



- ▶ And you can be the virus. [↗](#)
- ▶ Also contagious?: Cooperative games ...

Neural reboot—Save another pretend world with Vax: [↗](#)

**Lesson 4: Quarantine**

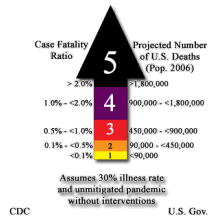
Vaccines take time to 'kick in' so they're ineffective if an infection has already begun to spread.

Start >

VAX!      Networks   Epidemics   Vaccines   Quarantine

Pandemic severity index (PSI) [↗](#)

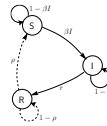
- ▶ Classification during/post pandemic:



- ▶ Category based.
- ▶ 1-5 scale.
- ▶ Modeled on the Saffir-Simpson hurricane scale [↗](#).

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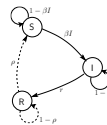
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For novel diseases:

1. Can we predict the size of an epidemic?
2. How important is the reproduction number  $R_0$ ?

$R_0$  approximately same for all of the following:

- ▶ 1918-19 "Spanish Flu" ~ 75,000,000 world-wide, 500,000 deaths in US.
- ▶ 1957-58 "Asian Flu" ~ 2,000,000 world-wide, 70,000 deaths in US.
- ▶ 1968-69 "Hong Kong Flu" ~ 1,000,000 world-wide, 34,000 deaths in US.
- ▶ 2003 "SARS Epidemic" ~ 800 deaths world-wide.

Size distributions

Size distributions are important elsewhere:

- ▶ earthquakes (Gutenberg-Richter law)
- ▶ city sizes, forest fires, war fatalities
- ▶ wealth distributions
- ▶ 'popularity' (books, music, websites, ideas)
- ▶ Epidemics?

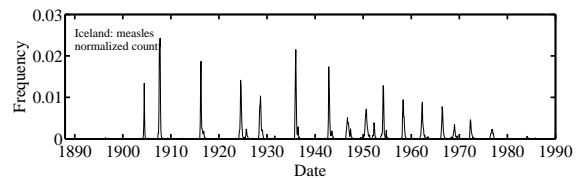
Power laws distributions are common but not obligatory...

Really, what about epidemics?

- ▶ Simply hasn't attracted much attention.
- ▶ Data not as clean as for other phenomena.

Feeling Ill in Iceland [↗](#)

Caseload recorded monthly for range of diseases in Iceland, 1888-1990



- ▶ Treat outbreaks separated in time as 'novel' diseases.

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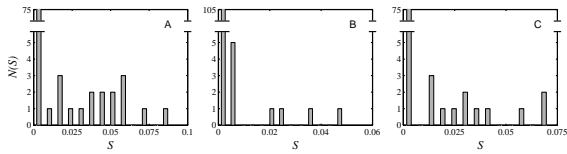
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# Really not so good at all in Iceland

Epidemic size distributions  $N(S)$  for Measles, Rubella, and Whooping Cough.



Spike near  $S = 0$ , relatively flat otherwise.

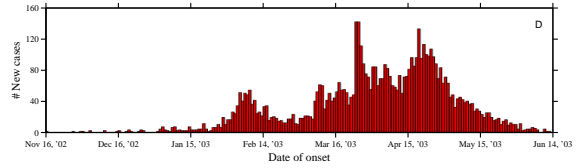
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# Resurgence—example of SARS



- ▶ Epidemic slows... then an infective moves to a new context.
- ▶ Epidemic discovers new 'pools' of susceptibles: **Resurgence.**
- ▶ Importance of rare, stochastic events.

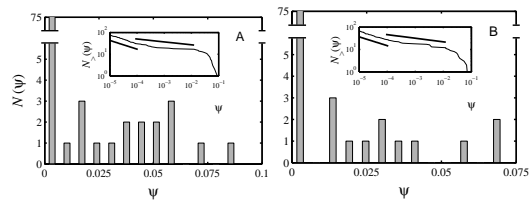
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# Measles & Pertussis



Insert plots:  
Complementary cumulative frequency distributions:

$$N(\Psi' > \Psi) \propto \Psi^{-\gamma+1}$$

Limited scaling with a possible break.

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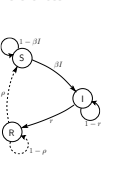
# The challenge

So... can a simple model produce

1. **broad epidemic distributions** and
2. **resurgence?**

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# Power law distributions

Measured values of  $\gamma$ :

- ▶ measles: **1.40** (low  $\Psi$ ) and **1.13** (high  $\Psi$ )
- ▶ pertussis: **1.39** (low  $\Psi$ ) and **1.16** (high  $\Psi$ )
- ▶ Expect  $2 \leq \gamma < 3$  (finite mean, infinite variance)
- ▶ When  $\gamma < 1$ , can't normalize
- ▶ Distribution is quite **flat**.

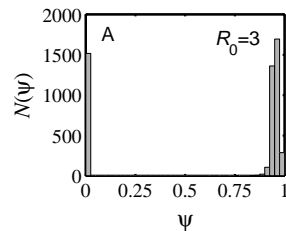
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# Size distributions

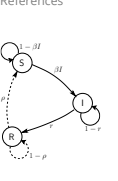


Simple models typically produce **bimodal** or **unimodal** size distributions.

- ▶ This **includes** network models: random, small-world, scale-free, ...
- ▶ Exceptions:
  1. Forest fire models
  2. Sophisticated metapopulation models

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# Burning through the population

## Forest fire models: [18]

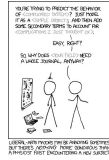
- ▶ Rhodes & Anderson, 1996
- ▶ The physicist's approach: "if it works for magnets, it'll work for people..."

## A bit of a stretch:

1. Epidemics  $\equiv$  forest fires spreading on 3-d and 5-d lattices.
2. Claim Iceland and Faroe Islands exhibit power law distributions for outbreaks.
3. Original forest fire model not completely understood.

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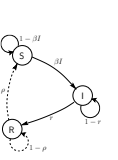
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# Size distributions

- ▶ Vital work but perhaps hard to generalize from...
- ▶  $\Rightarrow$  Create a simple model involving multiscale travel
- ▶ Very big question: **What is  $N$ ?**
- ▶ Should we model SARS in Hong Kong as spreading in a neighborhood, in Hong Kong, Asia, or the world?
- ▶ For simple models, we need to know the final size beforehand...

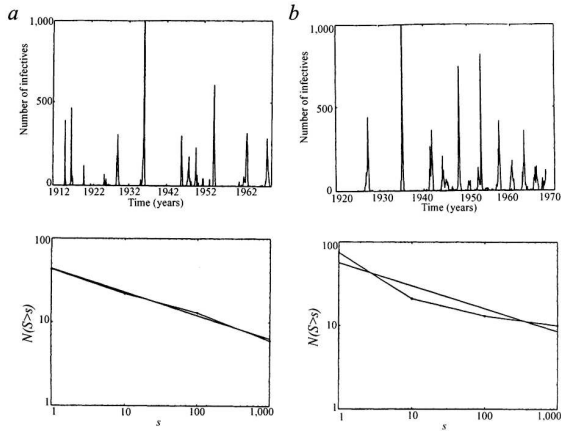
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# Size distributions



From Rhodes and Anderson, 1996.

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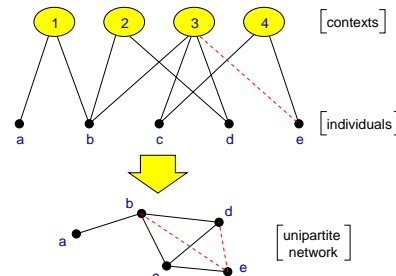
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# Improving simple models

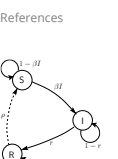
## Contexts and Identities—Bipartite networks



- ▶ boards of directors
- ▶ movies
- ▶ transportation modes (subway)

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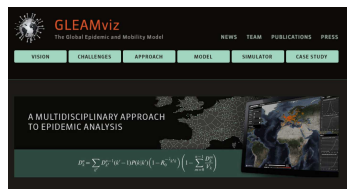
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# Sophisticated metapopulation models:

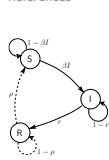
- ▶ Multiscale models suggested earlier by others but not formalized (Bailey [1], Cliff and Haggett [5], Ferguson et al.)
- ▶ Community based mixing (two scales)—Longini. [16]
- ▶ Eubank et al.'s EpiSims/TRANSIMS—city simulations. [8]
- ▶ Spreading through countries—Airlines: Germann et al., Colizza et al. [6]



▶ **GLEAM**: Global pandemic simulations by Vespignani et al.

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# Improving simple models

## Idea for social networks: incorporate identity

### Identity is formed from attributes such as:

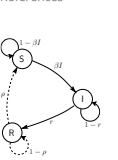
- ▶ Geographic location
- ▶ Type of employment
- ▶ Age
- ▶ Recreational activities

### Groups are crucial...

- ▶ formed by people with at least one similar attribute
- ▶ Attributes  $\Leftrightarrow$  Contexts  $\Leftrightarrow$  Interactions  $\Leftrightarrow$  Networks. [22]

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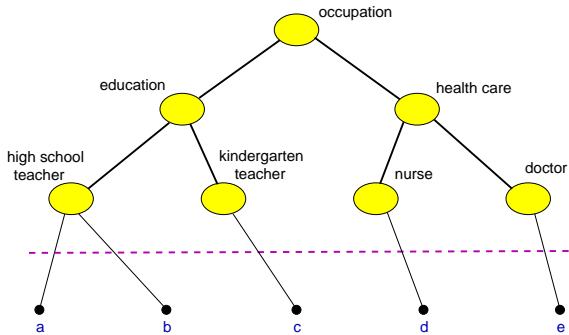
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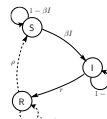


# Infer interactions/network from identities



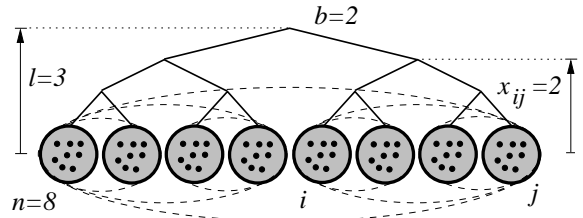
Distance makes sense in identity/context space.

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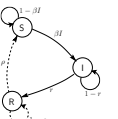


# A toy agent-based model

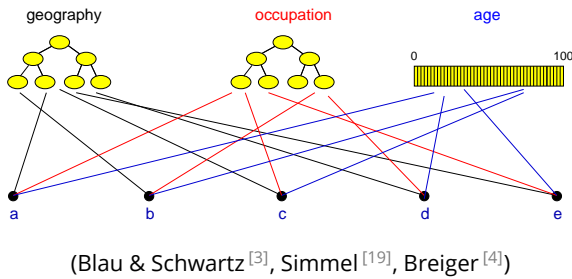
## Schematic:



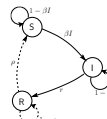
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# Generalized context space



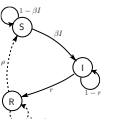
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# Model output

- ▶ Define  $P_0$  = Expected number of infected individuals **leaving** initially infected context.
- ▶ Need  $P_0 > 1$  for disease to spread (independent of  $R_0$ ).
- ▶ Limit epidemic size by restricting frequency of travel and/or range

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# A toy agent-based model:

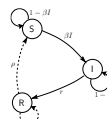


"Multiscale, resurgent epidemics in a hierarchical metapopulation model"  
Watts et al.,  
Proc. Natl. Acad. Sci., **102**, 11157–11162, 2005. [23]

## Geography: allow people to move between contexts

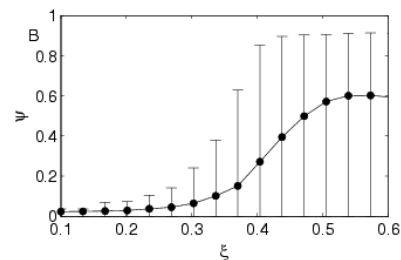
- ▶ Locally: standard SIR model with random mixing
- ▶ discrete time simulation
- ▶  $\beta$  = infection probability
- ▶  $\gamma$  = recovery probability
- ▶  $P$  = probability of travel
- ▶ **Movement distance:**  $\Pr(d) \propto \exp(-d/\xi)$
- ▶  $\xi$  = typical travel distance

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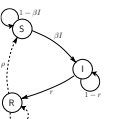
# Model output

## Varying $\xi$ :



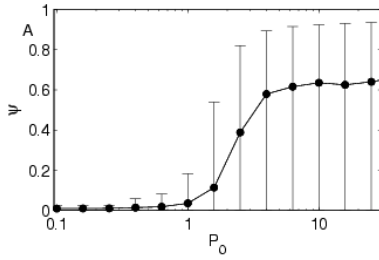
- ▶ Transition in expected final size based on typical movement distance (**sensible**)

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## Model output

Varying  $P_0$ :

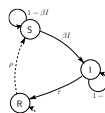


- ▶ Transition in expected final size based on typical number of infectives leaving first group (also sensible)
- ▶ Travel advisories:  $\xi$  has larger effect than  $P_0$ .

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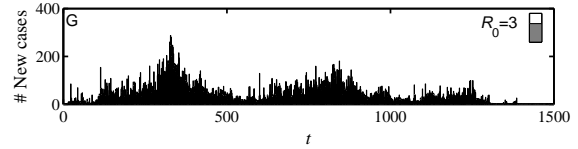
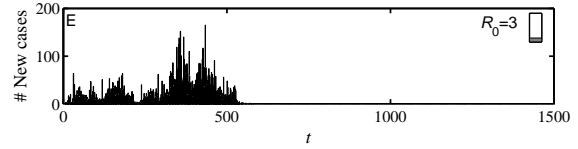
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## Model output—resurgence

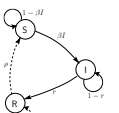
Standard model with transport:



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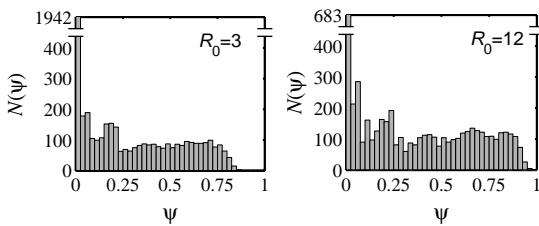
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## Example model output: size distributions

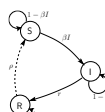


- ▶ Flat distributions are possible for certain  $\xi$  and  $P$ .
- ▶ Different  $R_0$ 's may produce similar distributions
- ▶ Same epidemic sizes may arise from different  $R_0$ 's

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## The upshot

Simple multiscale population structure  
+  
stochasticity

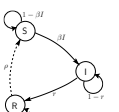
leads to

resurgence  
+  
broad epidemic size distributions

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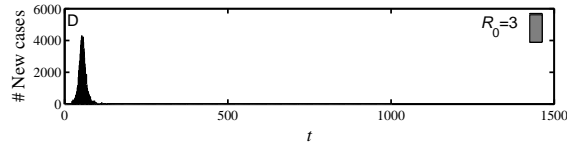
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## Model output—resurgence

Standard model:

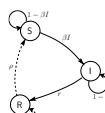


- ▶ For the hierarchical movement model, epidemic size is highly unpredictable
- ▶ Model is more complicated than SIR but still simple.
- ▶ We haven't even included normal social responses such as travel bans and self-quarantine.
- ▶ The reproduction number  $R_0$  is not terribly useful.
- ▶  $R_0$ , however measured, is not informative about
  1. how likely the observed epidemic size was,
  2. and how likely future epidemics will be.
- ▶ Problem:  $R_0$  summarises one epidemic after the fact and enfoldes movement, the price of bananas, everything.

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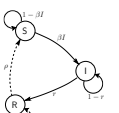


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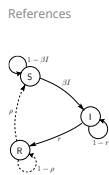
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# Conclusions

- ▶ Disease's spread is highly sensitive to population structure.
- ▶ Rare events may matter enormously: e.g., an infected individual taking an international flight.
- ▶ More support for controlling population movement: e.g., travel advisories, quarantine

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# Krugman, 1998: "Why most economists' predictions are wrong."

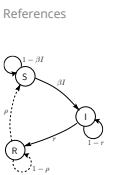


"The growth of the Internet will slow drastically, as the flaw in "Metcalfe's law"—which states that the number of potential connections in a network is proportional to the square of the number of participants—becomes apparent: most people have nothing to say to each other! By 2005 or so, it will become clear that the Internet's impact on the economy has been no greater than the fax machine's."<sup>1</sup>

<sup>1</sup><http://www.redherring.com/mag/issue55/economics.html>

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# Nutshelling

## What to do:

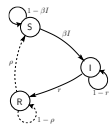
- ▶ Need to separate movement from disease
- ▶  $R_0$  needs a friend or two.
- ▶ Need  $R_0 > 1$  and  $P_0 > 1$  and  $\xi$  sufficiently large for disease to have a chance of spreading
- ▶ And in general: keep building up the kitchen sink models.

## More wondering:

- ▶ Exactly how important are rare events in disease spreading?
- ▶ Again, what is  $N$ ?

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# Economics, Schmeconomics

## Alan Greenspan (September 18, 2007):

"I've been dealing with these big mathematical models of forecasting the economy ...

If I could figure out a way to determine whether or not people are more fearful or changing to more euphoric, I don't need any of this other stuff.

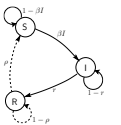
I could forecast the economy better than any way I know."



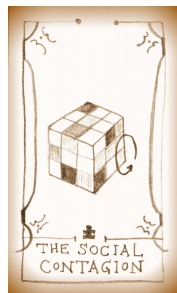
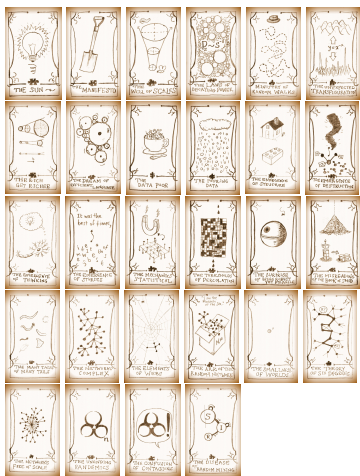
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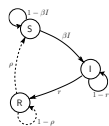


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# Economics, Schmeconomics

## Greenspan continues:

"The trouble is that we can't figure that out. I've been in the forecasting business for 50 years. I'm no better than I ever was, and nobody else is. Forecasting 50 years ago was as good or as bad as it is today. And the reason is that human nature hasn't changed. We can't improve ourselves."

## Jon Stewart:

"You just bummed the @\*!# out of me."

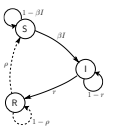


wildbluffmedia.com

- ▶ From [the Daily Show](#) (September 18, 2007)
- ▶ The full interview is [here](#).

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## Predicting social catastrophe isn't easy...

### "Greenspan Concedes Error on Regulation"

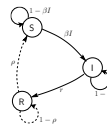
- ▶ ...humbled Mr. Greenspan admitted that he had put too much faith in the self-correcting power of free markets ...
- ▶ "Those of us who have looked to the self-interest of lending institutions to protect shareholders' equity, myself included, are in a state of shocked disbelief"
- ▶ Rep. Henry A. Waxman: "Do you feel that your ideology pushed you to make decisions that you wish you had not made?"
- ▶ Mr. Greenspan conceded: "Yes, I've found a flaw. I don't know how significant or permanent it is. But I've been very distressed by that fact."

[New York Times, October 23, 2008](#)

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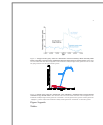
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## We really should know social contagion is different but ...



"It's contagious: Rethinking a metaphor dialogically"  
Warren and Power,  
Culture & Psychology, **21**, 359-379,  
2015. [21]

- ▶ "Facebook will lose 80% of users by 2017, say Princeton researchers" (Guardian, 2014)

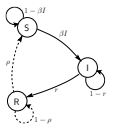


"Epidemiological modeling of online social network dynamics"  
Spechler and Cannarella,  
Culture & Psychology, **21**, 359-379,  
2014. [20]

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## Economics, Schmeconomics

James K. Galbraith:

NYT But there are at least 15,000 professional economists in this country, and you're saying only two or three of them foresaw the mortgage crisis? [JKG] Ten or 12 would be closer than two or three.

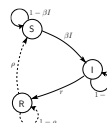
NYT What does that say about the field of economics, which claims to be a science? [JKG] It's an enormous blot on the reputation of the profession. There are thousands of economists. Most of them teach. And most of them teach a theoretical framework that has been shown to be fundamentally useless.

From the [New York Times, 11/02/2008](#)

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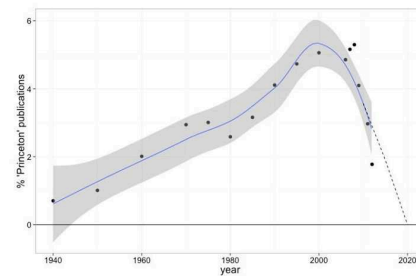
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## The Facebook Data Science team's response

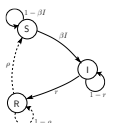


- ▶ Mike Develin, Lada Adamic, and Sean Taylor.

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## Other attempts to use SIR and co. elsewhere:

- ▶ Adoption of ideas/beliefs (Goffman & Newell, 1964) [10]
- ▶ Spread of rumors (Daley & Kendall, 1965) [7]
- ▶ Diffusion of innovations (Bass, 1969) [2]
- ▶ Spread of fanatical behavior (Castillo-Chávez & Song, 2003)
- ▶ Spread of Feynmann diagrams (Bettencourt et al., 2006)

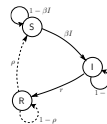
## Social contagion:

- ▶ SIR may apply sometimes ...
- ▶ But we need new fundamental models.
- ▶ Next up: Thresholds.

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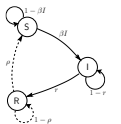
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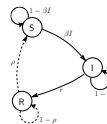
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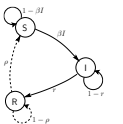
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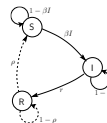
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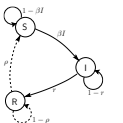
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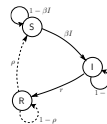
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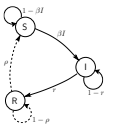
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