Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Social Contagion

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Principles of Complex Systems, Vols. 1 & 2
CSYS/MATH 300 and 303, 2021–2022 | @pocsvox

Prof. Peter Sheridan Dodds | @peterdodds

Computational Story Lab | Vermont Complex Systems Center
Vermont Advanced Computing Core | University of Vermont

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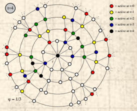

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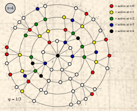
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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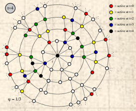
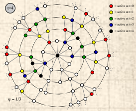


Outline

Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

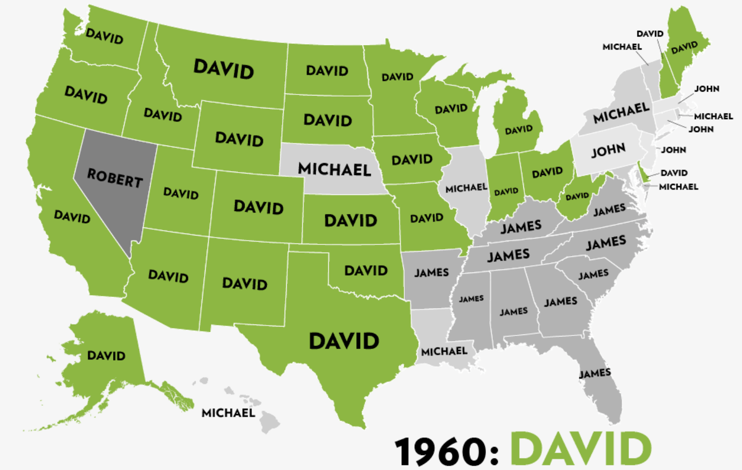
References




THE SUN
THE GOLDEN AGE OF REDUCTIONISM
THE MANIFESTO
THE WELL OF SCALES
THE LAWS OF DECAYING POWER
THE UNEXPECTED TRANSFIGURATION
MINISTRY OF RANDOM WALKS
THE RICH GET RICHER
THE DREAM OF EFFICIENT LANGUAGE
THE LAW OF DIGITS FIRST
THE SURPRISE OF BEING ROBUST YET FRAGILE
THE MISREADING OF THE BOOK OF SAND
THE MANY TALES OF MANY TAILS
THE MEASURING
THE DATA POOR
THE POURING DATA
THE CHARMS OF THE MANY WRONG PATHS
THE DOORS THAT SHOULD NOT BE OPENED
THE KNOWLEDGE OF DEAD MONKS
THE EMERGENCE OF STRUCTURE
THE EMERGENCE OF DESTRUCTION
THE EMERGENCE OF THINKING
It was the best of times,
THE EMERGENCE OF STORIES
THE MECHANICS STATISTICAL
THE THRESHOLDS OF PERCOLATION
THE NETWORKS COMPLEX
THE ELEMENTS OF WEBS
THE BIRDS OF A FEATHER
THE BIRDS OF NOT A FEATHER
THE ARKS OF THE RANDOM NETWORK
THE STRANGENESS OF FRIENDS
THE SMALLNESS OF WORLDS
THE THEORY OF SIX DEGREES
THE NETWORKS FREE OF SCALE
CLASSIFIED
PHOENIX
THE CONTAGION
THE CONFUSION OF CONTAGIONS
THE DISEASE OF RANDOM MIXING
THE UNENDING PANDEMICS
THE THRESHOLDS OF THE MIND
THE SOCIAL WILD
THE RATIO OF GAIN
THE MECHANICS OF FAME
THE TALK OF FAME
THE STORIES CONTAGIOUS
THE JOHN DORY
THE ADJACENT NARRATIVES
THE STORYTELLERS
THE FATED ASTRAL PATH
THE PATHS OF UNIVERSALITY
THE DEPENDENT PATHS
THE TROUSERS OF BIFURCATING REALITIES
THE UNKNOWN MECHANISM
THE LANDSCAPES OF FORKING PATHS
THE NETWORKS OF BLOOD
THE TREES OF REALITY
THE ORDERS OF STREAMS
THE LAWS OF BRANCHING
THE SCALING OF BROKEN HIERARCHIES
THE BRAID OR THE BRANCH
THE LAW OF OPTIMAL FORKS
THE CHURCH OF QUARTEROLOGY
THE TRUTHICIDE
THE FAMILY OF PANCAKE COWS
THE FAMILY OF SPHERICAL COWS
THE IMPROBABLE PACHYDERM
THE ILL-SCALING OF ALLOMETRIC BODIES
THE SUPPLY MOST FAIR
THE SUPPLY TO THE MOST
THE DARK ART OF GENERATING FUNCTIONS
THE RANDOM SUM OF RANDOMNESS
THE TWO-SIDED WORLDS
THE STORIES AND THE TROPES
THE TRUTH OF DIFFUSION
THE UNVEILING OF HIDDEN POWERS
THE SCRYING SHAPES FOR THE THINGS
THE LIMITS OF ORGANIZATIONS
THE OVERCOMING OF CATASTROPHE
THE TROUBLES ILL-FORMED
THE NETWORKS OF MANY ILKS
THE CHAOS OF FETTERED CONTAGION
THE END
THE SOCIAL CONTAGION

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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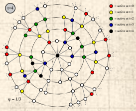
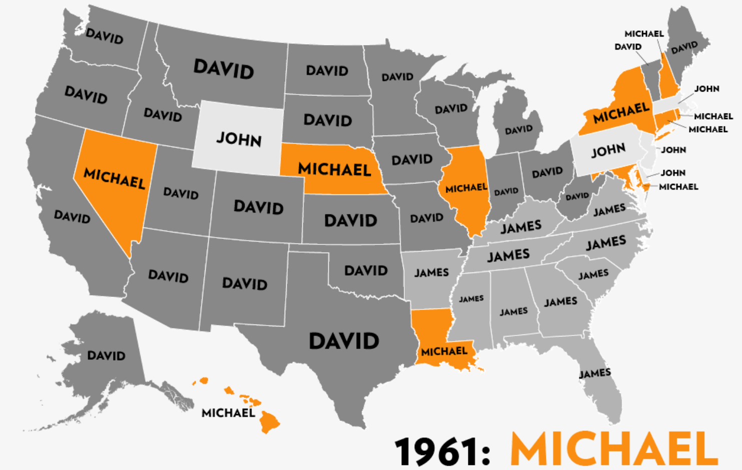


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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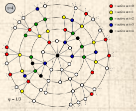

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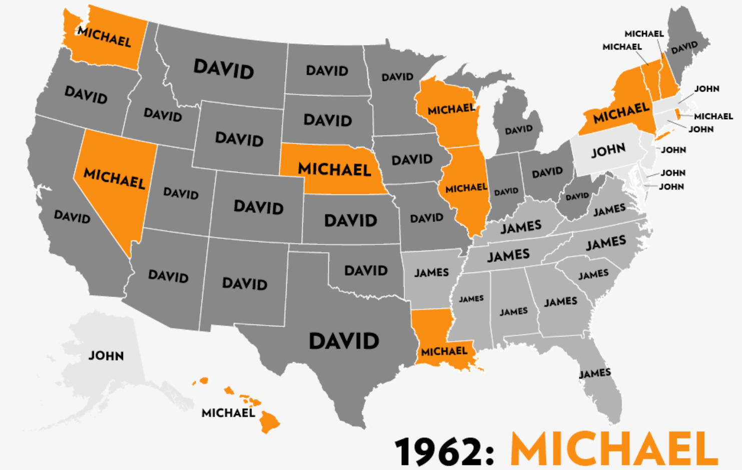
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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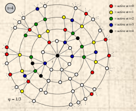

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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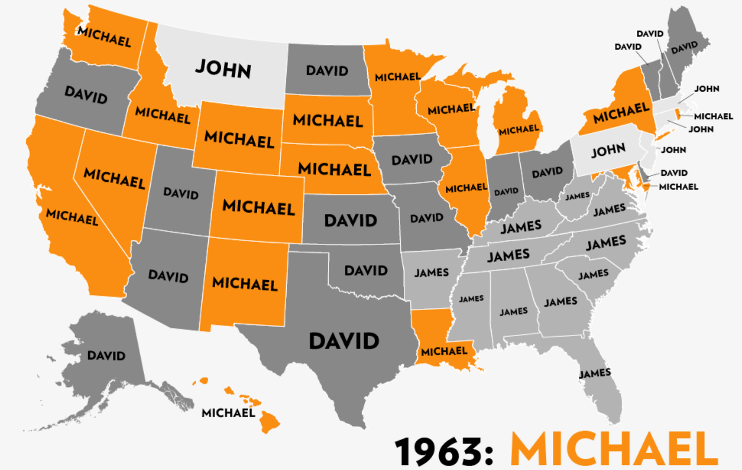

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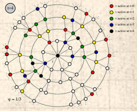

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
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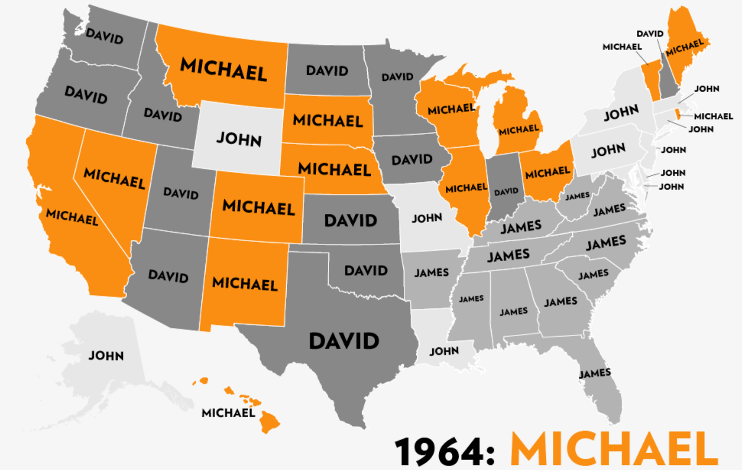

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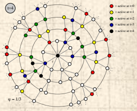

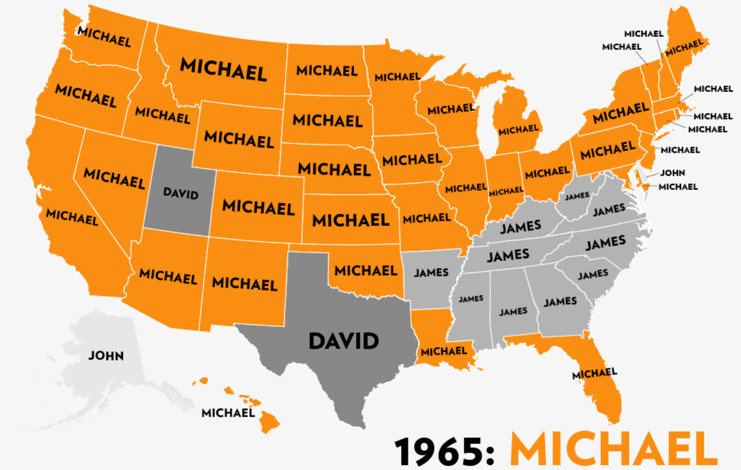

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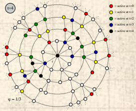
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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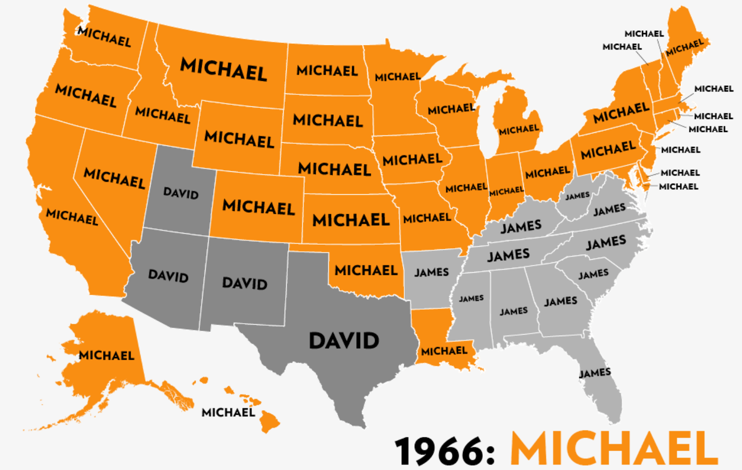
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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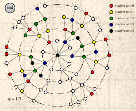
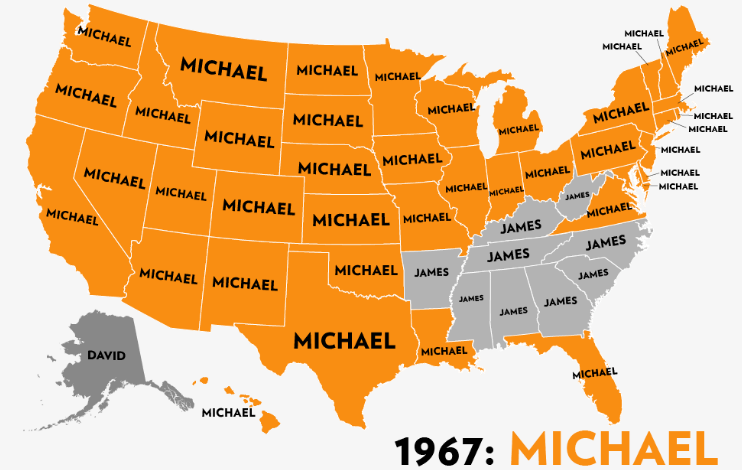


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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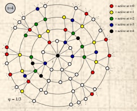
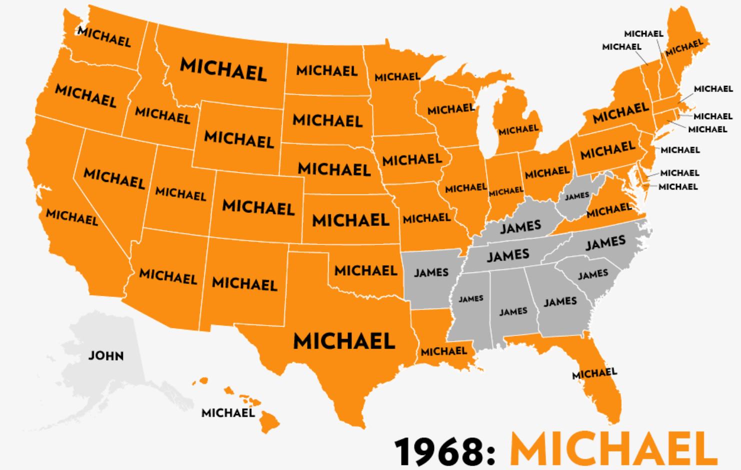


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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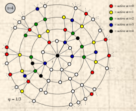
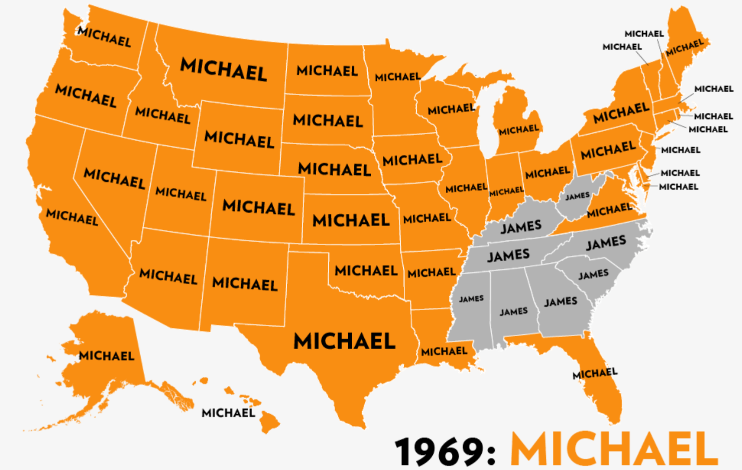


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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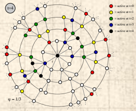
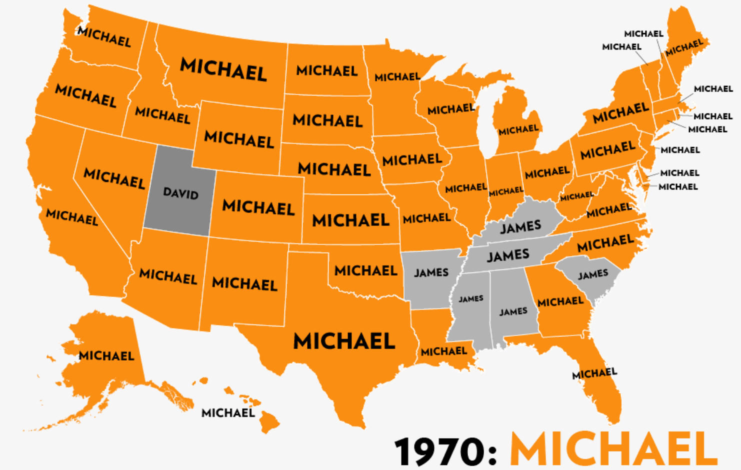


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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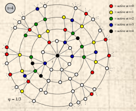

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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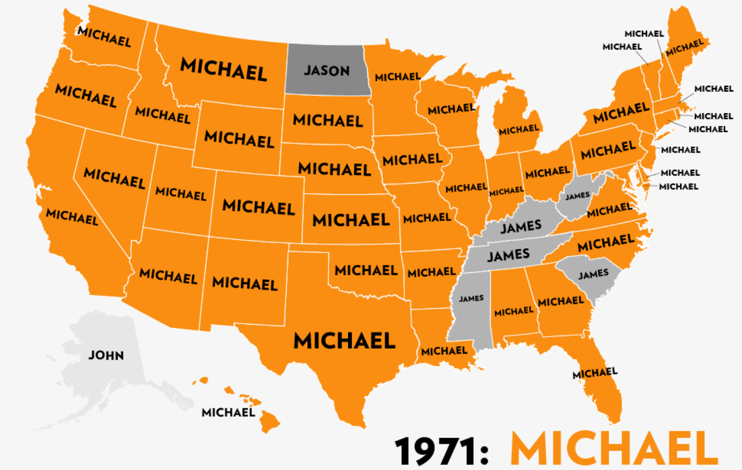

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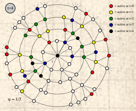

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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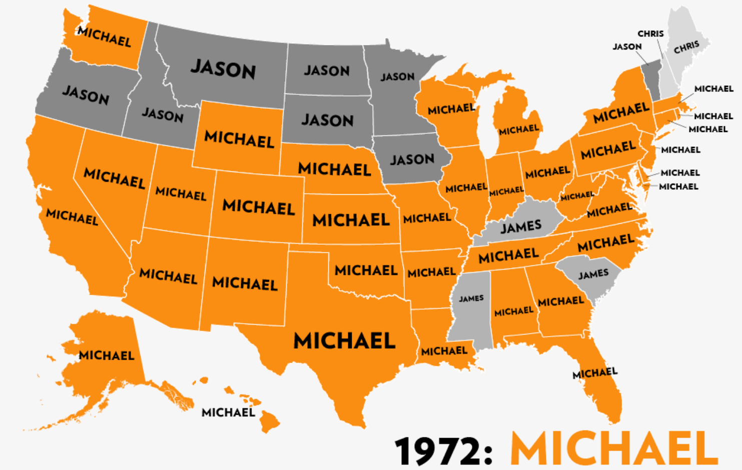

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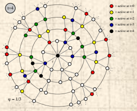

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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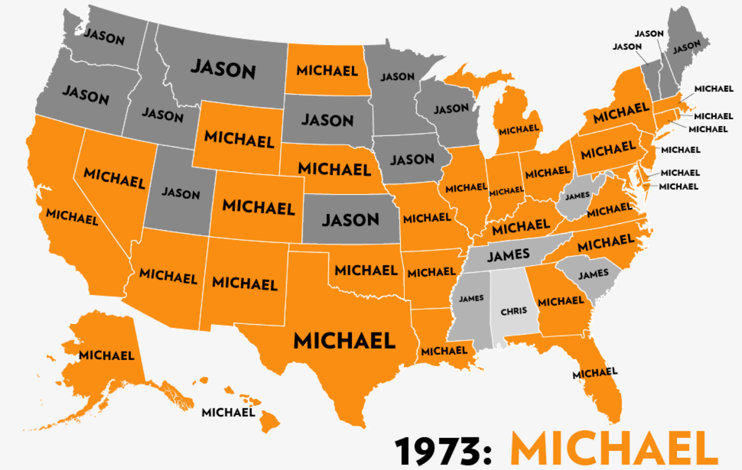

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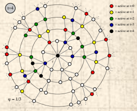
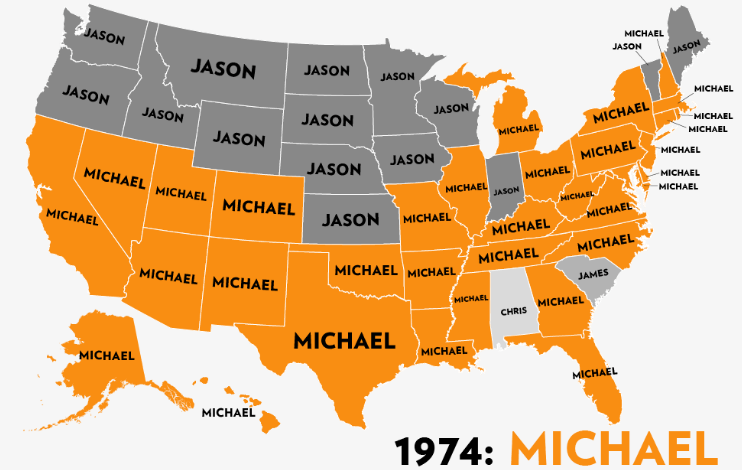


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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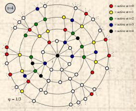
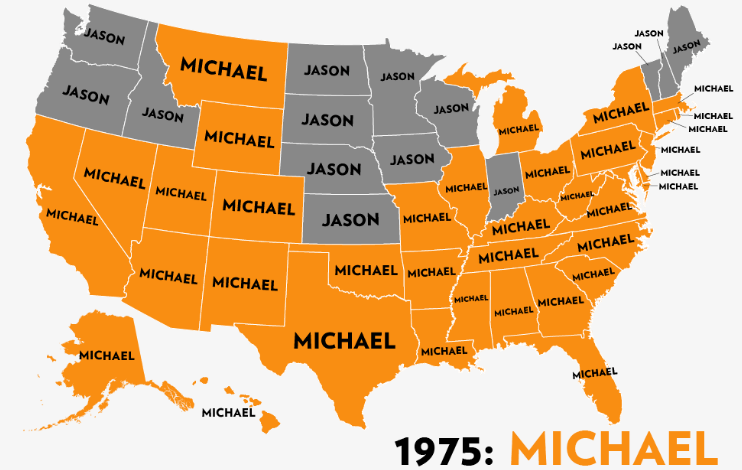


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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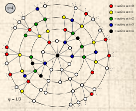

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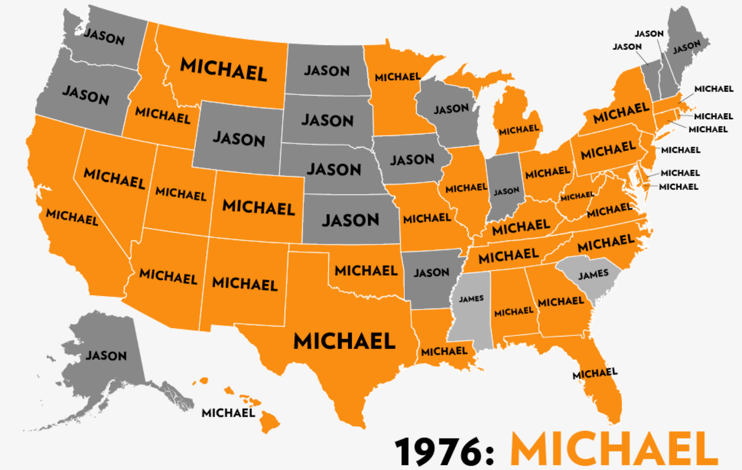
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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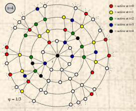

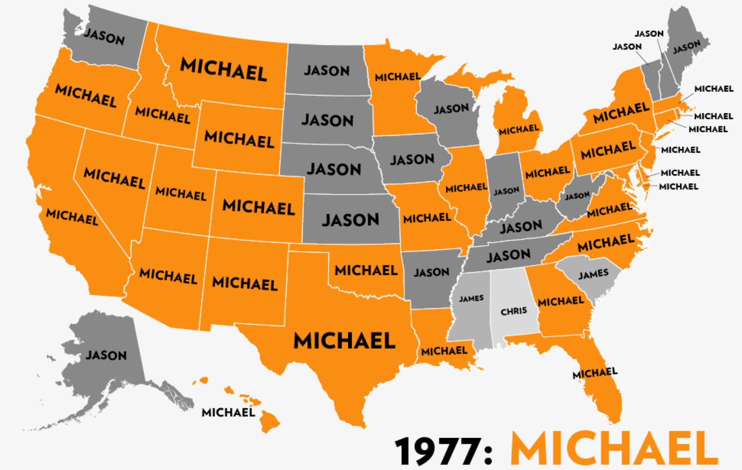

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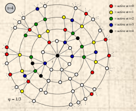
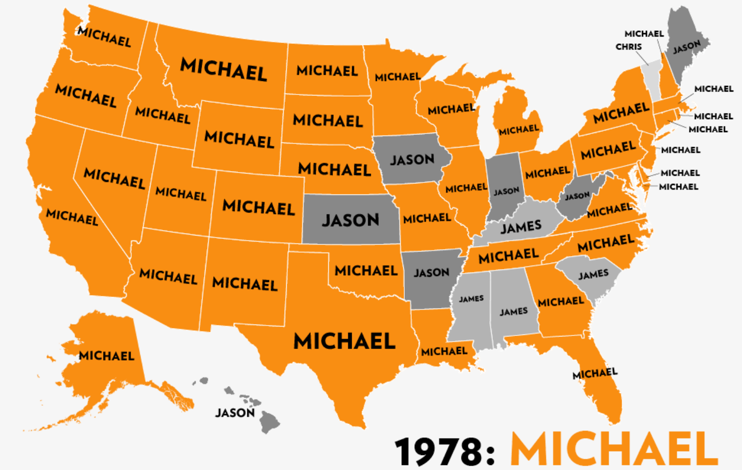


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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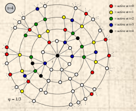
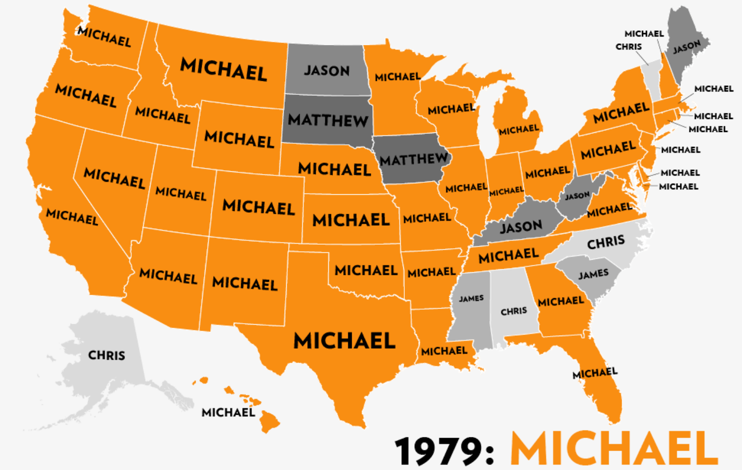


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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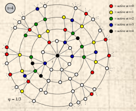
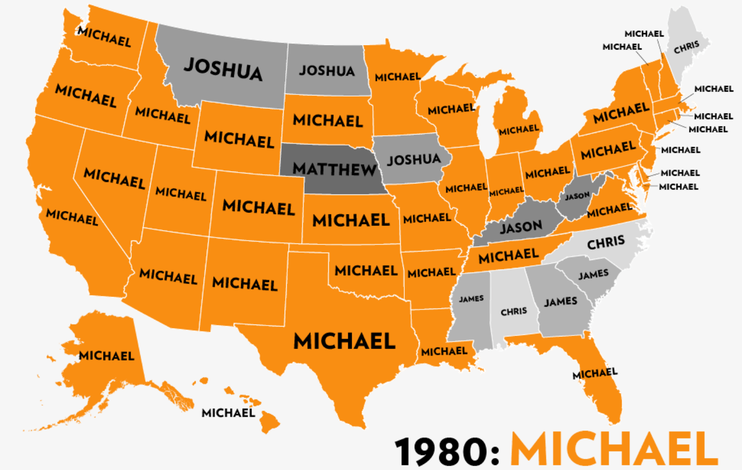


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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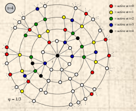

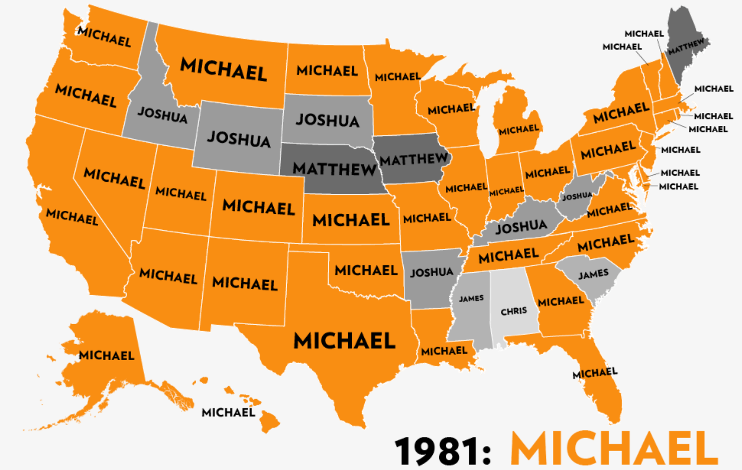

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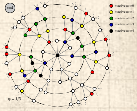

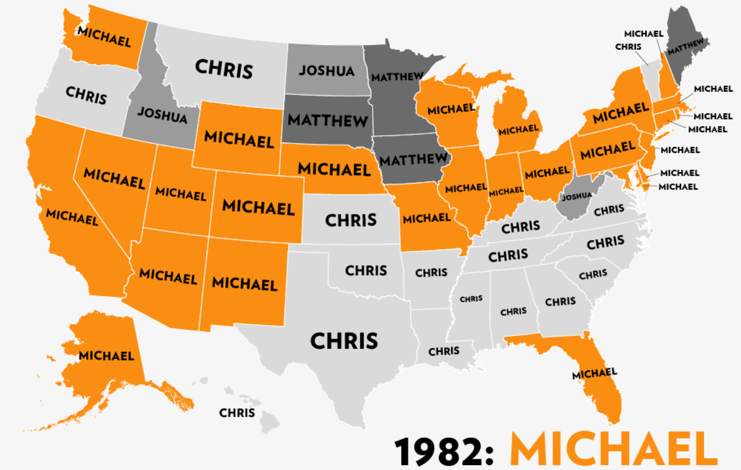

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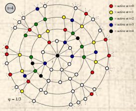
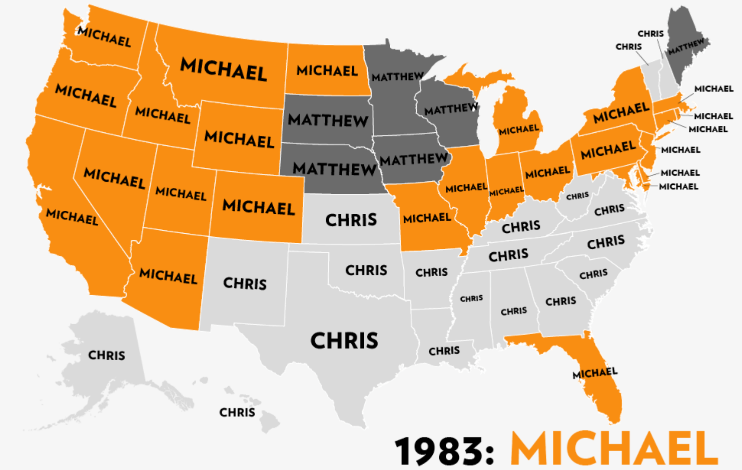


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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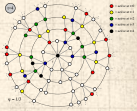

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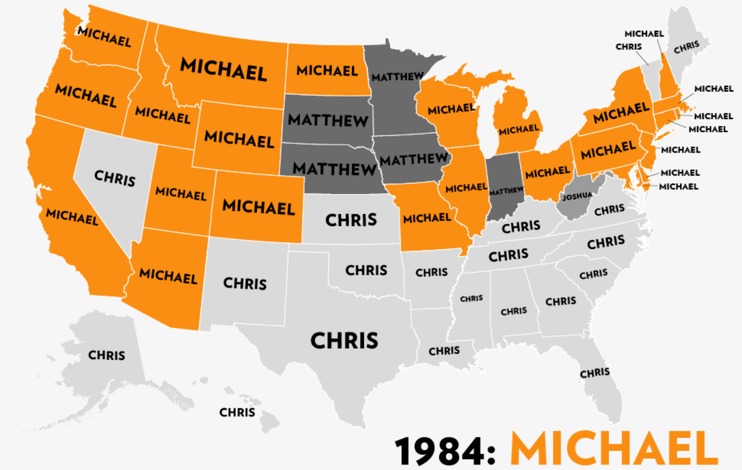
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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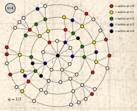

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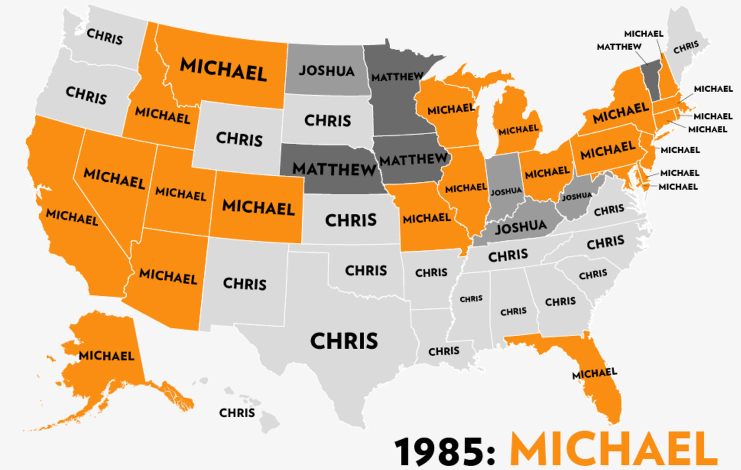
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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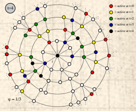

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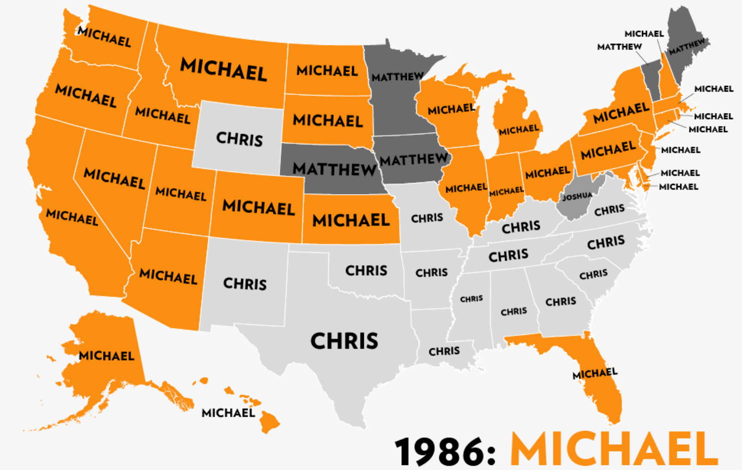
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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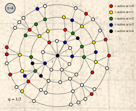
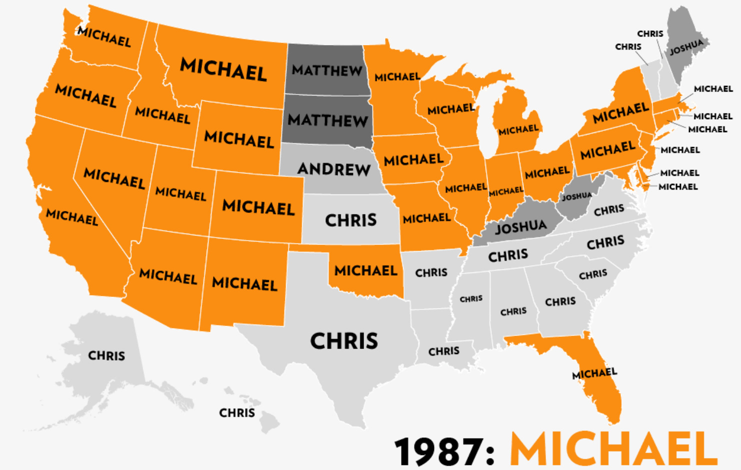


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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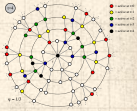
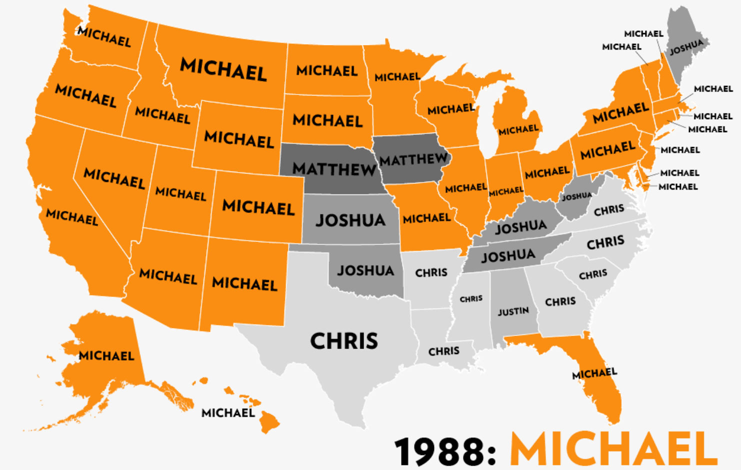


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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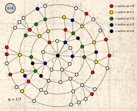
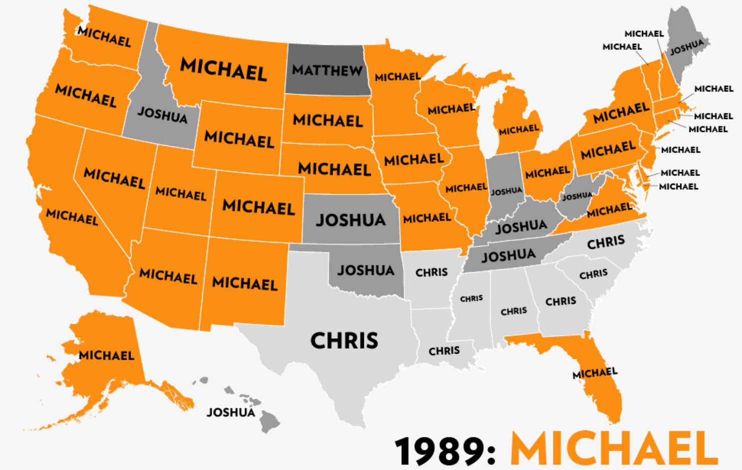


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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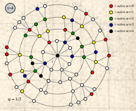
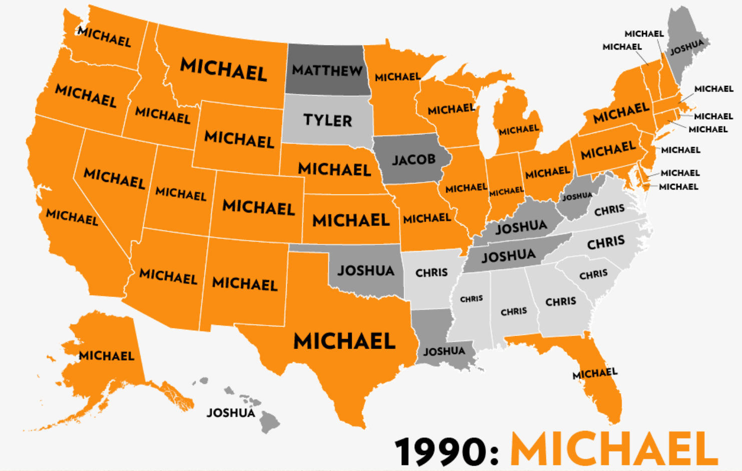


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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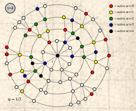
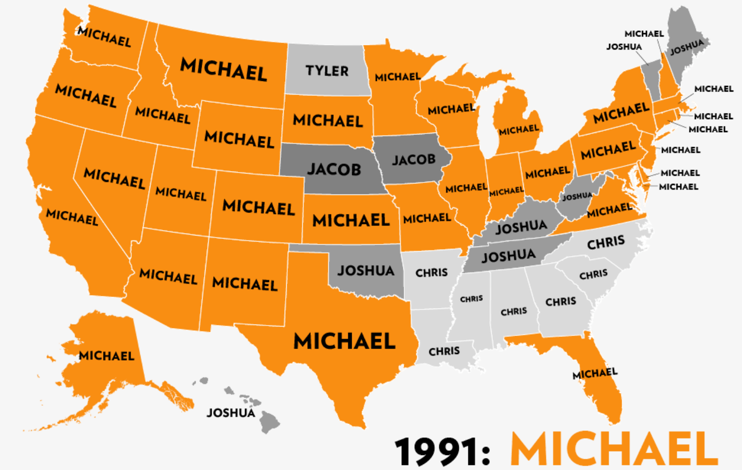


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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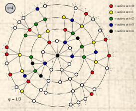

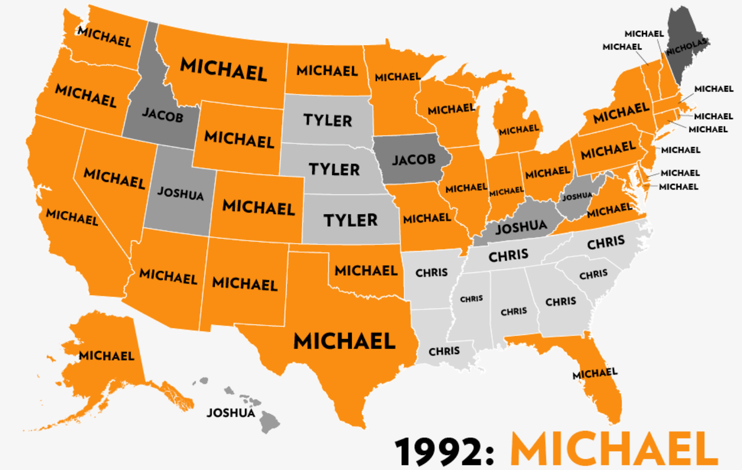

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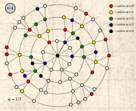
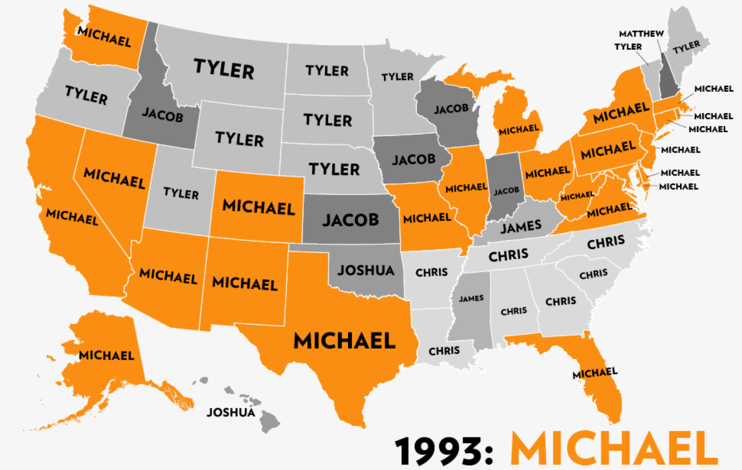


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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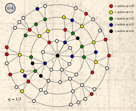
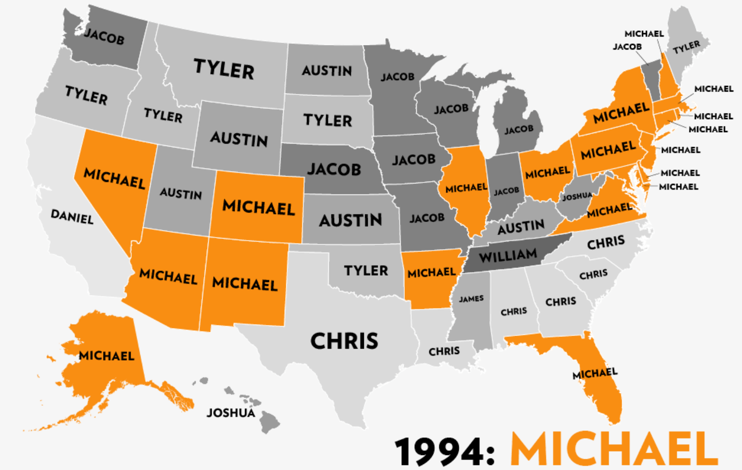


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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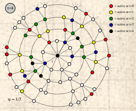
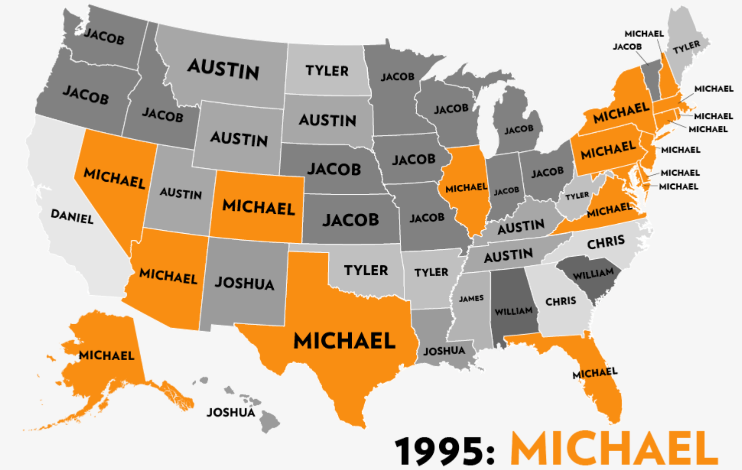


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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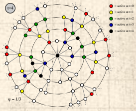
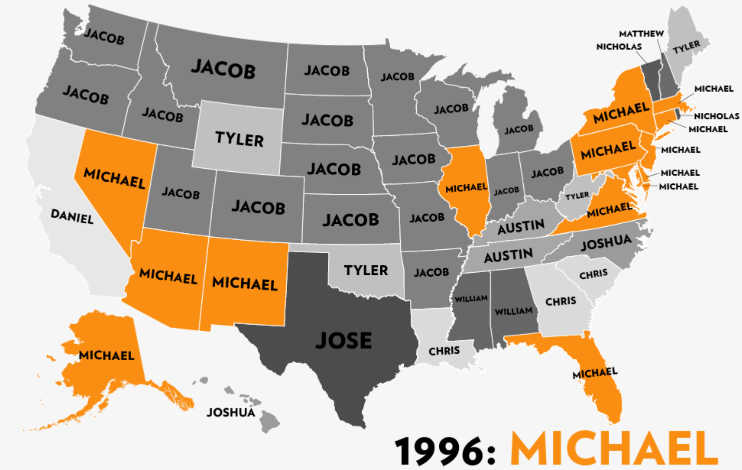


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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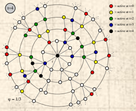

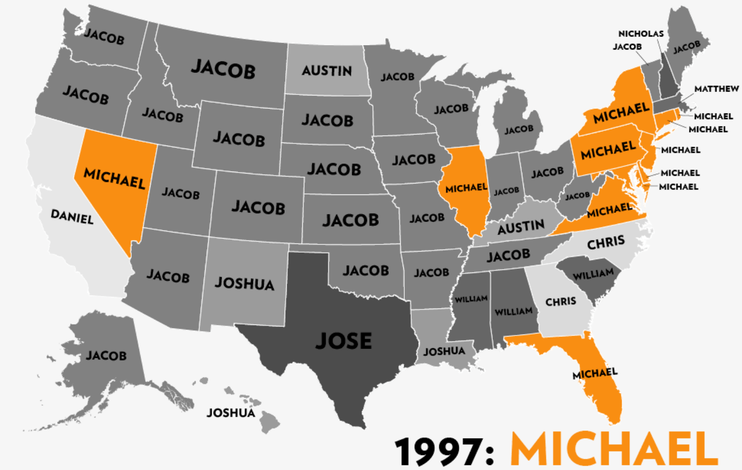

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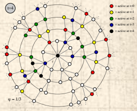
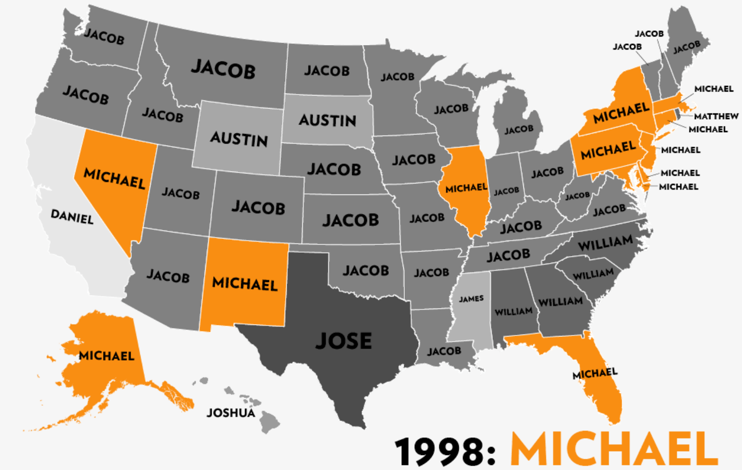


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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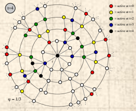
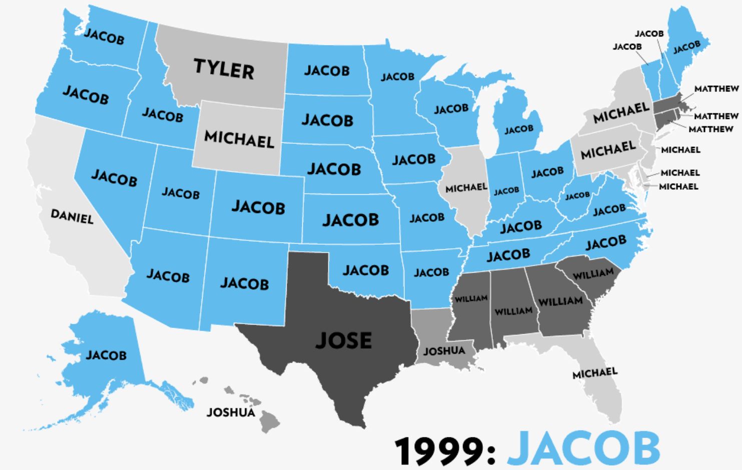


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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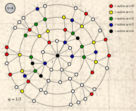
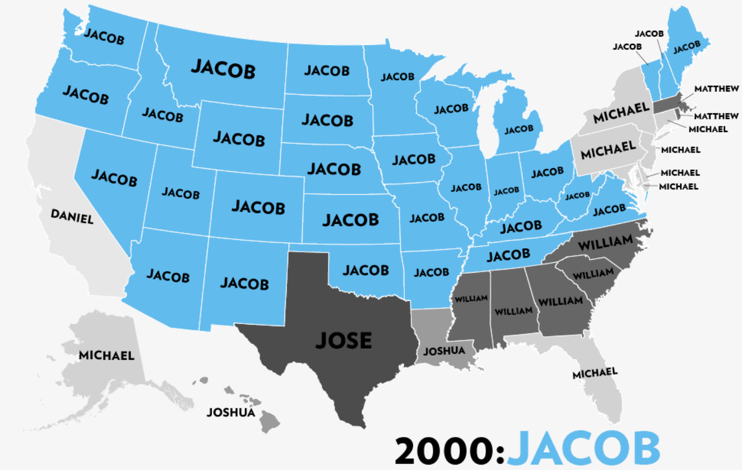


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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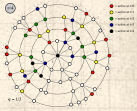
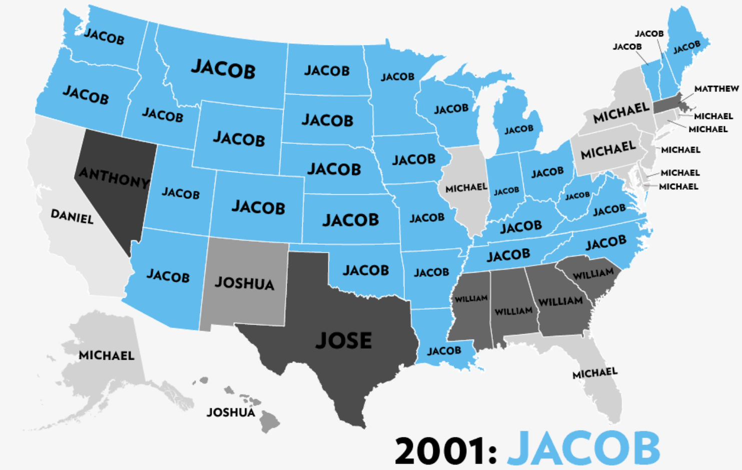


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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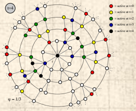
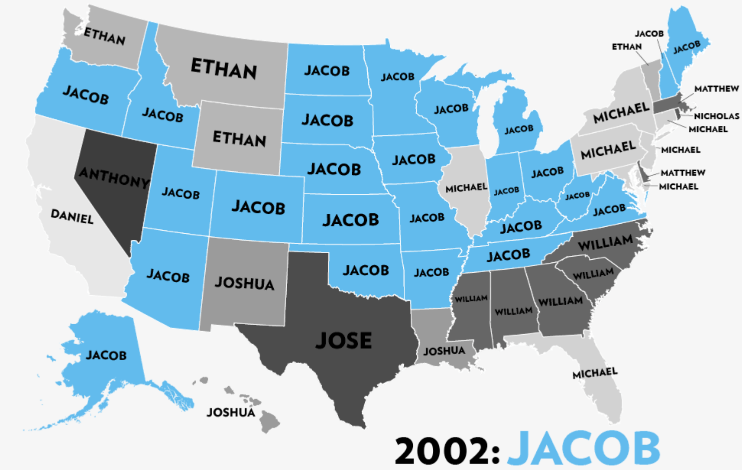


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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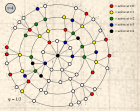
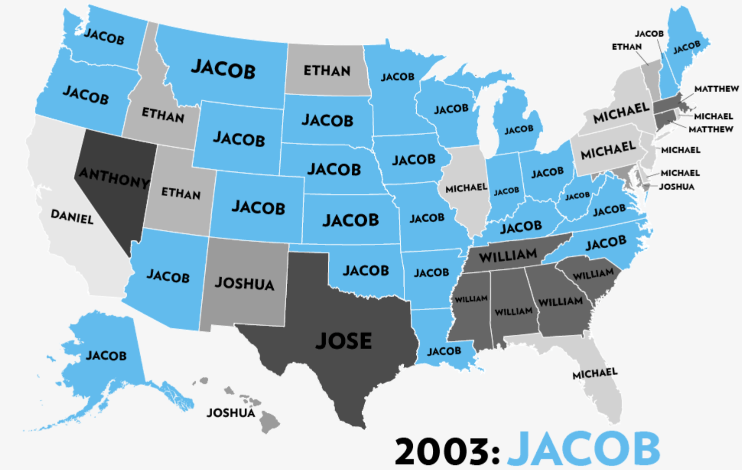


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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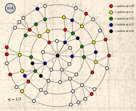
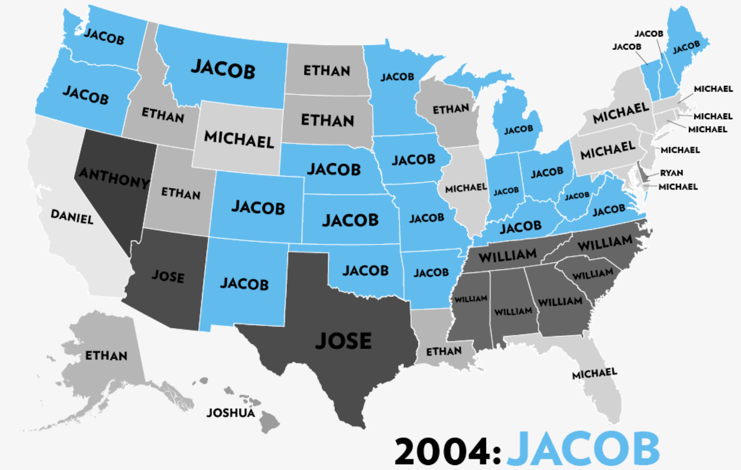


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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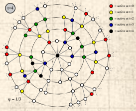

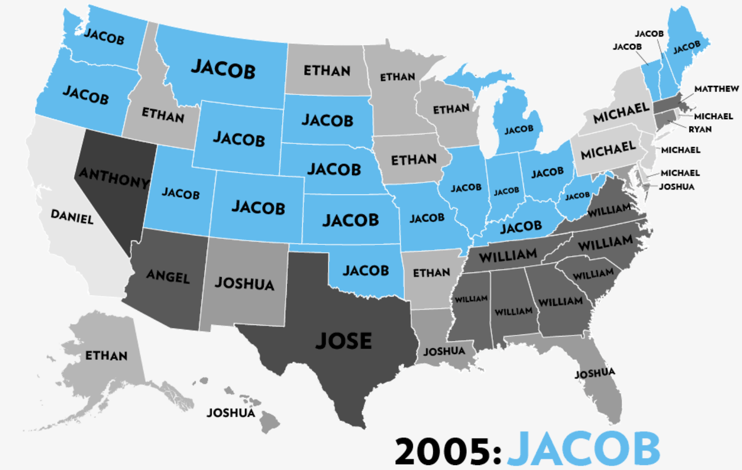

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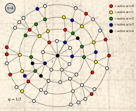
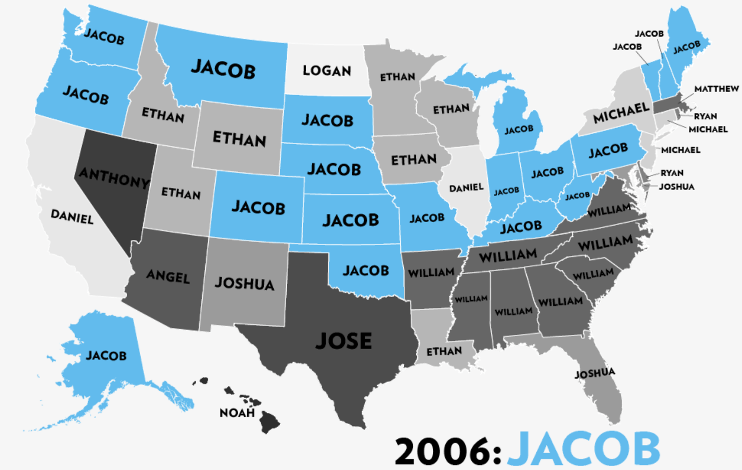


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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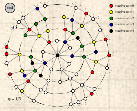
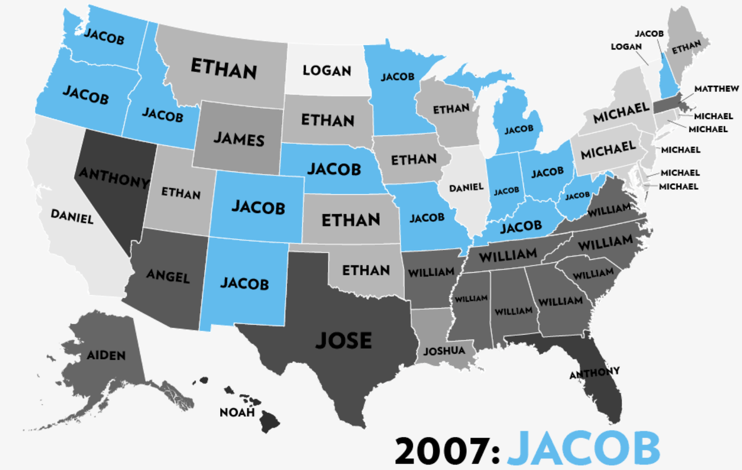


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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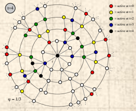
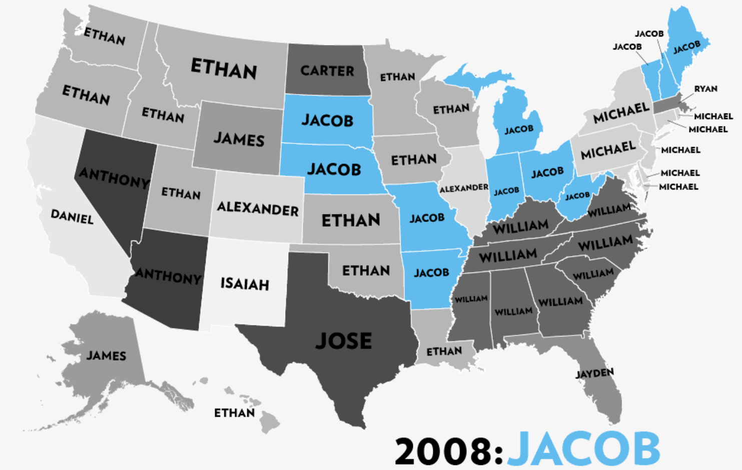


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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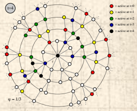
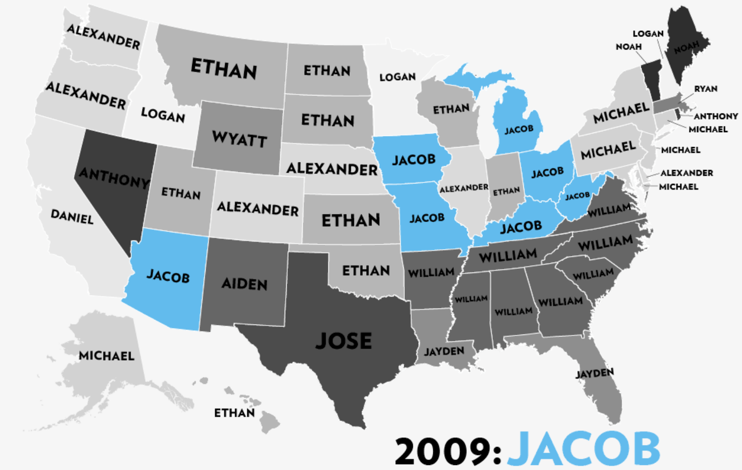


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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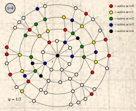

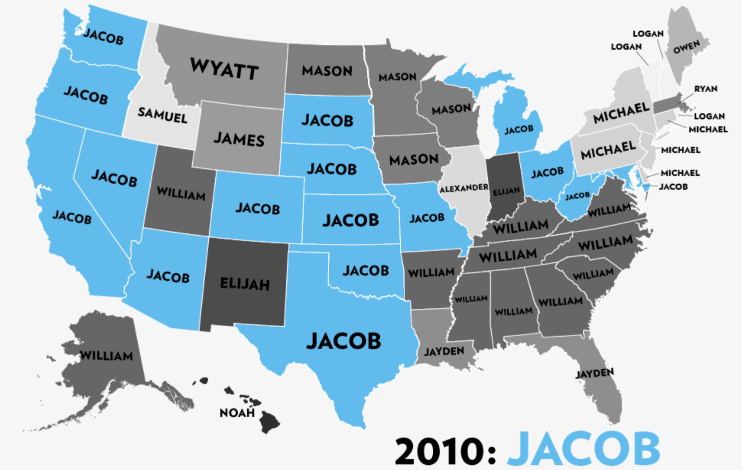

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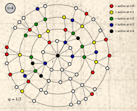
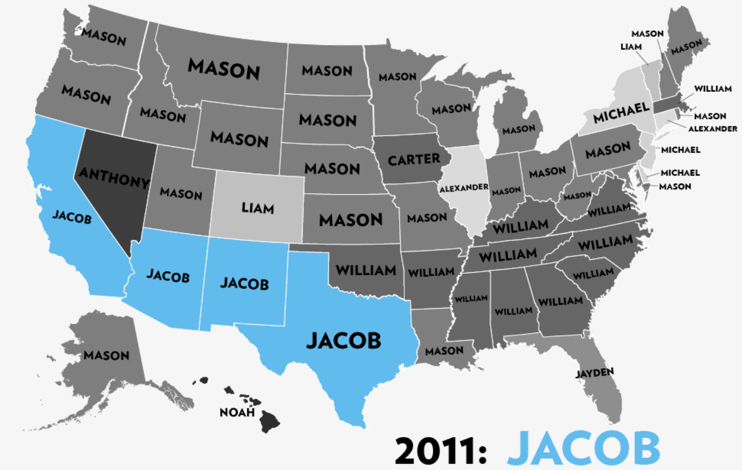


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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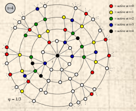
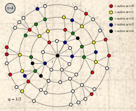


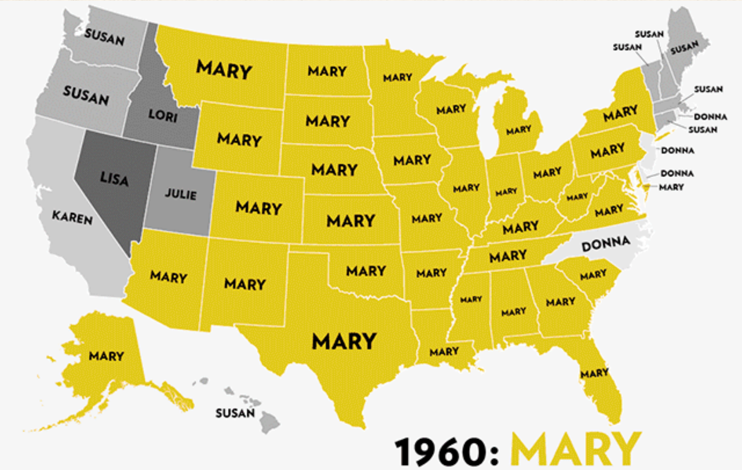
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

From the Atlantic



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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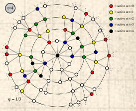
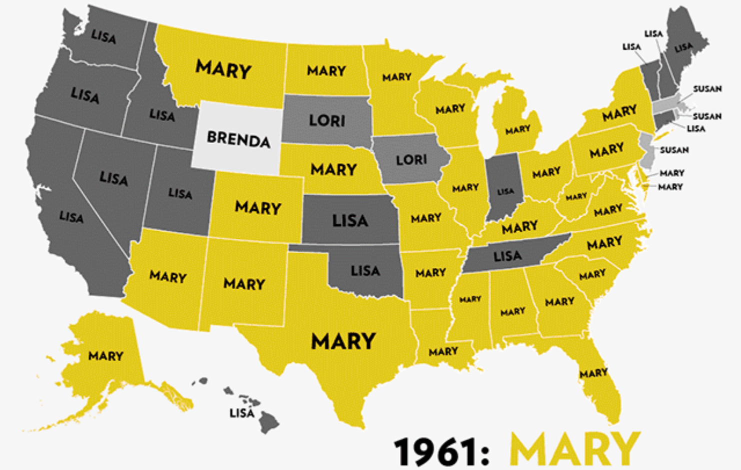


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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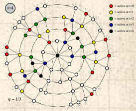
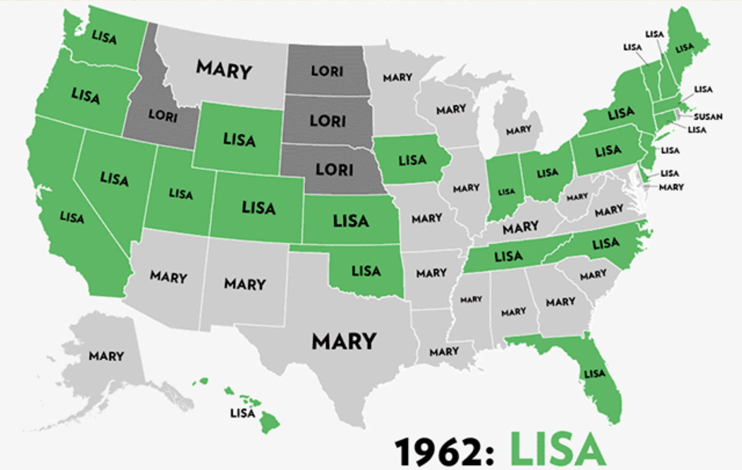


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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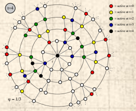
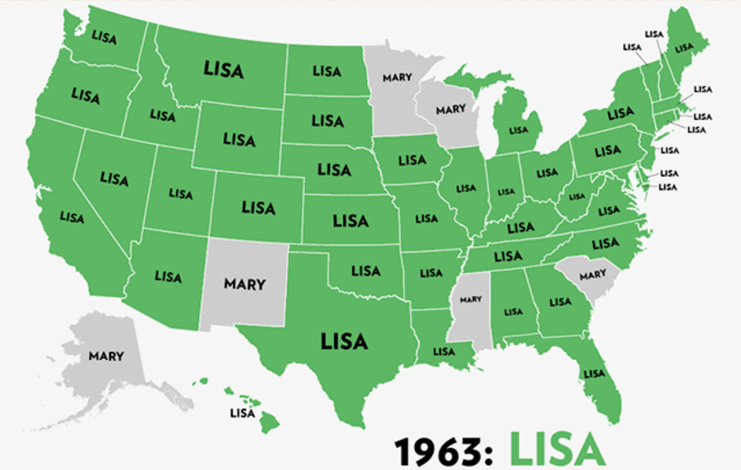


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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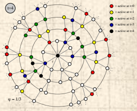
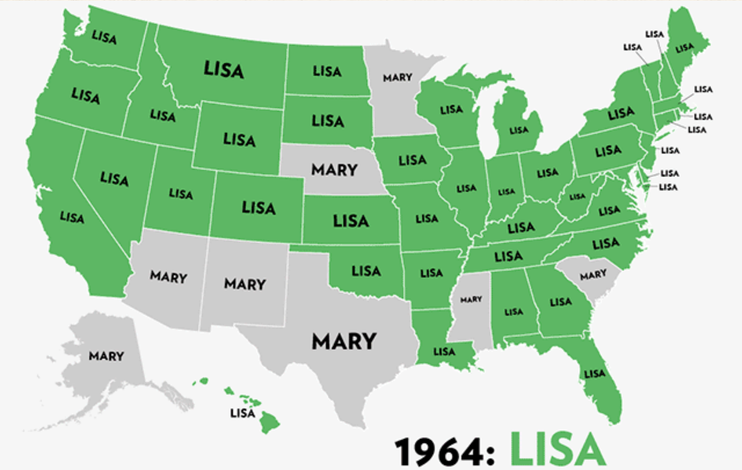


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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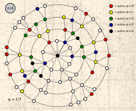
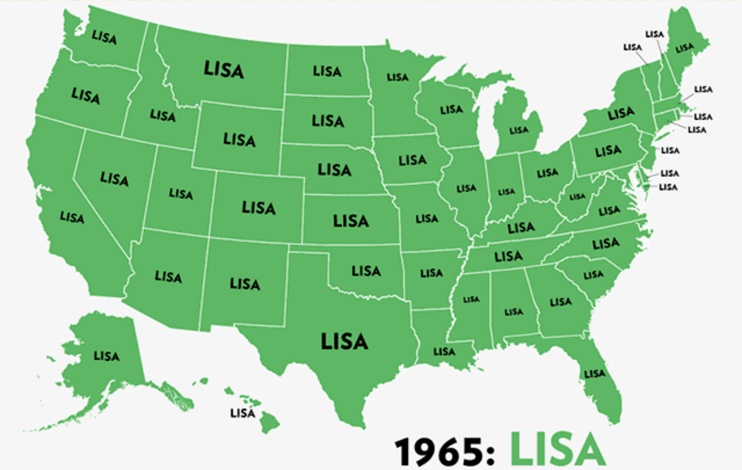


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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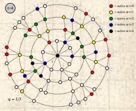
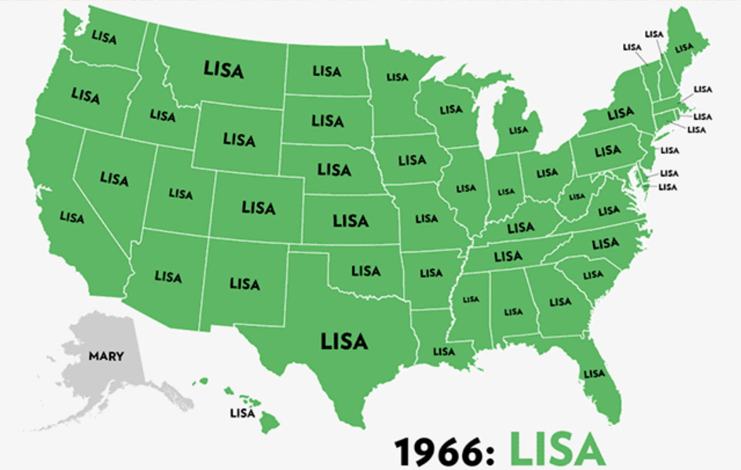


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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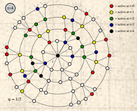
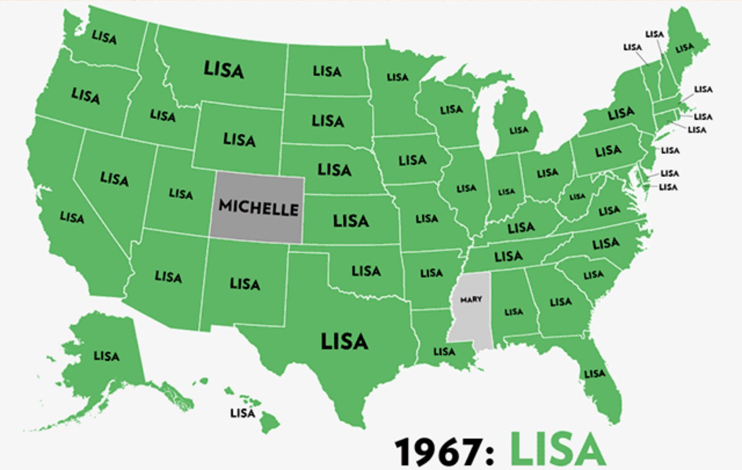


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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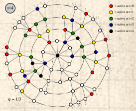
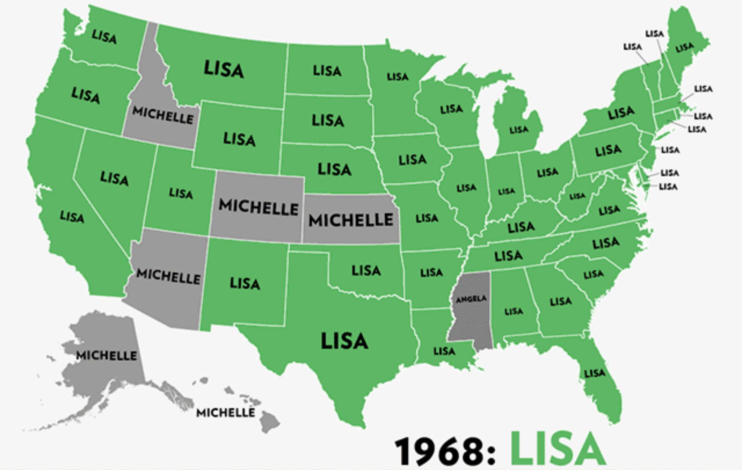


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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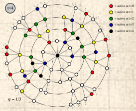
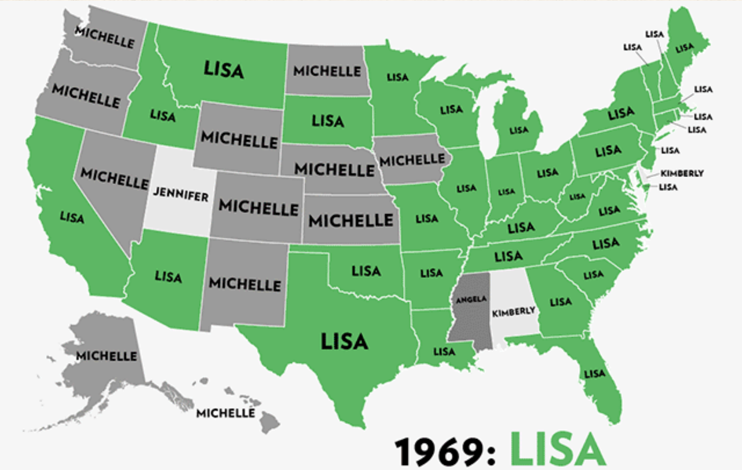


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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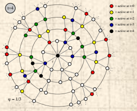
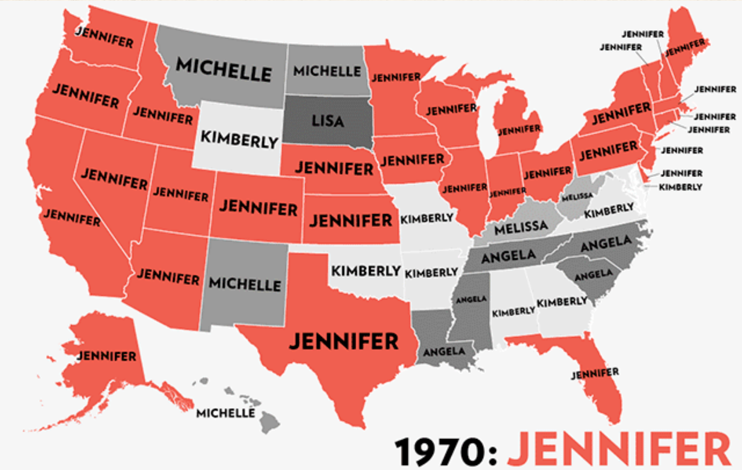


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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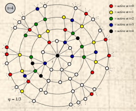
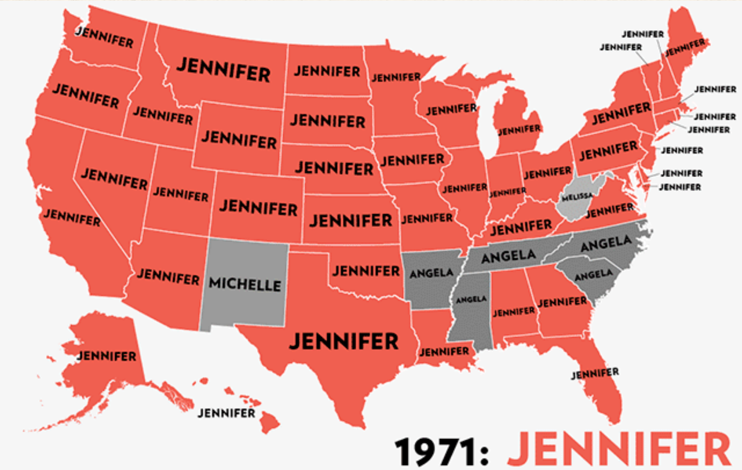


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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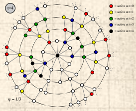
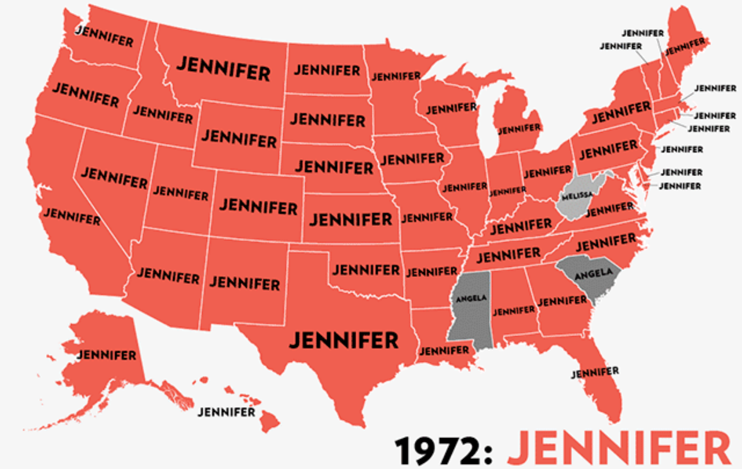


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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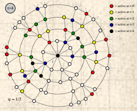
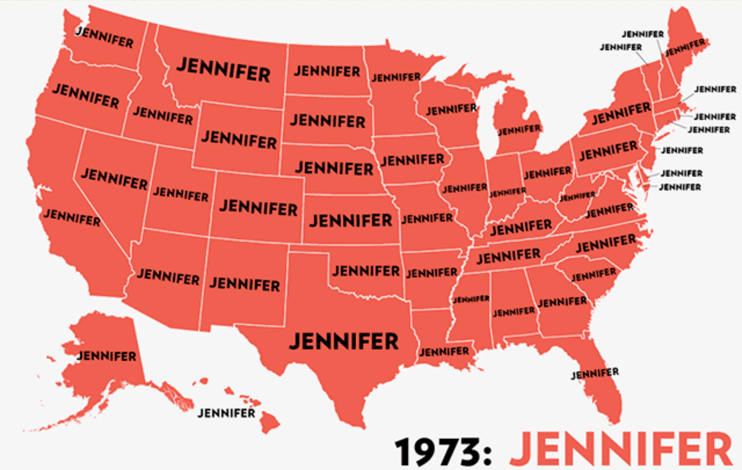


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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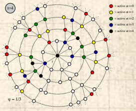

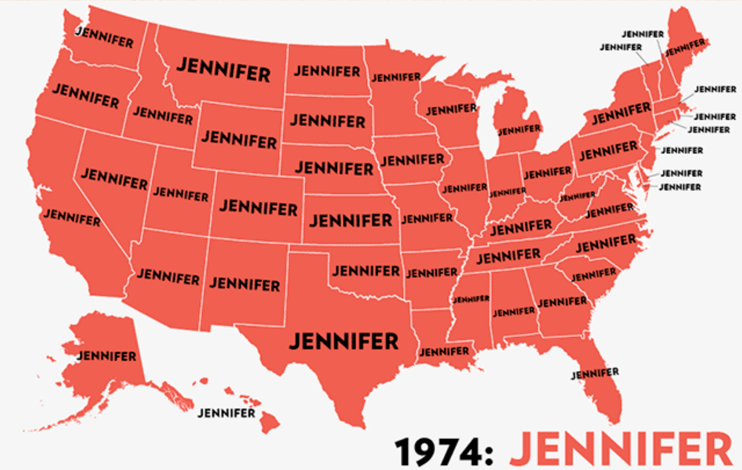

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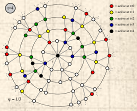
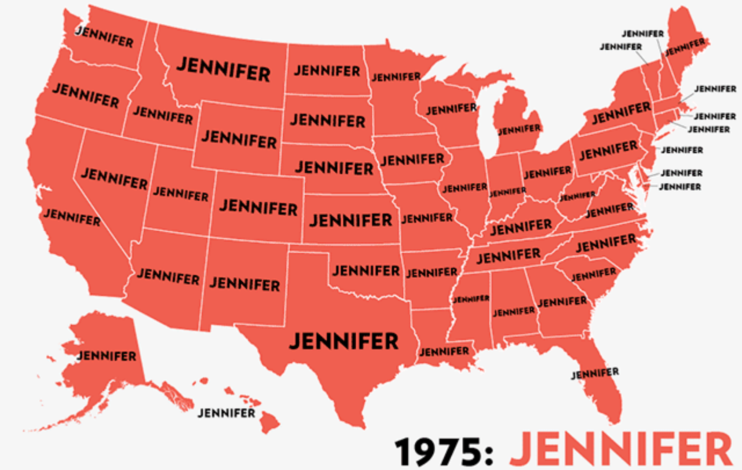


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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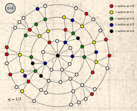
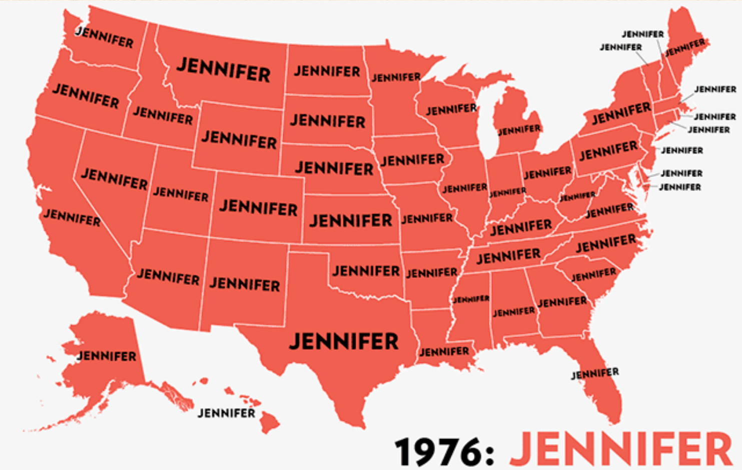


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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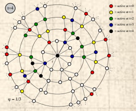
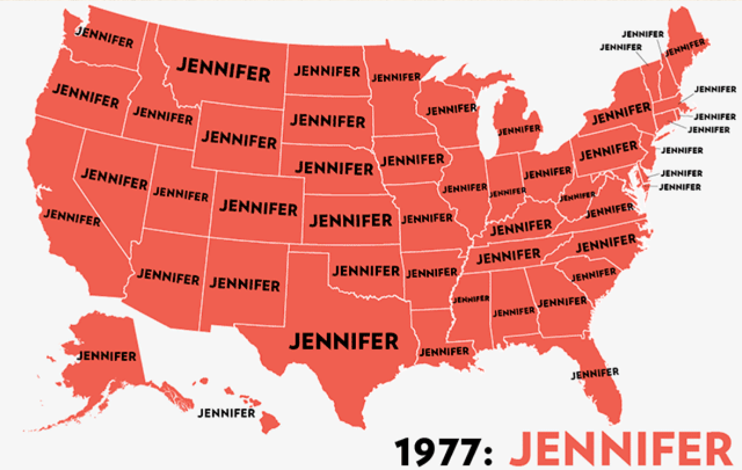


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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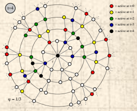
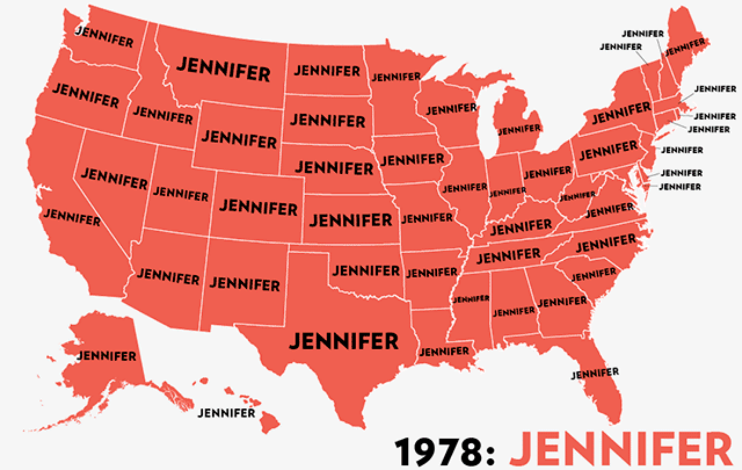


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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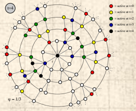
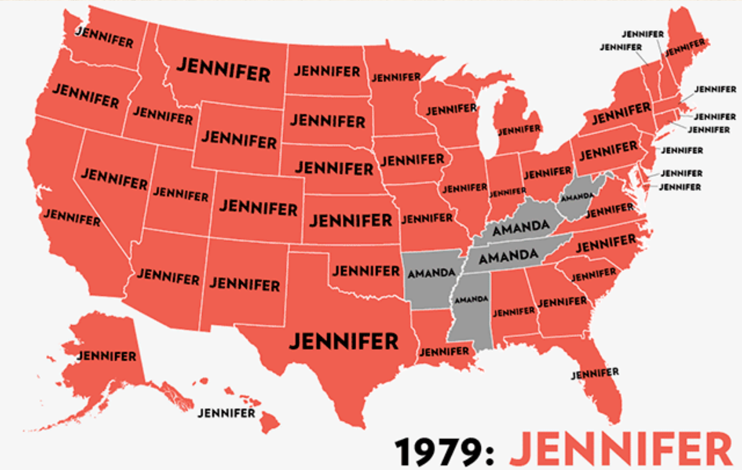


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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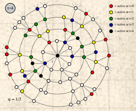
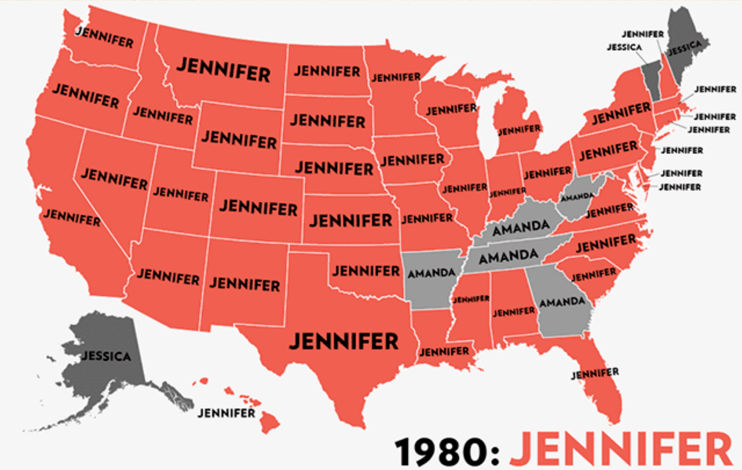


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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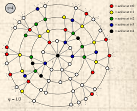
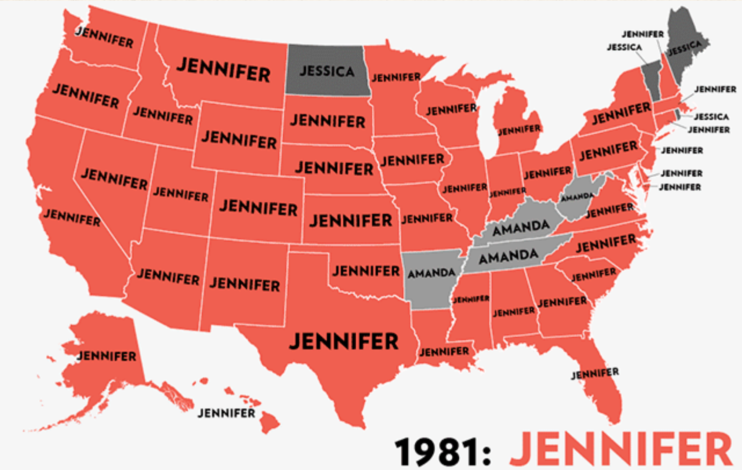


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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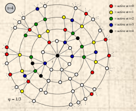

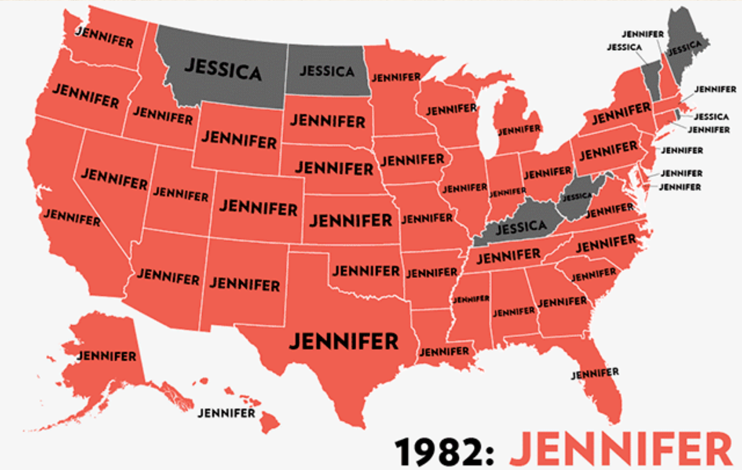

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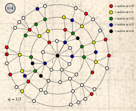
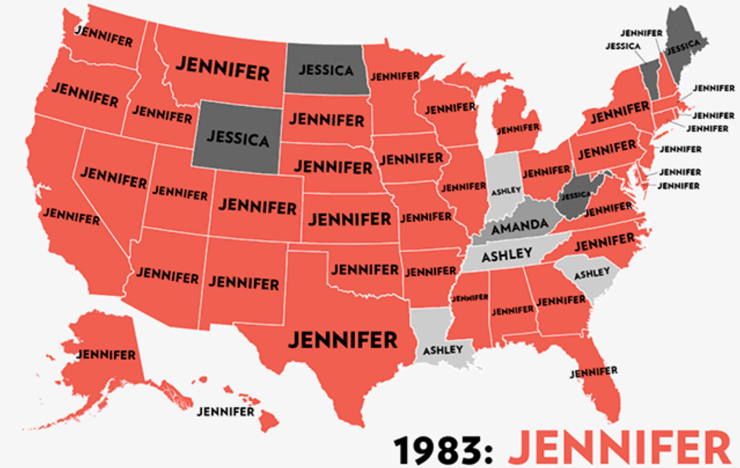


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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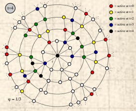
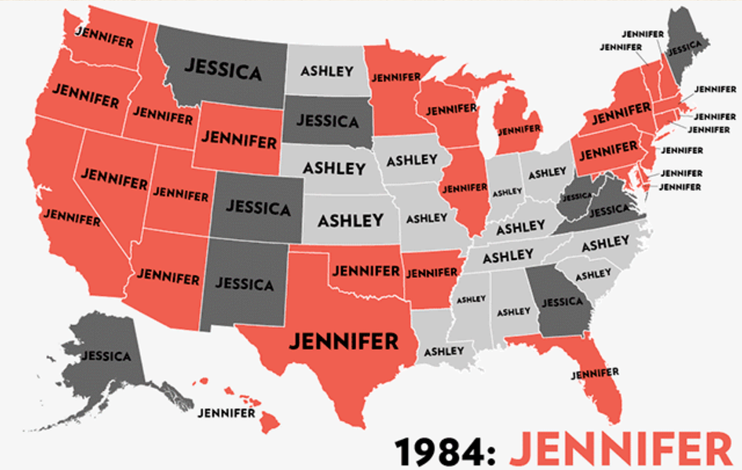


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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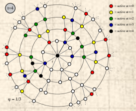
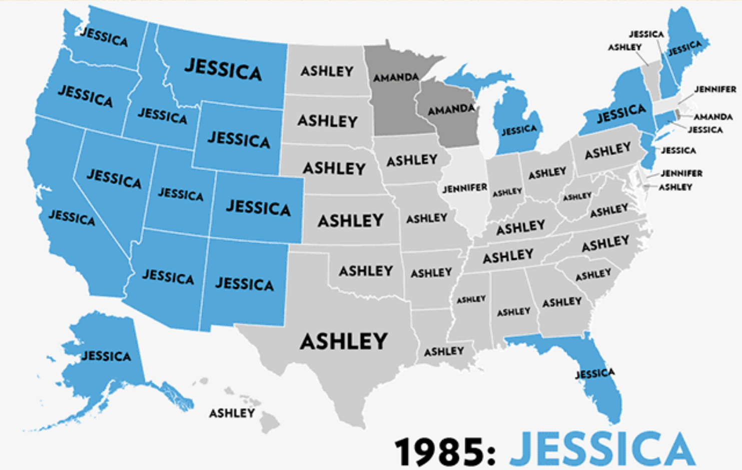


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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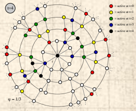

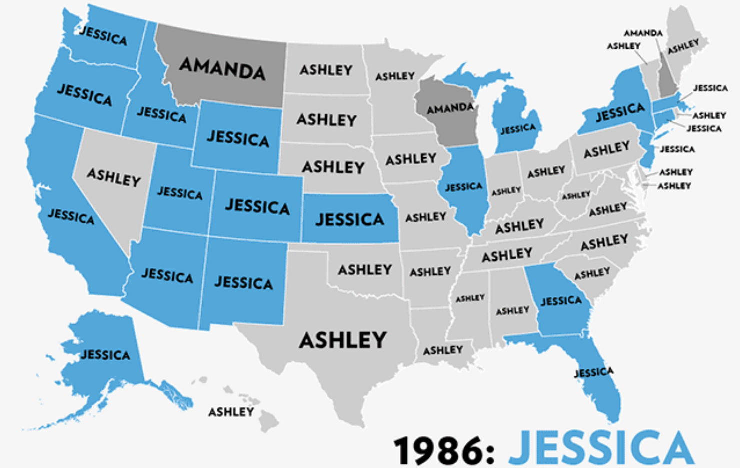

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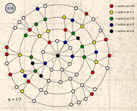
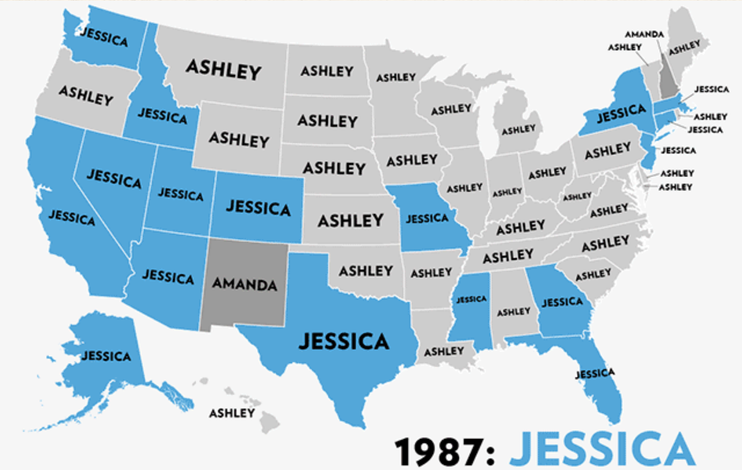


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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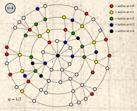
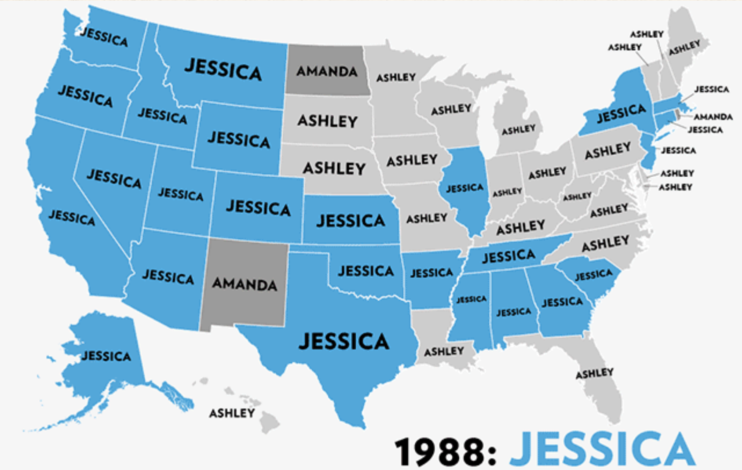


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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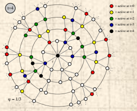

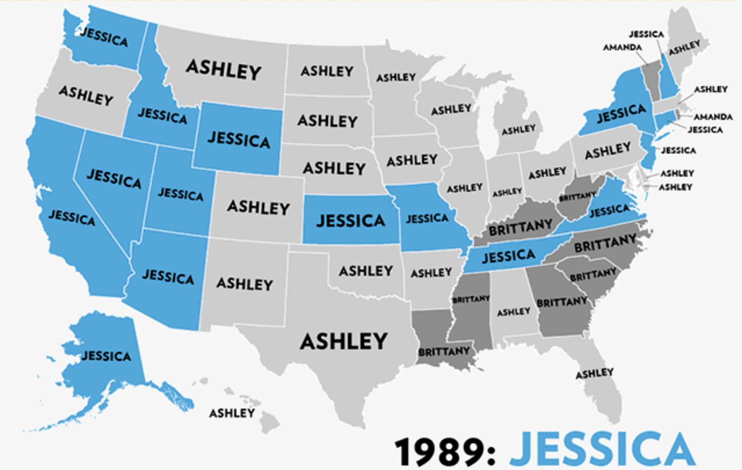

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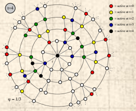
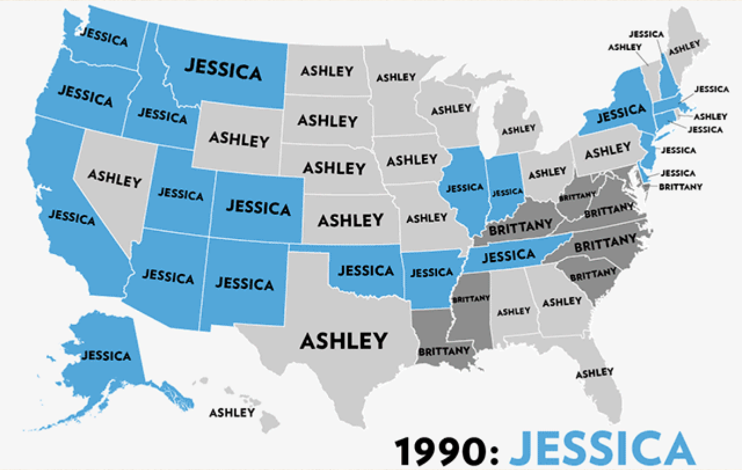


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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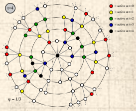

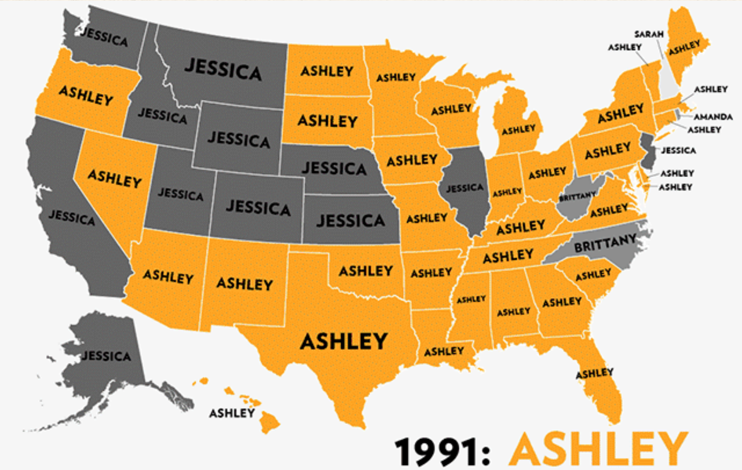

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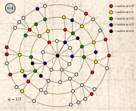
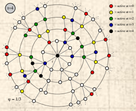


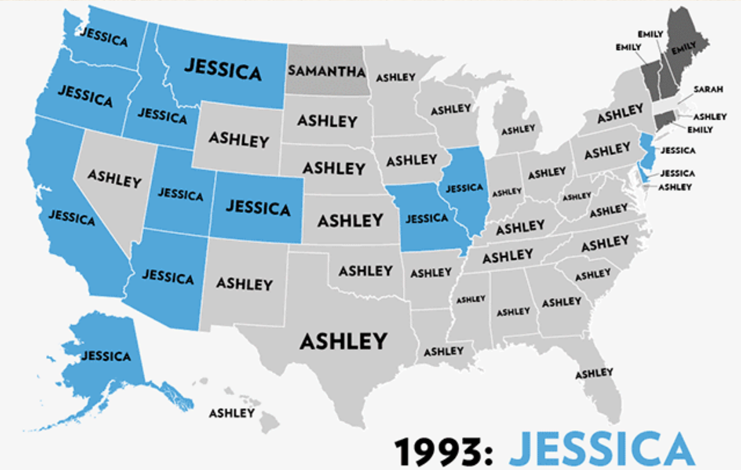
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

From the Atlantic



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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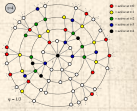
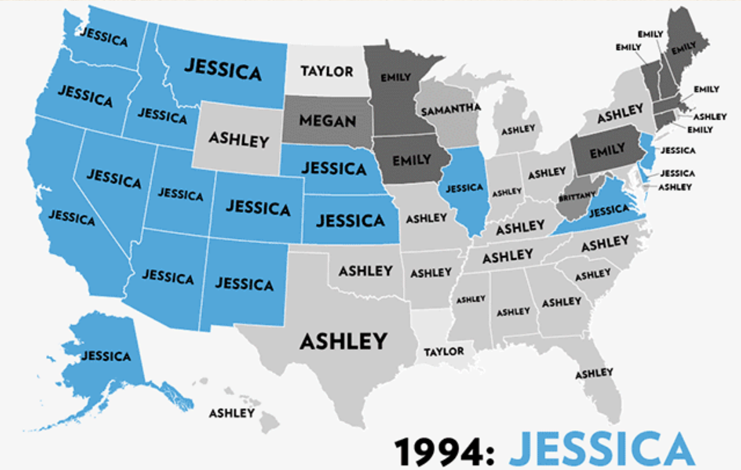


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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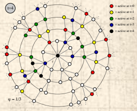
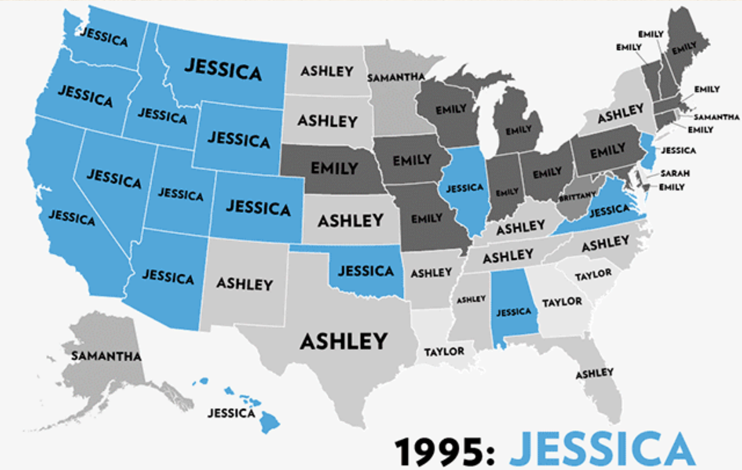
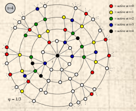
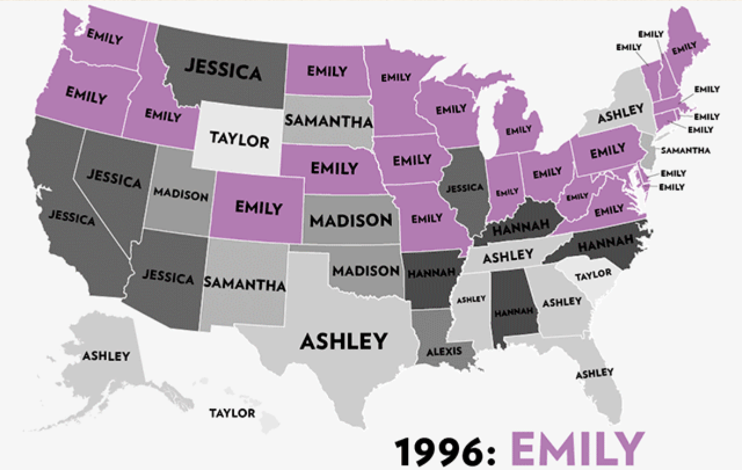




From the Atlantic

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References





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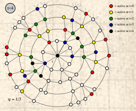
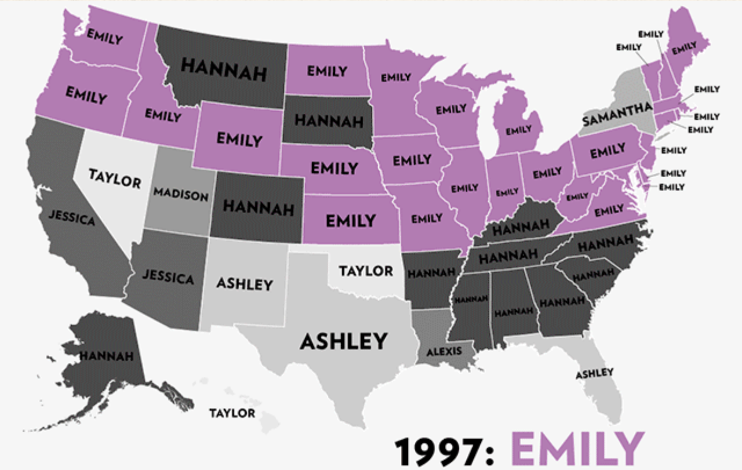


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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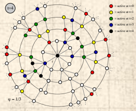
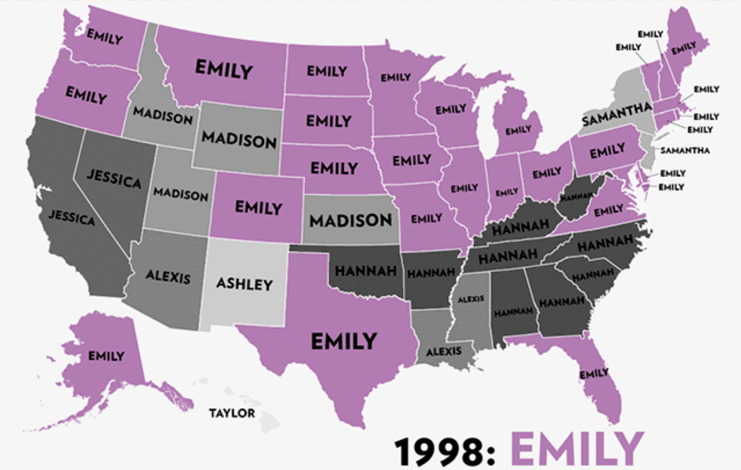


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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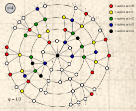
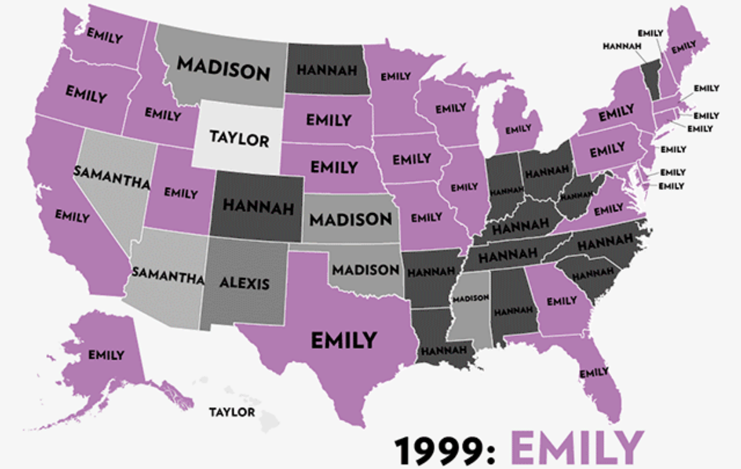


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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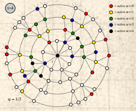

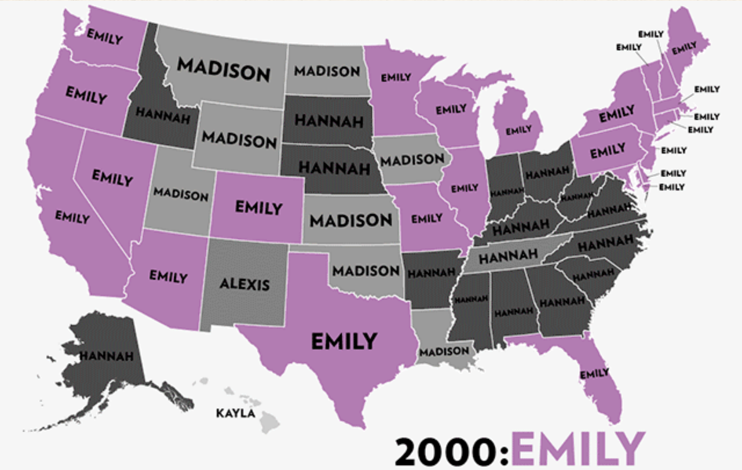

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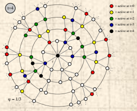
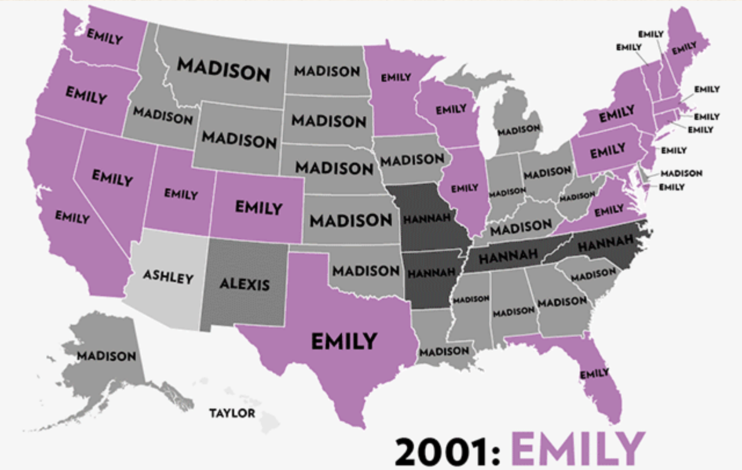


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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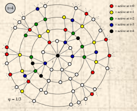
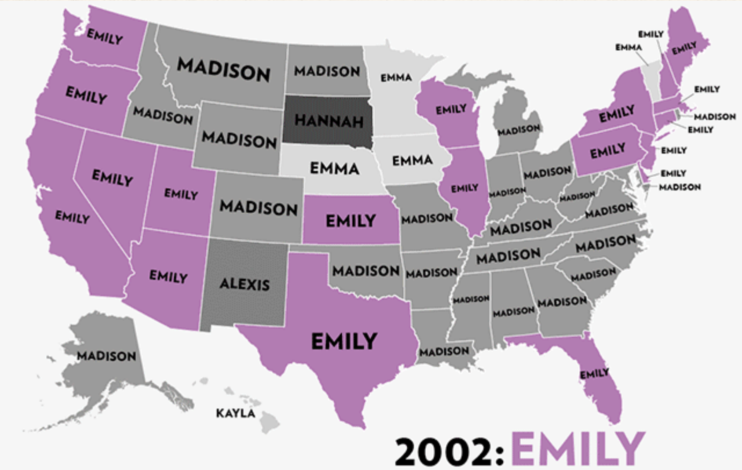


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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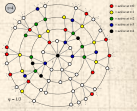
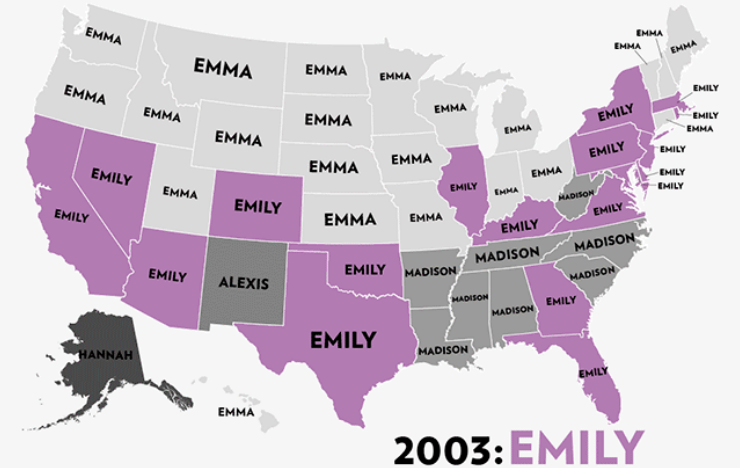
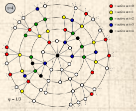


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



[From the Atlantic](#)



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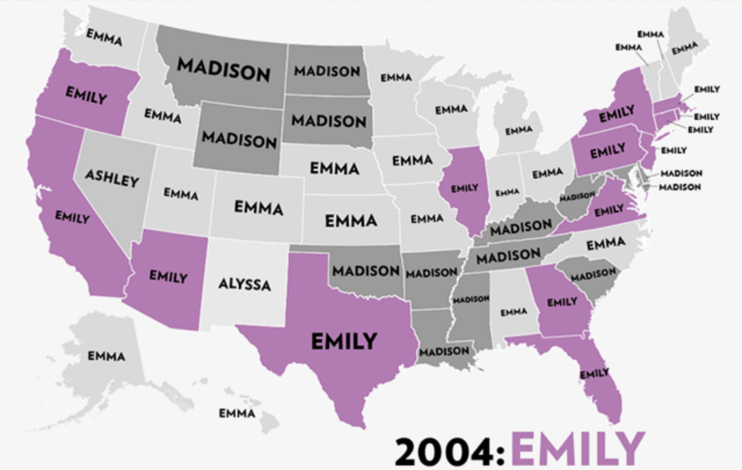
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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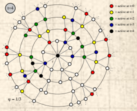

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Background
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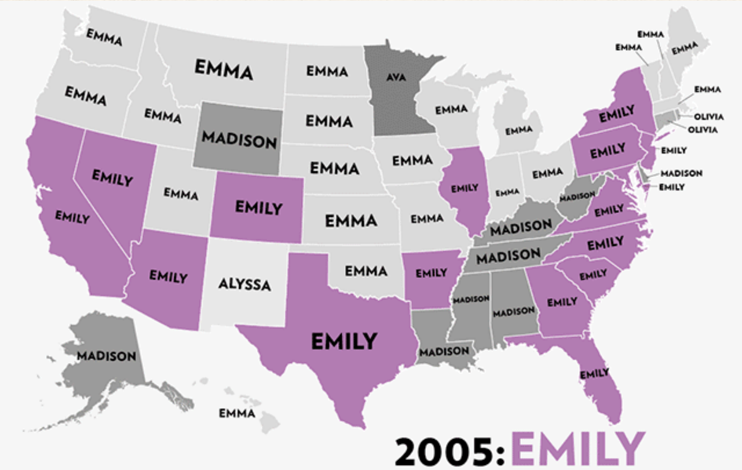
Network version
Final size
Spreading success
Groups
References



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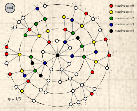

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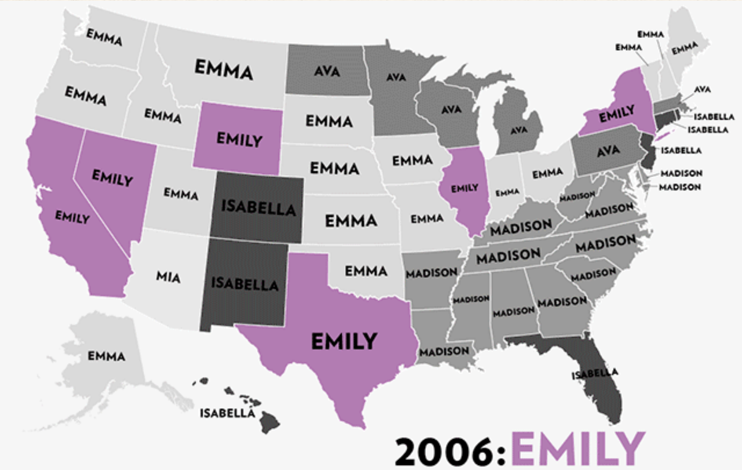
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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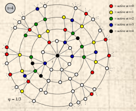

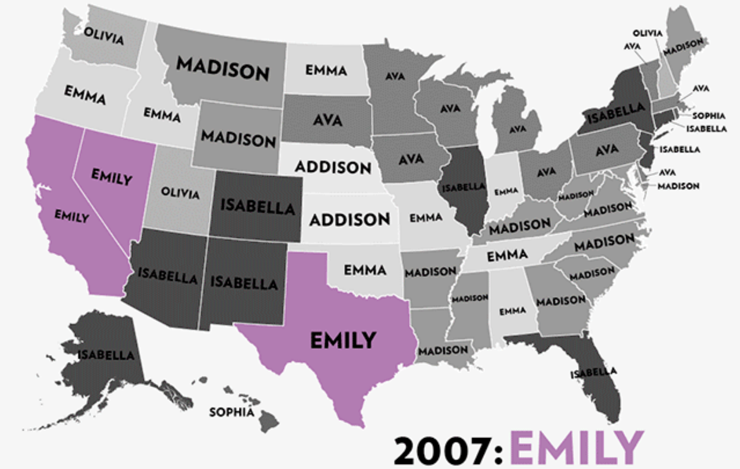

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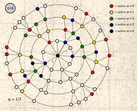

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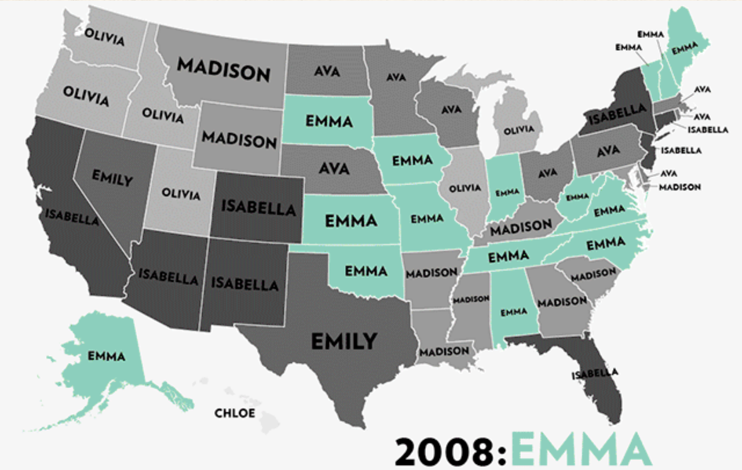
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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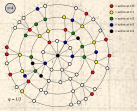

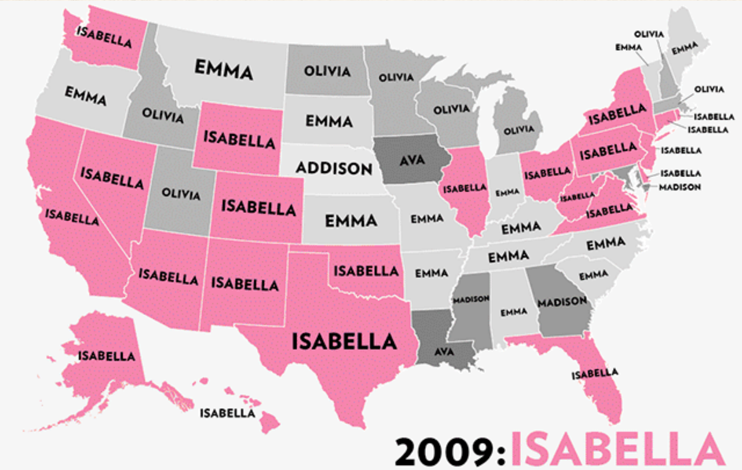

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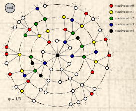
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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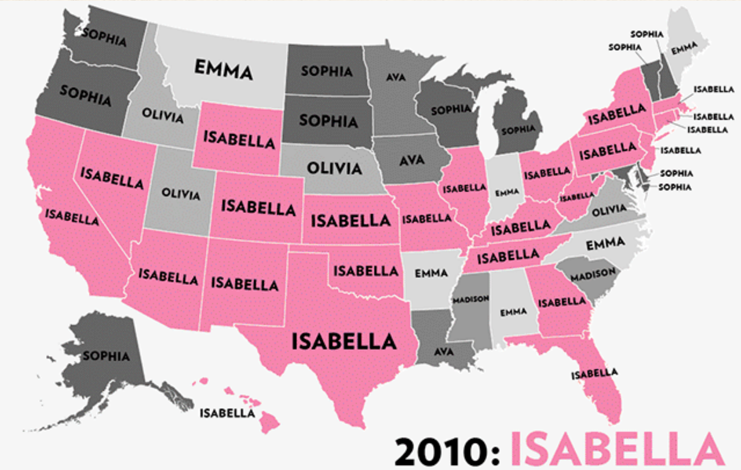
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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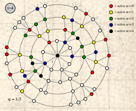

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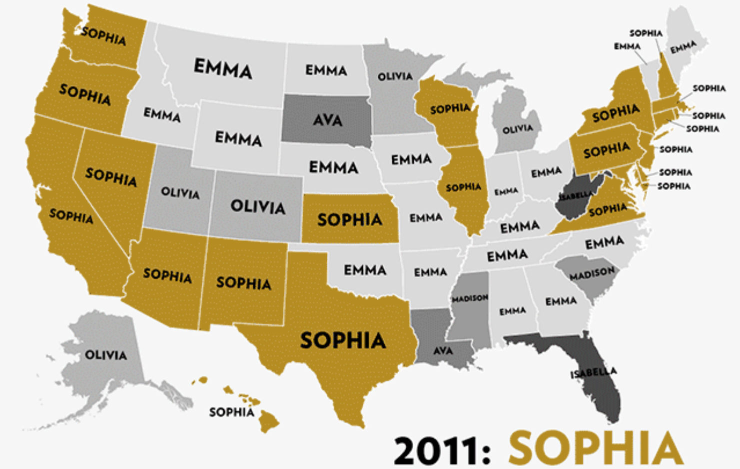
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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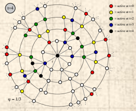

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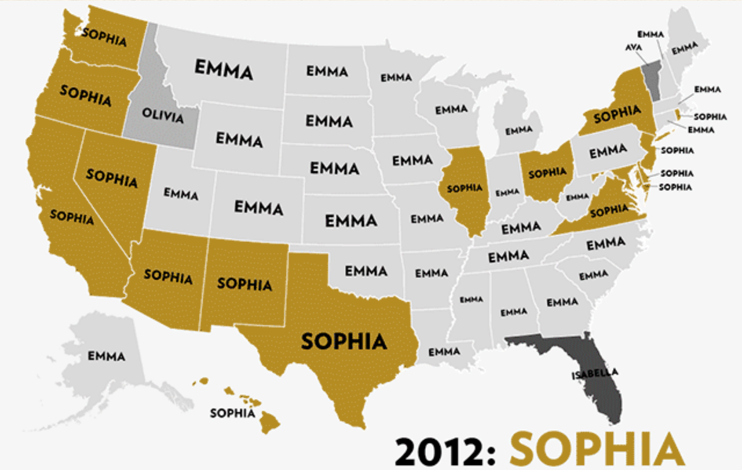
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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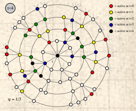
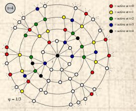


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Richard Feynmann on the Social Sciences:



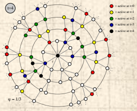
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Sheldon Cooper on the Social Sciences:

Things that spread well:

buzzfeed.com:

- Dangerously self aware: 11 Elements that make a perfect viral video.



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
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Groups

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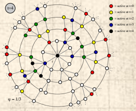
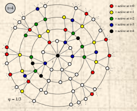
+ News ...



LOL + cute + fail + wtf:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

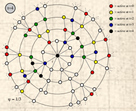
References



The whole lolcats thing:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

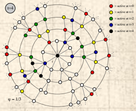
References



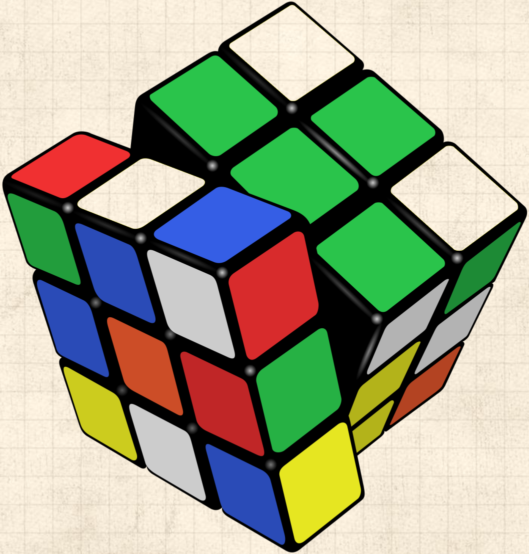
Some things really stick:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

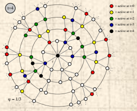


wtf + geeky + omg:



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



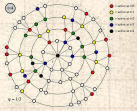
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Outline

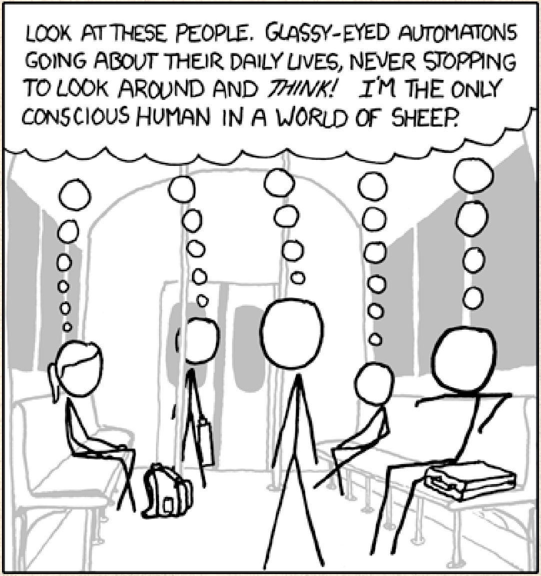
Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

References

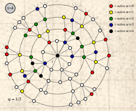


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Why social contagion works so well:

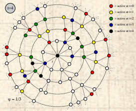


http://xkcd.com/610/



Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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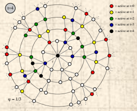
Examples are claimed to abound:

- Fashion
- Striking
- smoking [7]
- Residential segregation [22]
- iPhones and iThings
- obesity [6]
- Stupidity
- Harry Potter
- voting
- gossip
- Rubik's cube 
- religious beliefs
- school shootings



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Granovetter's model
Network version
Final size
Spreading success
Groups

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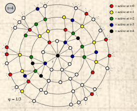

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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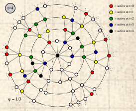

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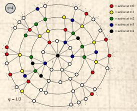
SIR and SIRS type contagion possible

- Classes of behavior versus specific behavior



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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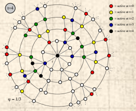
SIR and SIRS type contagion possible

- Classes of behavior versus specific behavior : dieting, horror movies, getting married, invading countries, ...

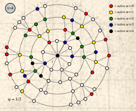


Mixed messages: Please copy, but also, don't copy ...

http://www.youtube.com/watch?v=TgDxWNV4wWY?rel=0

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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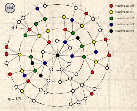

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- Cindy Harrell appeared in the (terrifying) music video for Ray Parker Jr.'s Ghostbusters.

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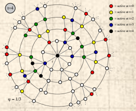
- In Stranger Things 2, Steve Harrington reveals his Fabergé secret.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



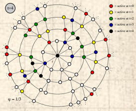
Market much?

http://www.youtube.com/watch?v=FEaCfIp9qR4?rel=0

- Advertisement enjoyed during "Herstory of Dance", Community S4E08, April 2013.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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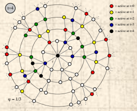

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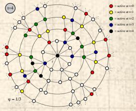
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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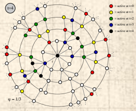

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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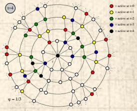
Controversy:

- Are your friends making you fat? (Clive Thomspon, NY Times, September 10, 2009).



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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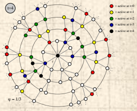
- Everything is contagious—Doubts about the social plague stir in the human superorganism (Dave Johns, Slate, April 8, 2010).

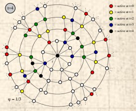


Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

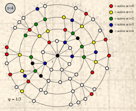
Two focuses for us



Social Contagion

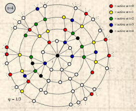
Two focuses for us

- Widespread media influence



Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Two focuses for us

- Widespread media influence
- Word-of-mouth influence

Social Contagion

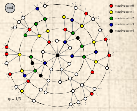
Two focuses for us

- Widespread media influence
- Word-of-mouth influence

We need to understand influence

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

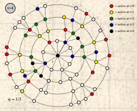
References

Two focuses for us

- Widespread media influence
- Word-of-mouth influence

We need to understand influence

- Who influences whom?



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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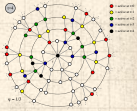

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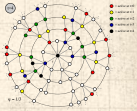
- What kinds of influence response functions are there?



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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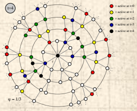

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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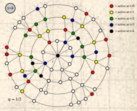
  Highly popularized by Gladwell [12] as 'connectors'



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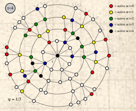
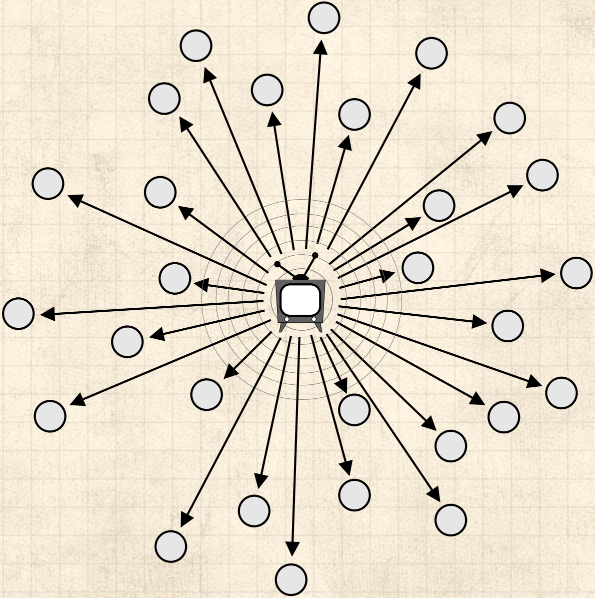
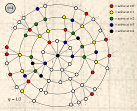
- The infectious idea of opinion leaders (Katz and Lazarsfeld) [19]



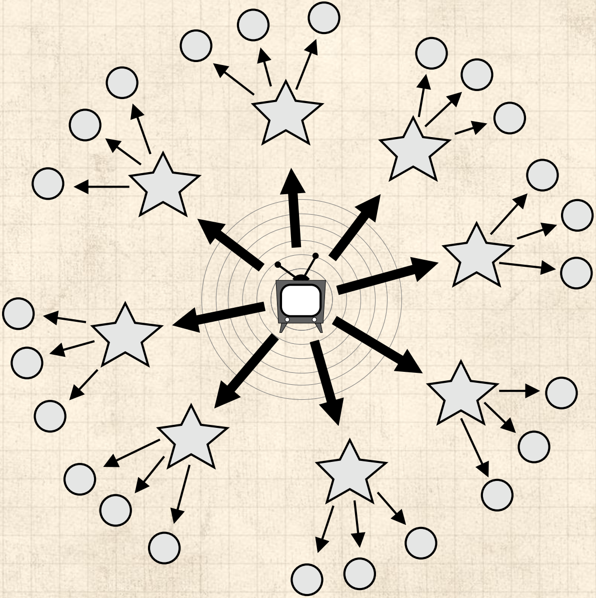
The hypodermic model of influence

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



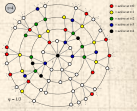


The two step model of influence [19]

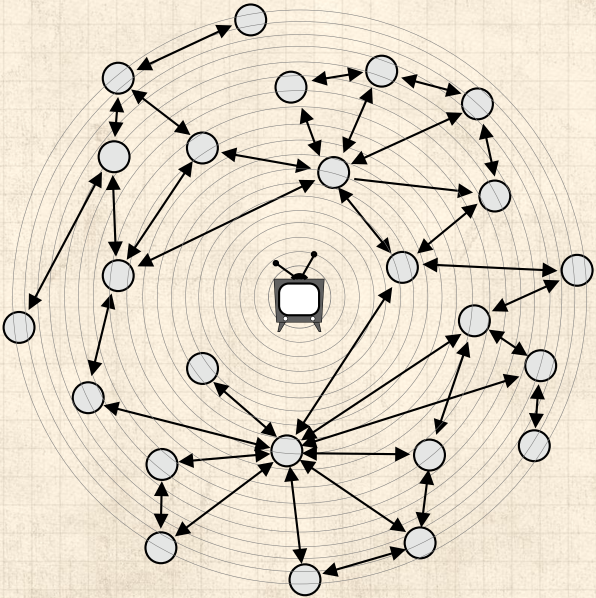


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



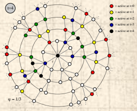
The general model of influence: the Social Wild



Social Contagion Models

Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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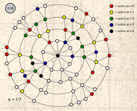
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

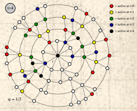


Talking about the social wild:

Why do things spread socially?

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

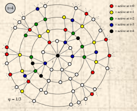
References



Why do things spread socially?

- Because of properties of special individuals?

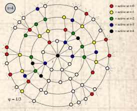
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Why do things spread socially?

- Because of properties of special individuals?
- Or system level properties?



Why do things spread socially?

- Because of properties of special individuals?
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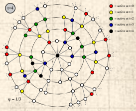
- Is the match that lights the fire important?

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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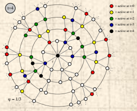
- Yes. But only because we are storytellers: *homo narrativus*.



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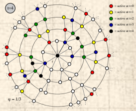

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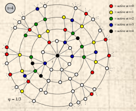
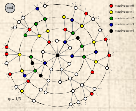
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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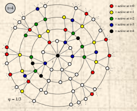
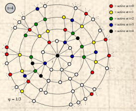


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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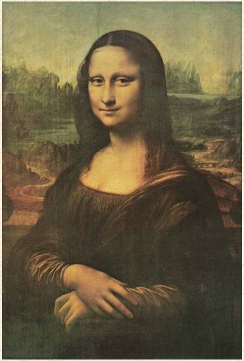
- Always good to examine what is said before and after the fact ...

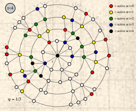
The Mona Lisa

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



- "Becoming Mona Lisa: The Making of a Global Icon"—David Sassoon



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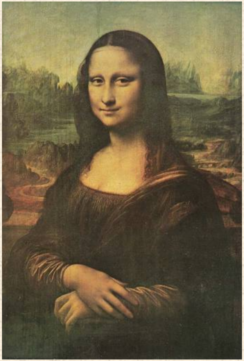
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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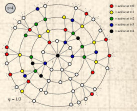

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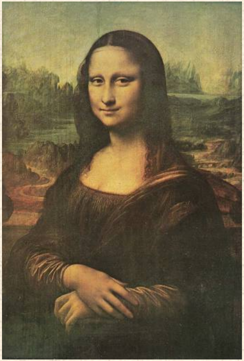
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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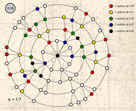

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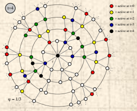
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
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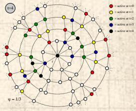

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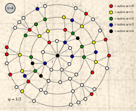
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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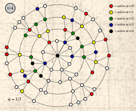
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

'Tattooed Guy' Was Pivotal in Armstrong Case [nytimes]

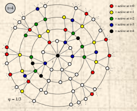


"... Leogrande's doping sparked a series of events ..."

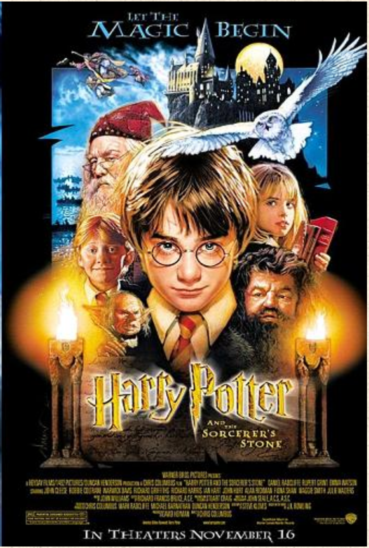
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

The completely unpredicted fall of Eastern Europe:

Timunr Kuran: [20, 21] “Now Out of Never: The Element of Surprise in the East European Revolution of 1989”

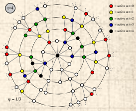


The dismal predictive powers of editors...



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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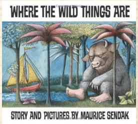

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
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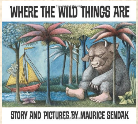

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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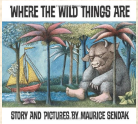

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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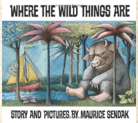

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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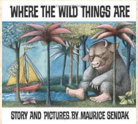

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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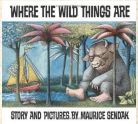

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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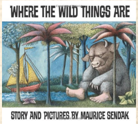

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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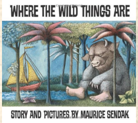

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
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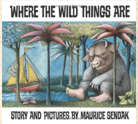

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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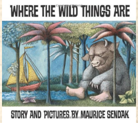

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Background
Granovetter's model
Network version
Final size
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Groups
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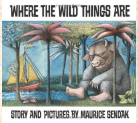

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Final size
Spreading success
Groups
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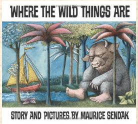

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Background
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Network version
Final size
Spreading success
Groups
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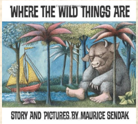

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Granovetter's model
Network version
Final size
Spreading success
Groups
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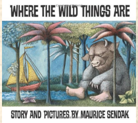

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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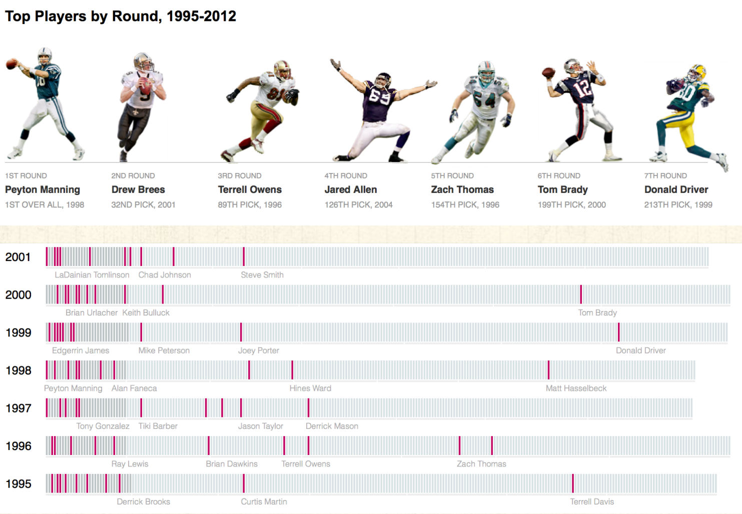
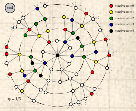


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Messing with social connections



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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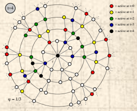

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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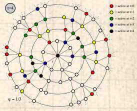

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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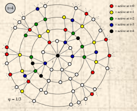

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
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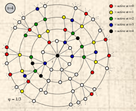

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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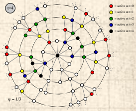

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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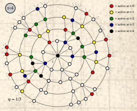

Getting others to do things for you

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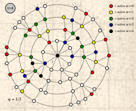
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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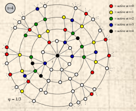
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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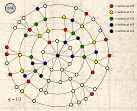

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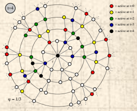
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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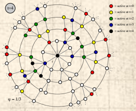
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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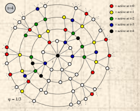
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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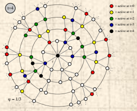

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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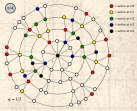

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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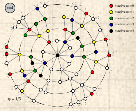

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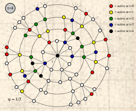
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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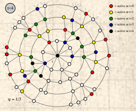
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

- Cialdini's modes are heuristics that help up us get through life.



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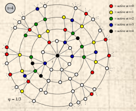
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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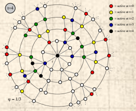

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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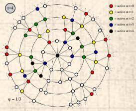

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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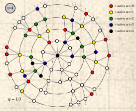


THE SUN
THE GOLDEN AGE OF REDUCTIONISM
THE MANIFESTO
THE WELL OF SCALES
THE LAWS OF DECAYING POWER
THE UNEXPECTED TRANSFIGURATION
MINISTRY OF RANDOM WALKS
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THE DREAM OF EFFICIENT LANGUAGE
THE LAW OF DIGITS FIRST
THE SURPRISE OF BEING ROBUST YET FRAGILE
THE MISREADING OF THE BOOK OF SAND
THE MANY TALES OF MANY TAILS
THE MEASURING
THE DATA POOR
THE POURING DATA
THE CHARMS OF THE MANY WRONG PATHS
THE DOORS THAT SHOULD NOT BE OPENED
THE KNOWLEDGE OF DEAD MONKS
THE EMERGENCE OF STRUCTURE
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THE MECHANICS STATISTICAL
THE THRESHOLDS OF PERCOLATION
THE NETWORKS COMPLEX
THE ELEMENTS OF WEBS
THE BIRDS OF A FEATHER
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THE UNVEILING OF HIDDEN POWERS
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Social Contagion

Some important models:

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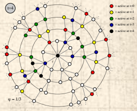

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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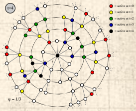

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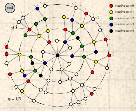

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Background
Granovetter's model
Network version
Final size
Spreading success
Groups
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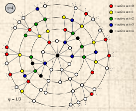
  - Polygon-themed online visualization. (Includes optional diversity-seeking proclivity.)



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Social Contagion

Some important models:

- Tipping models—Schelling (1971) [22, 23, 24]
  - Simulation on checker boards
  - Idea of thresholds
  - Polygon-themed online visualization. (Includes optional diversity-seeking proclivity.)
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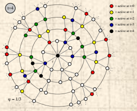

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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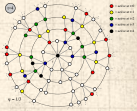

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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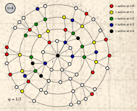
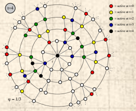
  - Social learning theory, Informational cascades,...



Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Thresholds

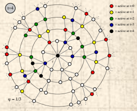


Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Thresholds

- Basic idea: individuals adopt a behavior when a certain fraction of others have adopted



Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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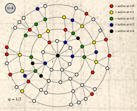

Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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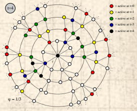

Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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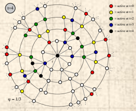

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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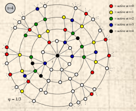

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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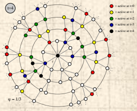

Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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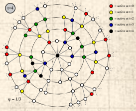

Social contagion models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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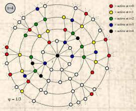

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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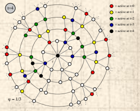

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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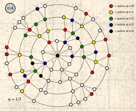

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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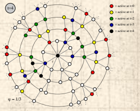

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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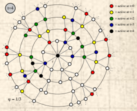

Social Contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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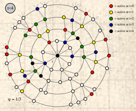

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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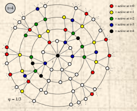

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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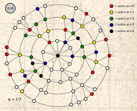
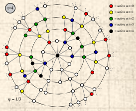
  - Examples: telephones, fax machine, Facebook, operating systems
  - An individual's utility increases with the adoption level among peers and the population in general



Outline

Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

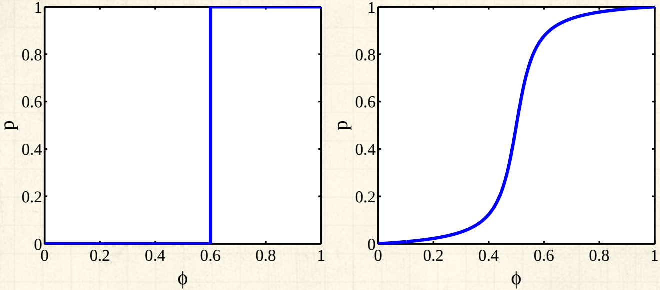
References



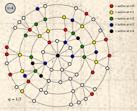
Threshold models—response functions

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



- Example threshold influence response functions: deterministic and stochastic



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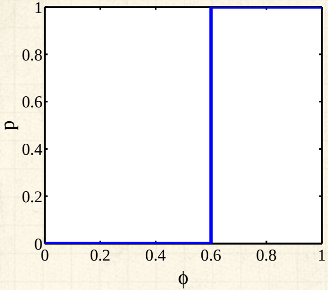
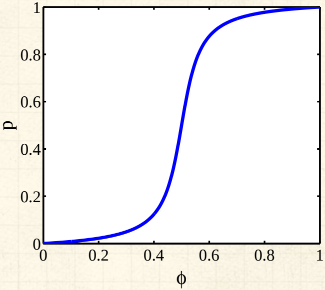
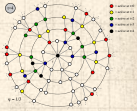
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References





- Example threshold influence response functions: deterministic and stochastic
- ϕ = fraction of contacts 'on' (e.g., rioting)



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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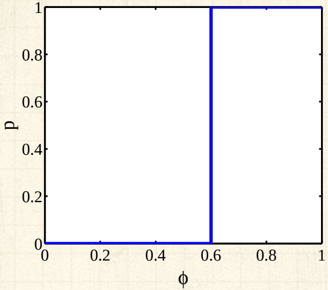
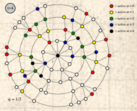


- Example threshold influence response functions: deterministic and stochastic
- ϕ = fraction of contacts 'on' (e.g., rioting)
- Two states: S and I.

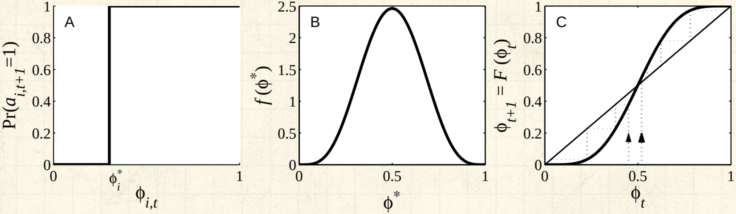


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Threshold models

Action based on perceived behavior of others:



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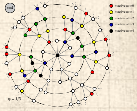

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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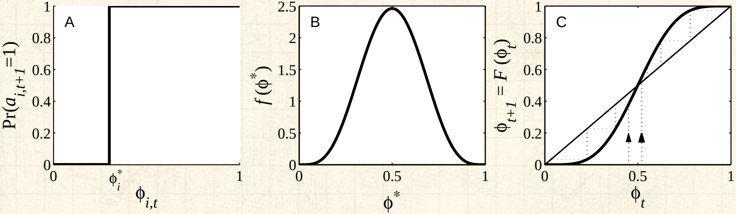

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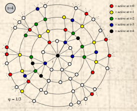
- ϕ = fraction of contacts 'on' (e.g., rioting)
- Discrete time update (strong assumption!)



Threshold models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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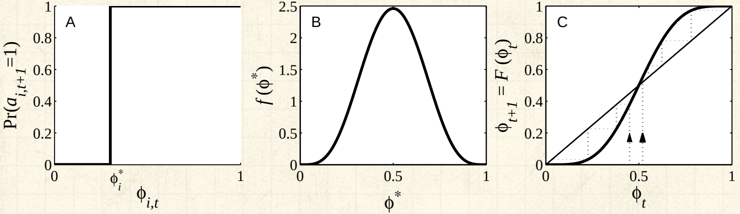
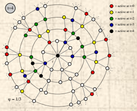


- Two states: S and I.
- ϕ = fraction of contacts 'on' (e.g., rioting)
- Discrete time update (strong assumption!)
- This is a Critical mass model

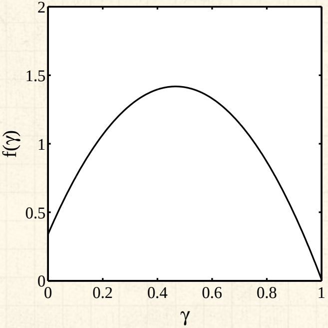


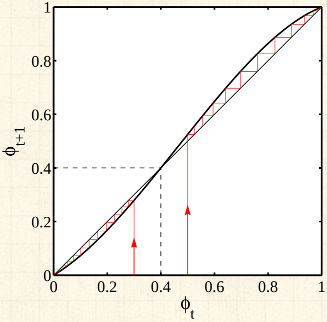
Threshold models

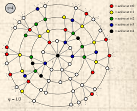
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Another example of critical mass model:

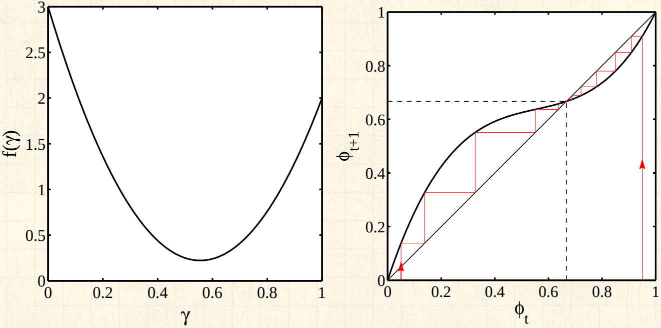


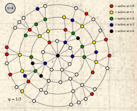




Threshold models

Example of single stable state model:



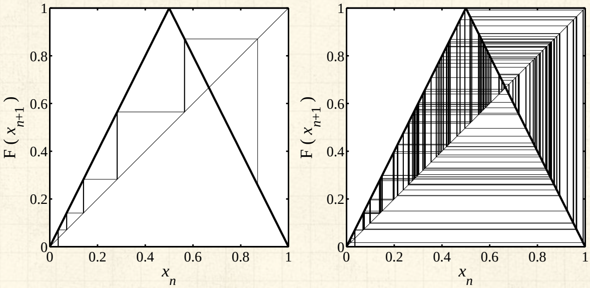


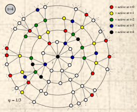
Threshold models

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Chaotic behavior possible [17, 16, 9, 18]





Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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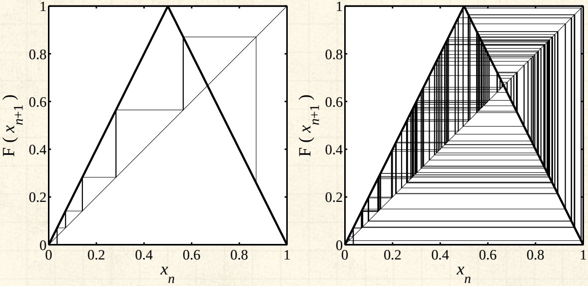
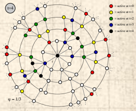


- Period doubling arises as map amplitude r is increased.



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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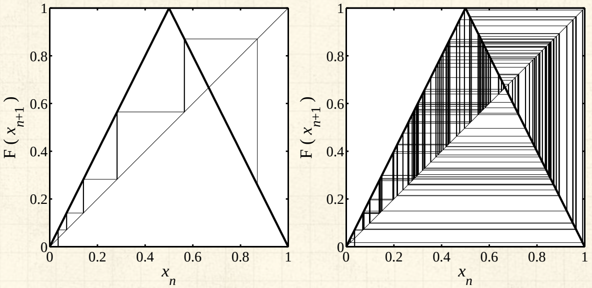
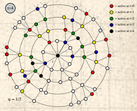


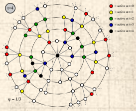
- Period doubling arises as map amplitude r is increased.
- Synchronous update assumption is crucial



Threshold models—Nutshell

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications for collective action theory:



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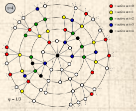
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications for collective action theory:

1. Collective uniformity $\not\Rightarrow$ individual uniformity

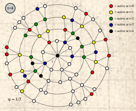


Threshold models—Nutshell

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications for collective action theory:

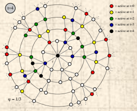
1. Collective uniformity $\not\Rightarrow$ individual uniformity
2. Small individual changes $\Rightarrow$ large global changes



Threshold models—Nutshell

Implications for collective action theory:

1. Collective uniformity $\not\Rightarrow$ individual uniformity
2. Small individual changes $\Rightarrow$ large global changes
3. The stories/dynamics of complex systems are conceptually inaccessible for individual-centric narratives.



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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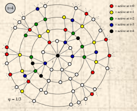
2. Small individual changes $\Rightarrow$ large global changes
3. The stories/dynamics of complex systems are conceptually inaccessible for individual-centric narratives.
4. System stories live in left null space of our stories—we can't even see them.



Threshold models—Nutshell

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications for collective action theory:

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2. Small individual changes $\Rightarrow$ large global changes
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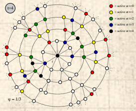
4. System stories live in left null space of our stories—we can't even see them.
5. But we happily impose simplistic, individual-centric stories—we can't help ourselves.



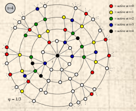
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Outline

Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

References



Many years after Granovetter and Soong's work:

- "A simple model of global cascades on random networks"
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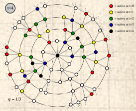
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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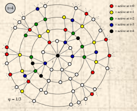

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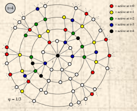

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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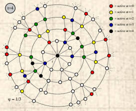
We'll also explore:

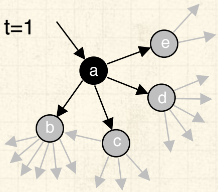
- "Seed size strongly affects cascades on random networks" [14]
  Gleeson and Cahalane, Phys. Rev. E, 2007.
- "Direct, phyiscally motivated derivation of the contagion condition for spreading processes on generalized random networks" [10] Dodds, Harris, and Payne, Phys. Rev. E, 2011
- "Influentials, Networks, and Public Opinion Formation" [27]
  Watts and Dodds, J. Cons. Res., 2007.



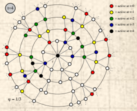
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Threshold model on a network



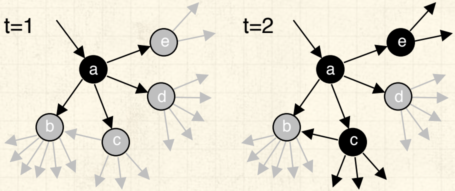
- All nodes have threshold $\phi = 0.2$.



Threshold model on a network

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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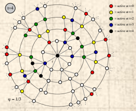

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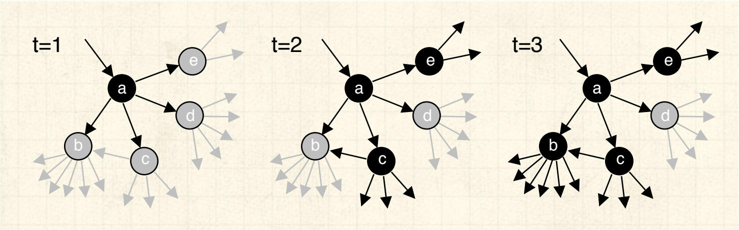
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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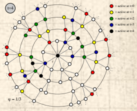

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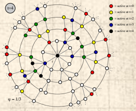
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

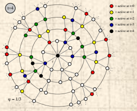


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

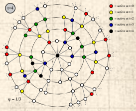
Threshold model on a network

- Interactions between individuals now represented by a network.
- Network is sparse.



Threshold model on a network

- Interactions between individuals now represented by a network.
- Network is sparse.
- Individual i has k_i contacts.



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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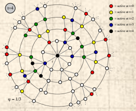

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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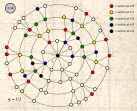

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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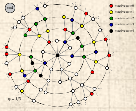

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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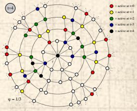

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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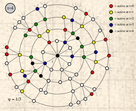

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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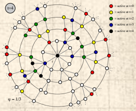
- Individual i becomes active when fraction of active contacts $\frac{a_i}{k_i} \geq \phi_i$.
- Individuals remain active when switched (no recovery = SI model).

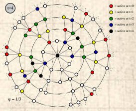


Snowballing

First study random networks:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

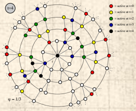


Snowballing

First study random networks:

- Start with N nodes with a degree distribution P_k

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

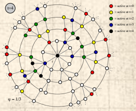


Snowballing

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

First study random networks:

- Start with N nodes with a degree distribution P_k
- Nodes are randomly connected (carefully so)



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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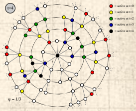

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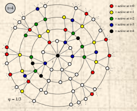
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

First study random networks:

- Start with N nodes with a degree distribution P_k
- Nodes are randomly connected (carefully so)
- Aim: Figure out when activation will propagate
- Determine a cascade condition



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Snowballing

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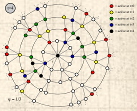
The Cascade Condition:

1. If one individual is initially activated, what is the probability that an activation will spread over a network?



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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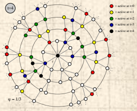
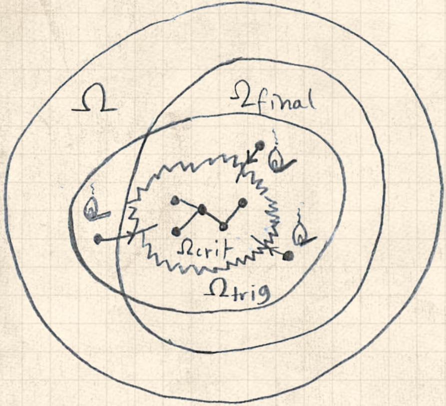
The Cascade Condition:

1. If one individual is initially activated, what is the probability that an activation will spread over a network?
2. What features of a network determine whether a cascade will occur or not?

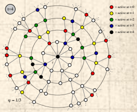


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Example random network structure:



- $\Omega_{crit} = \Omega_{vuln}$ = critical mass = global vulnerable component
- Ω_{trig} = triggering component
- Ω_{final} = potential extent of spread
- Ω = entire network

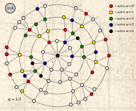


$\Omega_{crit} \subset \Omega_{trig}$; $\Omega_{crit} \subset \Omega_{final}$; and $\Omega_{trig}, \Omega_{final} \subset \Omega$.

Snowballing

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Follow active links



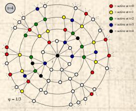
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Snowballing

Follow active links

- An active link is a link connected to an activated node.

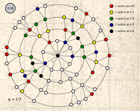


Snowballing

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Follow active links

- An active link is a link connected to an activated node.
- If an infected link leads to at least 1 more infected link, then activation spreads.

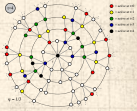


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Snowballing

Follow active links

- An active link is a link connected to an activated node.
- If an infected link leads to at least 1 more infected link, then activation spreads.
- We need to understand which nodes can be activated when only one of their neigbors becomes active.

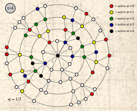


The most gullible

Vulnerables:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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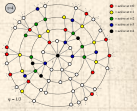
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Vulnerables:

- We call individuals who can be activated by just one contact being active vulnerables

The most gullible

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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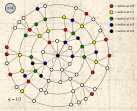

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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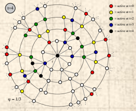

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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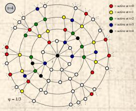

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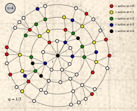
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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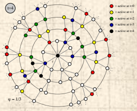
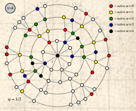
- Cluster of vulnerables = critical mass
- Network story: 1 node $\rightarrow$ critical mass $\rightarrow$ everyone.



Cascade condition

Back to following a link:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



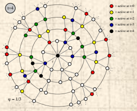
Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Back to following a link:

- A randomly chosen link, traversed in a random direction, leads to a degree k node with probability $\propto kP_k$.



Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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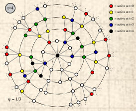

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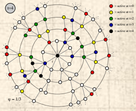
$$\sum_{k=0}^{\infty} kP_k = \langle k \rangle$$

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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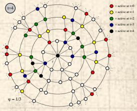
- So

$$P(\text{linked node has degree } k) = \frac{kP_k}{\langle k \rangle}$$

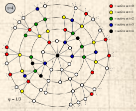


Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Next: Vulnerability of linked node



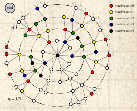
Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Next: Vulnerability of linked node

- Linked node is vulnerable with probability

$$\beta_k = \int_{\phi_*'=0}^{1/k} f(\phi_*') \mathrm{d}\phi_*'$$



Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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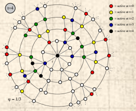


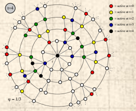
Cascade condition

Next: Vulnerability of linked node

- Linked node is vulnerable with probability

$$\beta_k = \int_{\phi'_*=0}^{1/k} f(\phi'_*)\mathrm{d}\phi'_*$$

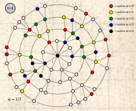
- If linked node is vulnerable, it produces $k-1$ new outgoing active links
- If linked node is not vulnerable, it produces no active links.



Cascade condition

Putting things together:

- Expected number of active edges produced by an active edge:

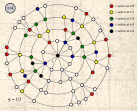


Cascade condition

Putting things together:

- Expected number of active edges produced by an active edge:

$$R = \left[\sum_{k=1}^{\infty} \underbrace{(k-1) \cdot \beta_k \cdot \frac{kP_k}{\langle k \rangle}}_{\text{success}} \quad + \quad \right]$$



Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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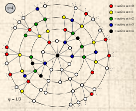

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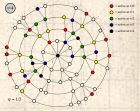
$$= \sum_{k=1}^{\infty} (k-1) \cdot \beta_k \cdot \frac{kP_k}{\langle k \rangle}$$



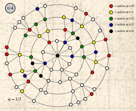
Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

So... for random networks with fixed degree distributions, cacades take off when:

$$\sum_{k=1}^{\infty} (k-1) \cdot \beta_k \cdot \frac{k P_k}{\langle k \rangle} > 1.$$

- β_k = probability a degree k node is vulnerable.
- P_k = probability a node has degree k.

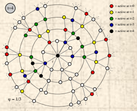


Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Two special cases:

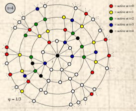


Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Two special cases:

- (1) Simple disease-like spreading succeeds: $\beta_{\boldsymbol{k}} = \beta$



Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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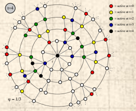

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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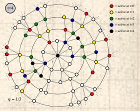

Cascade condition

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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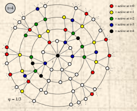
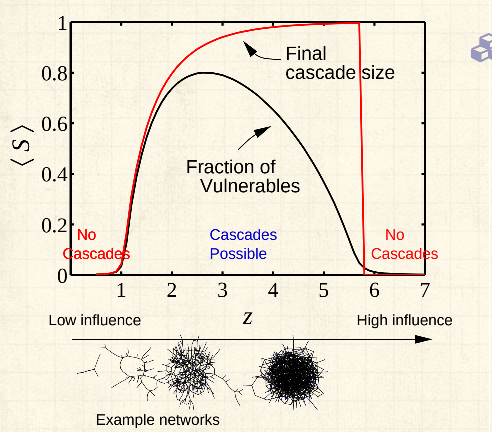
$$\beta \cdot \sum_{k=1}^{\infty} (k-1) \cdot \frac{k P_k}{\langle k \rangle} > 1.$$

- (2) Giant component exists: $\beta = 1$

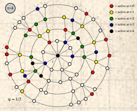
$$1 \cdot \sum_{k=1}^{\infty} (k-1) \cdot \frac{k P_k}{\langle k \rangle} > 1.$$



Cascades on random networks



- Cascades occur only if size of max vulnerable cluster > 0.



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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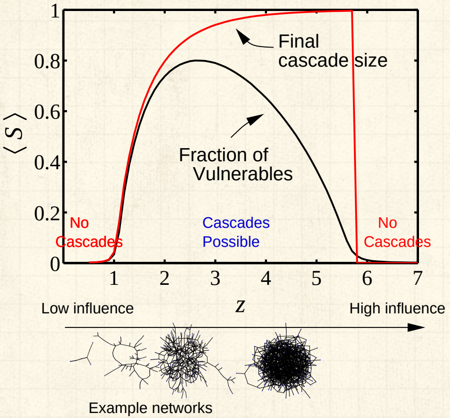
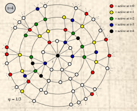


- Cascades occur only if size of max vulnerable cluster > 0.
- System may be 'robust-yet-fragile'.



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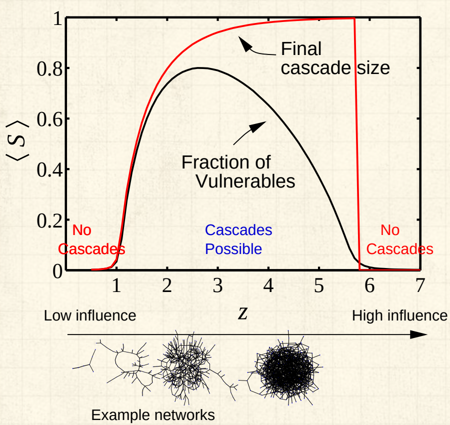
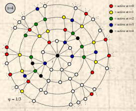
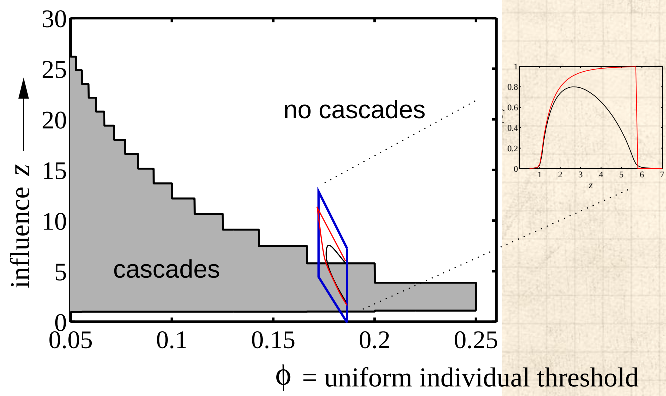
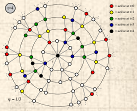


- Cascades occur only if size of max vulnerable cluster > 0.
- System may be 'robust-yet-fragile'.
- 'Ignorance' facilitates spreading.



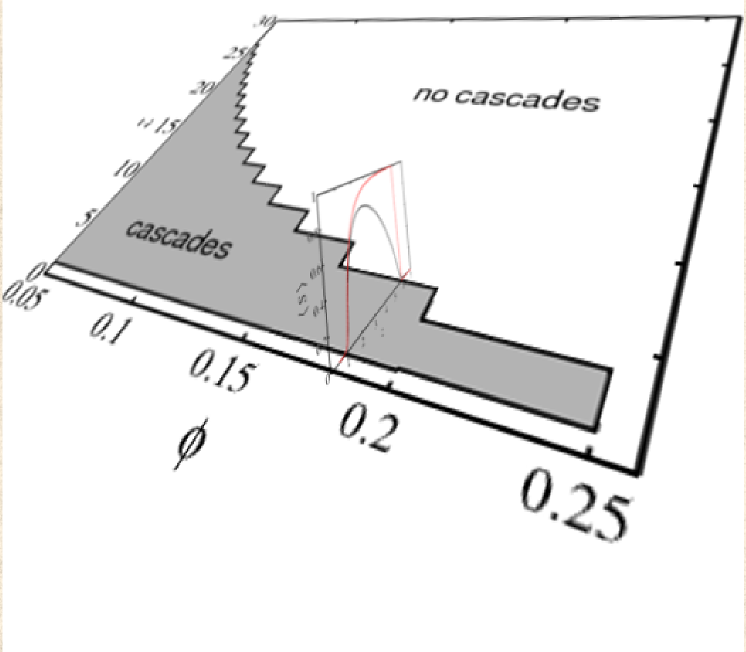
Cascade window for random networks





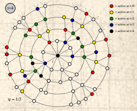
- ‘Cascade window’ widens as threshold ϕ decreases.
- Lower thresholds enable spreading.

Cascade window for random networks

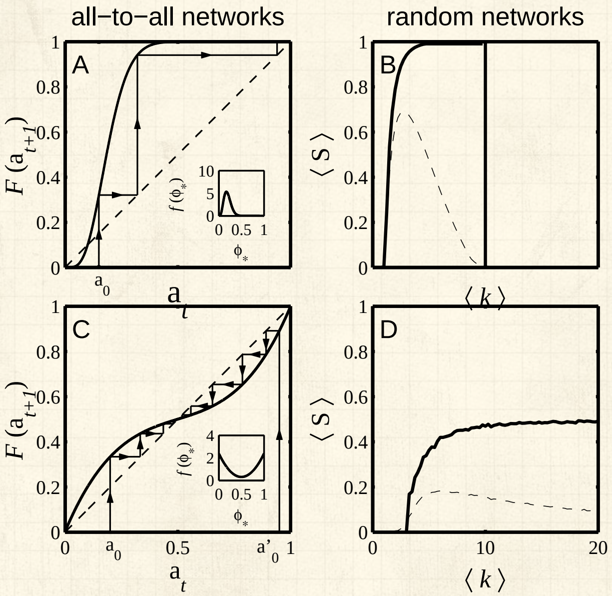


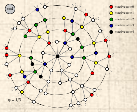
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



All-to-all versus random networks



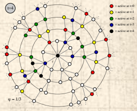


Cascade window—summary

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

For our simple model of a uniform threshold:

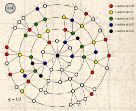


Cascade window—summary

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

For our simple model of a uniform threshold:

1. Low $\langle k \rangle$: No cascades in poorly connected networks.
   No global clusters of any kind.



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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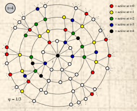
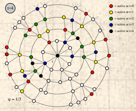


Cascade window—summary

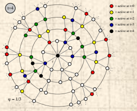
For our simple model of a uniform threshold:

1. Low $\langle k \rangle$: No cascades in poorly connected networks.
   No global clusters of any kind.
2. High $\langle k \rangle$: Giant component exists but not enough vulnerables.
3. Intermediate $\langle k \rangle$: Global cluster of vulnerables exists.
   Cascades are possible in "Cascade window."



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Outline

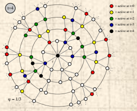
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Threshold contagion on random networks

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



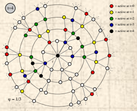
- **Next:** Find expected fractional size of spread.

Threshold contagion on random networks

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

- **Next:** Find expected fractional size of spread.
- Not obvious even for uniform threshold problem.



Threshold contagion on random networks

- Next: Find expected fractional size of spread.
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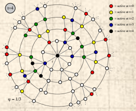
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Threshold contagion on random networks

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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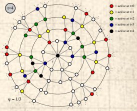

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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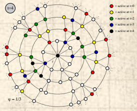
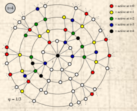
- Developed further by Gleeson in "Cascades on correlated and modular random networks," Phys. Rev. E, 2008. [13]



Determining expected size of spread:

- Randomly turn on a fraction ϕ_0 of nodes at time $t = 0$

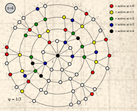
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Determining expected size of spread:

- Randomly turn on a fraction ϕ_0 of nodes at time $t = 0$
- Capitalize on local branching network structure of random networks (again)



Determining expected size of spread:

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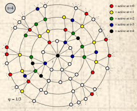
- Now think about what must happen for a specific node i to become active at time t:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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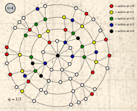
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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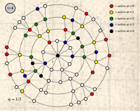
  - $t = 1$: i was not a seed but enough of i's friends switched on at time $t = 0$ so that i's threshold is now exceeded.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

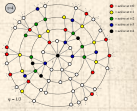


Determining expected size of spread:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

- Randomly turn on a fraction ϕ_0 of nodes at time $t = 0$
- Capitalize on local branching network structure of random networks (again)
- Now think about what must happen for a specific node i to become active at time t:
  - $t = 0$: i is one of the seeds (prob = ϕ_0)
  - $t = 1$: i was not a seed but enough of i's friends switched on at time $t = 0$ so that i's threshold is now exceeded.
  - $t = 2$: enough of i's friends and friends-of-friends switched on at time $t = 0$ so that i's threshold is now exceeded.



Determining expected size of spread:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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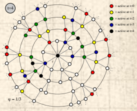
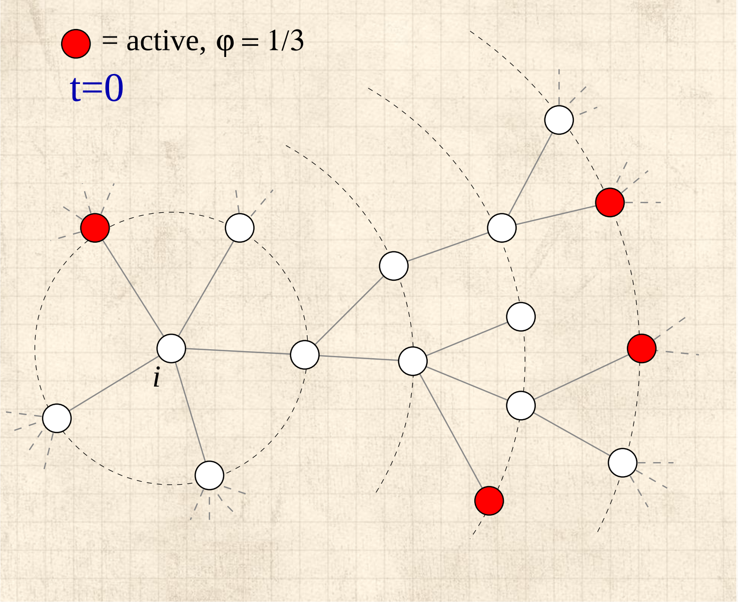
  - $t = 2$: enough of i's friends and friends-of-friends switched on at time $t = 0$ so that i's threshold is now exceeded.
  - $t = n$: enough nodes within n hops of i switched on at $t = 0$ and their effects have propagated to reach i.

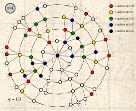


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Expected size of spread

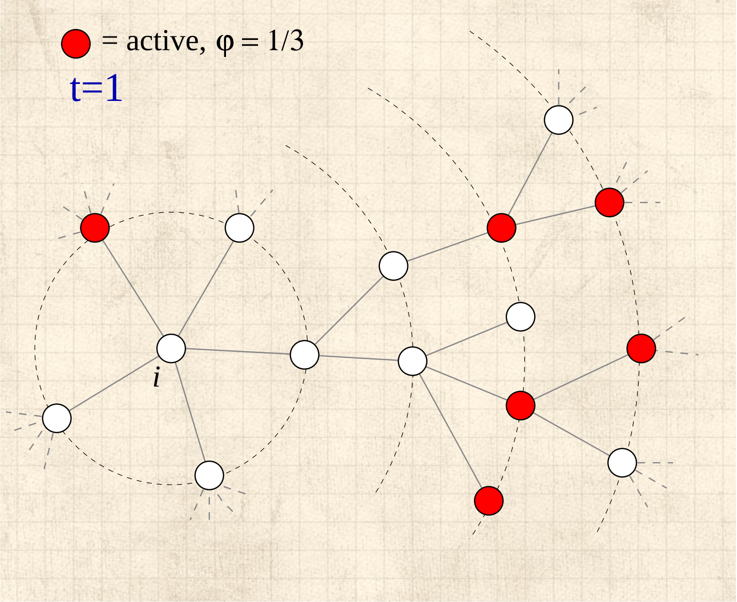


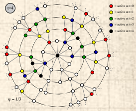


Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References





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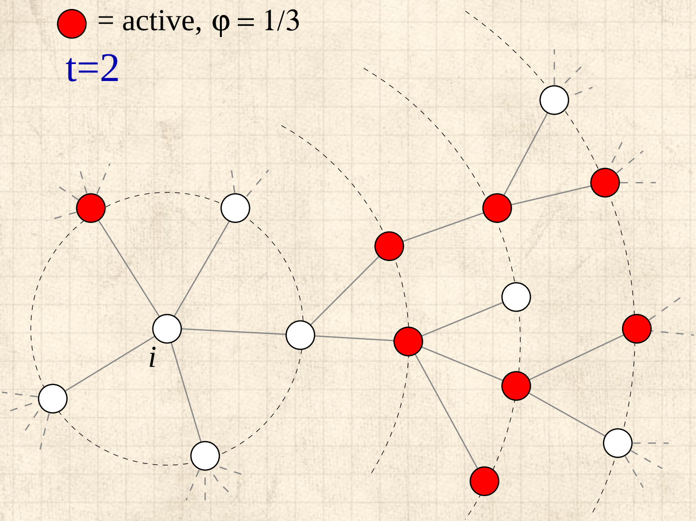
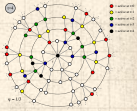
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References





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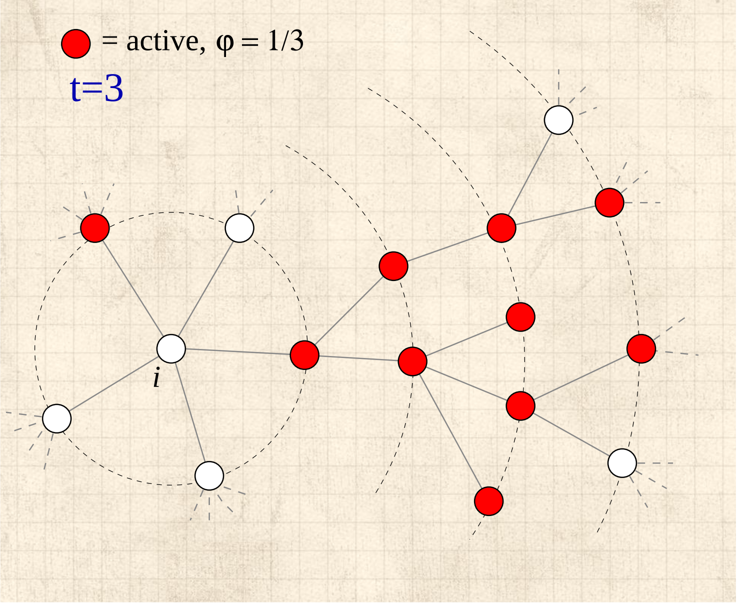
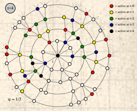
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

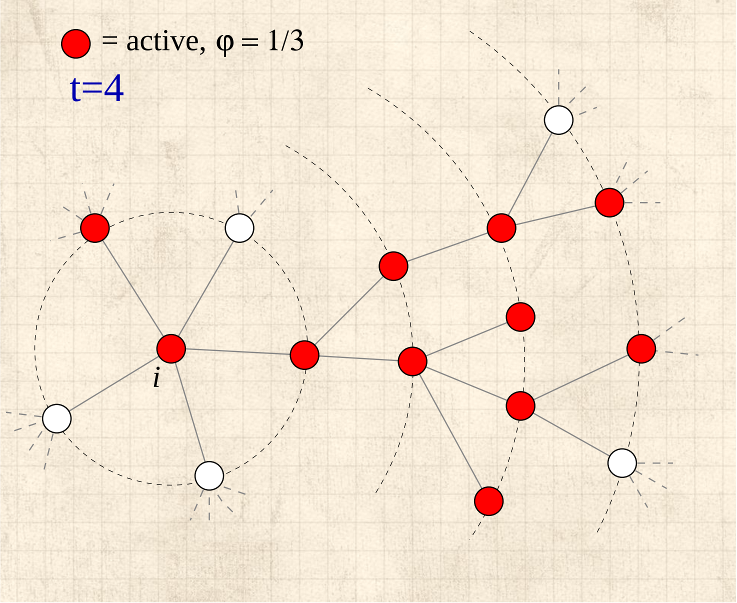


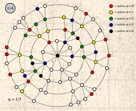


Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References





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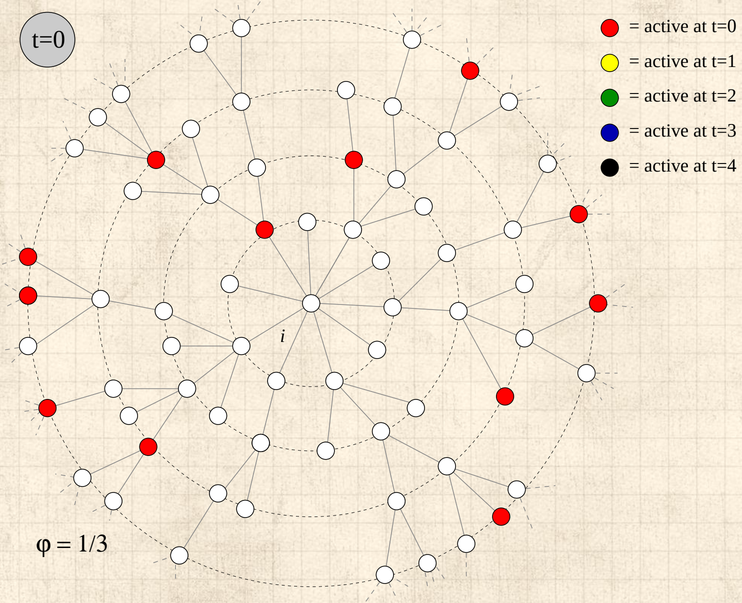
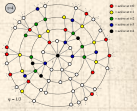
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References





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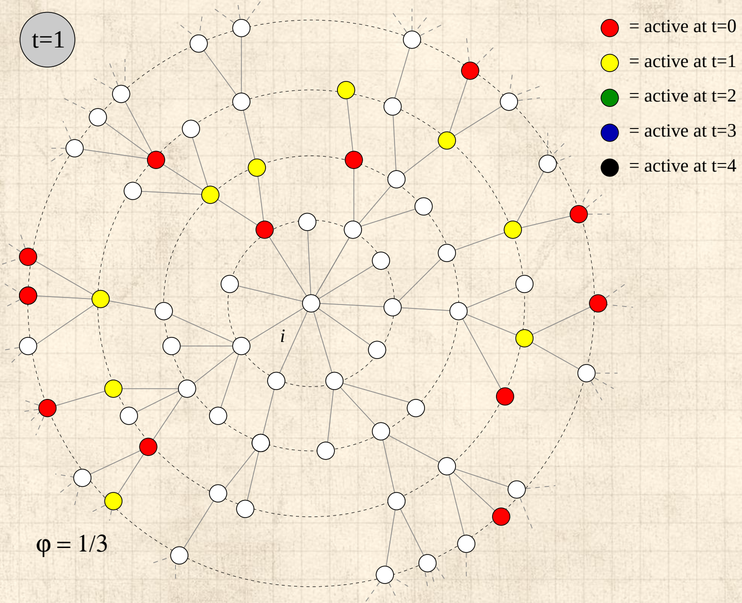
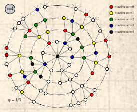


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

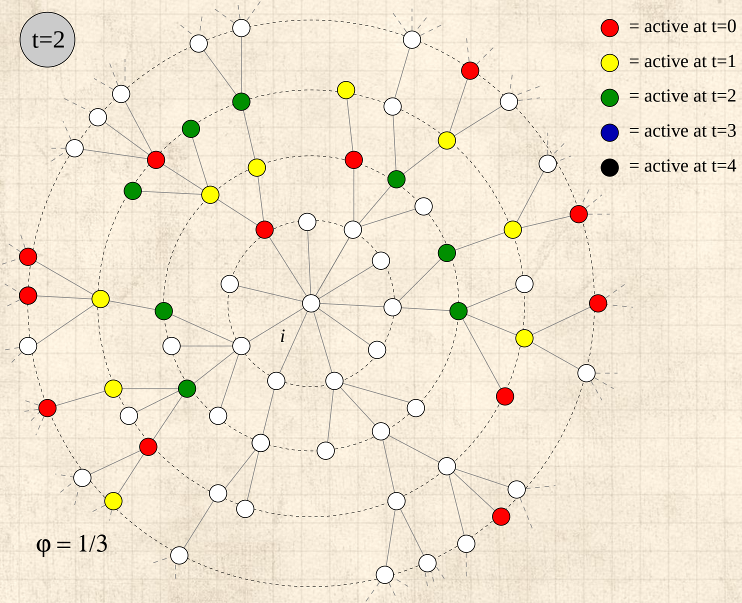
References

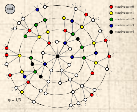


Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References





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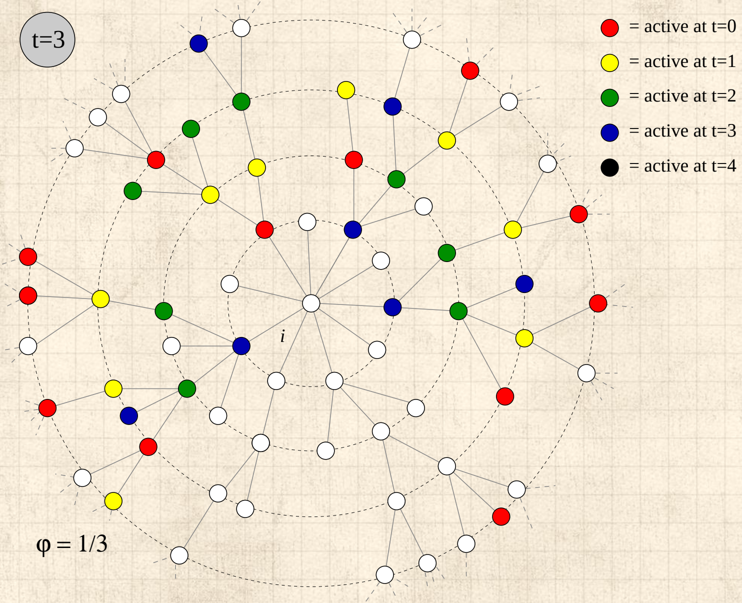

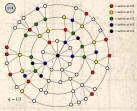

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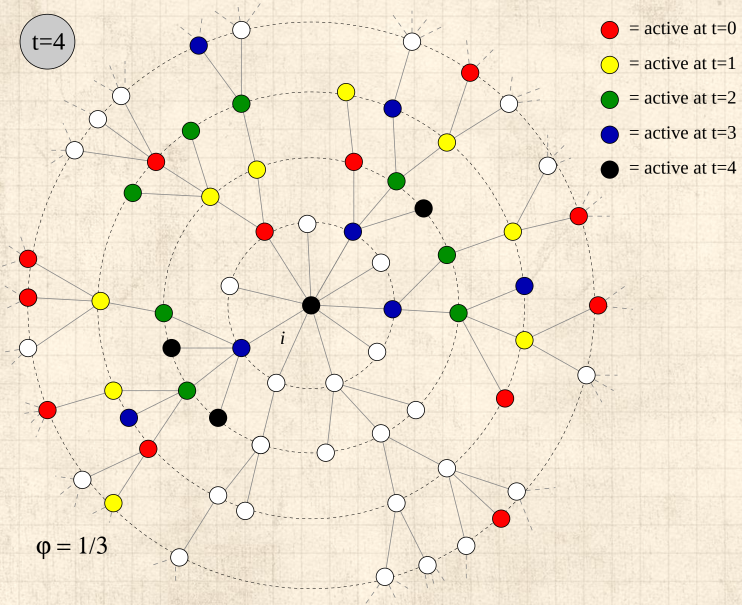
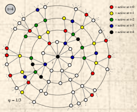


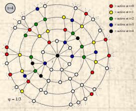


Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Notes:

- Calculations are possible if nodes do not become inactive (strong restriction).



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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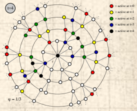

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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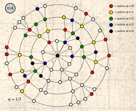

Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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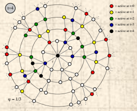
- We can in fact determine **Pr**(node of degree k switching on at time t).



Expected size of spread

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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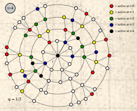
- We can analytically determine the entire time evolution, not just the final size.
- We can in fact determine **Pr**(node of degree k switching on at time t).
- Asynchronous updating can be handled too.



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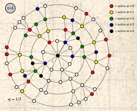
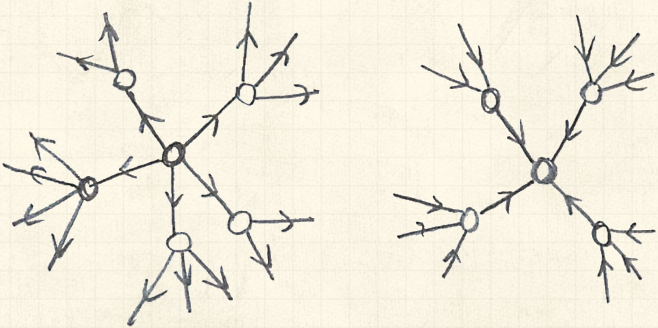
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Pleasantness:

- Taking off from a single seed story is about expansion away from a node.

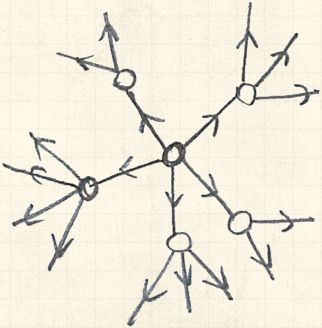


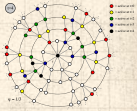
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Expected size of spread

Pleasantness:

- Taking off from a single seed story is about expansion away from a node.
- Extent of spreading story is about contraction at a node.

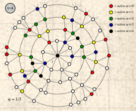




Expected size of spread

- **Notation:**
  $\phi_{k,t} = \mathbf{Pr}$(a degree k node is active at time t).

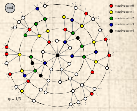
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Expected size of spread

- Notation:
  $\phi_{k,t} = \mathbf{Pr}(\text{a degree } k \text{ node is active at time } t)$.
- Notation: $B_{kj} = \mathbf{Pr}$ (a degree k node becomes active if j neighbors are active).

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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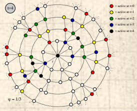
- Our starting point: $\phi_{k,0} = \phi_0$.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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- Notation:
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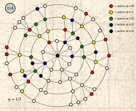
- Our starting point: $\phi_{k,0} = \phi_0$.
- $\binom{k}{j}\phi_0^j(1-\phi_0)^{k-j}$ = **Pr** (j of a degree k node's neighbors were seeded at time $t = 0$).



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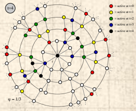
- Probability a degree k node was a seed at $t = 0$ is ϕ_0 (as above).

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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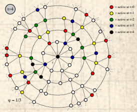

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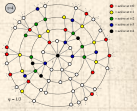
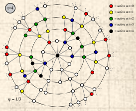
- Our starting point: $\phi_{k,0} = \phi_0$.
- $\binom{k}{j}\phi_0^j(1-\phi_0)^{k-j}$ = **Pr** (j of a degree k node's neighbors were seeded at time $t=0$).
- Probability a degree k node was a seed at $t=0$ is ϕ_0 (as above).
- Probability a degree k node was not a seed at $t=0$ is $(1-\phi_0)$.
- Combining everything, we have:

$$\phi_{k,1} = \phi_0 + (1-\phi_0)\sum_{j=0}^{k}\binom{k}{j}\phi_0^j(1-\phi_0)^{k-j}B_{kj}.$$

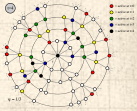


- For general t, we need to know the probability an edge coming into a degree k node at time t is active.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



- For general t, we need to know the probability an edge coming into a degree k node at time t is active.
- Notation: call this probability θ_t.



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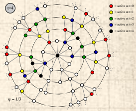
- We already know $\theta_0 = \phi_0$.

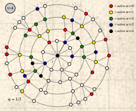
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



- For general t, we need to know the probability an edge coming into a degree k node at time t is active.
- Notation: call this probability θ_t.
- We already know $\theta_0 = \phi_0$.
- Story analogous to $t = 1$ case. For node i:

$$\phi_{i,t+1} = \phi_0 + (1 - \phi_0) \sum_{j=0}^{k_i} \binom{k_i}{j} \theta_t^j (1 - \theta_t)^{k_i - j} B_{k_i j}.$$



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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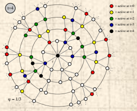
- Average over all nodes to obtain expression for ϕ_{t+1}:

$$\phi_{t+1} = \phi_0 + (1 - \phi_0) \sum_{k=0}^{\infty} P_k \sum_{j=0}^{k} \binom{k}{j} \theta_t^j (1 - \theta_t)^{k-j} B_{kj}.$$



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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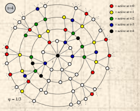
$$\phi_{t+1} = \phi_0 + (1 - \phi_0) \sum_{k=0}^{\infty} P_k \sum_{j=0}^{k} \binom{k}{j} \theta_t^j (1 - \theta_t)^{k-j} B_{kj}.$$



- So we need to compute θ_t...

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

- For general t, we need to know the probability an edge coming into a degree k node at time t is active.
- Notation: call this probability θ_t.
- We already know $\theta_0 = \phi_0$.
- Story analogous to $t = 1$ case. For node i:

$$\phi_{i,t+1} = \phi_0 + (1 - \phi_0) \sum_{j=0}^{k_i} \binom{k_i}{j} \theta_t^j (1 - \theta_t)^{k_i - j} B_{k_i j}.$$

- Average over all nodes to obtain expression for ϕ_{t+1}:

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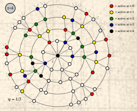


- So we need to compute θ_t... massive excitement...

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

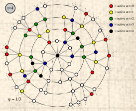
Expected size of spread

First connect θ_0 to θ_1:

- $\theta_1 = \phi_0 +$

$$(1-\phi_0)\sum_{k=1}^{\infty}\frac{kP_k}{\langle k\rangle}\sum_{j=0}^{k-1}\binom{k-1}{j}\theta_0^{\,j}(1-\theta_0)^{k-1-j}B_{kj}$$

- $\frac{kP_k}{\langle k\rangle} = R_k$ = **Pr** (edge connects to a degree k node).
- $\sum_{j=0}^{k-1}$ piece gives **Pr**(degree node k activates) of its neighbors $k-1$ incoming neighbors are active.
- ϕ_0 and $(1-\phi_0)$ terms account for state of node at time $t=0$.



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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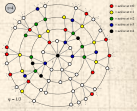
- ϕ_0 and $(1-\phi_0)$ terms account for state of node at time $t=0$.
- See this all generalizes to give θ_{t+1} in terms of θ_t...



Expected size of spread

Two pieces: edges first, and then nodes

1. $$\theta_{t+1} = \underbrace{\phi_0}_{\text{exogenous}}$$

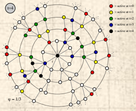
$$+(1-\phi_0)\underbrace{\sum_{k=1}^{\infty}\frac{kP_k}{\langle k\rangle}\sum_{j=0}^{k-1}\binom{k-1}{j}\theta_t^{\,j}(1-\theta_t)^{k-1-j}B_{kj}}_{\text{social effects}}$$

with $\theta_0 = \phi_0$.

2. $$\phi_{t+1} =$$

$$\underbrace{\phi_0}_{\text{exogenous}} \quad +(1-\phi_0)\underbrace{\sum_{k=0}^{\infty}P_k\sum_{j=0}^{k}\binom{k}{j}\theta_t^{\,j}(1-\theta_t)^{k-j}B_{kj}}_{\text{social effects}}.$$

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



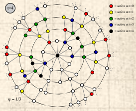
Expected size of spread

Iterative map for θ_t is key:

$$\theta_{t+1} = \underbrace{\phi_0}_{\text{exogenous}}$$

$$+(1-\phi_0)\underbrace{\sum_{k=1}^{\infty}\frac{kP_k}{\langle k\rangle}\sum_{j=0}^{k-1}\binom{k-1}{j}\theta_t^{\,j}(1-\theta_t)^{k-1-j}B_{kj}}_{\text{social effects}}$$

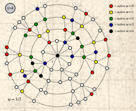
$$= G(\theta_t;\phi_0)$$



Expected size of spread:

- Retrieve cascade condition for spreading from a single seed in limit $\phi_0 \to 0$.

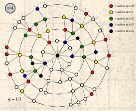
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Expected size of spread:

- Retrieve cascade condition for spreading from a single seed in limit $\phi_0 \rightarrow 0$.
- Depends on map $\theta_{t+1} = G(\theta_t; \phi_0)$.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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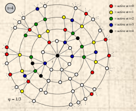
- First: if self-starters are present, some activation is assured:

$$G(0; \phi_0) = \sum_{k=1}^{\infty} \frac{k P_k}{\langle k \rangle} \bullet B_{k0} > 0.$$

meaning $B_{k0} > 0$ for at least one value of $k \geq 1$.



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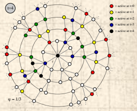
  meaning $B_{k0} > 0$ for at least one value of $k \geq 1$.
- If $\theta = 0$ is a fixed point of G (i.e., $G(0; \phi_0) = 0$) then spreading occurs if

$$G'(0; \phi_0) = \sum_{k=0}^{\infty} \frac{k P_k}{\langle k \rangle} \bullet (k-1) \bullet B_{k1} > 1.$$

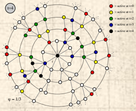


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Expected size of spread:

In words:

- If $G(0; \phi_0) > 0$, spreading must occur because some nodes turn on for free.



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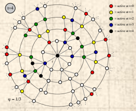
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

In words:

- If $G(0; \phi_0) > 0$, spreading must occur because some nodes turn on for free.
- If G has an unstable fixed point at $\theta = 0$, then cascades are also always possible.



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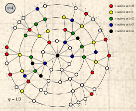
Non-vanishing seed case:

- Cascade condition is more complicated for $\phi_0 > 0$.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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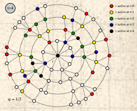
Non-vanishing seed case:

- Cascade condition is more complicated for $\phi_0 > 0$.
- If G has a stable fixed point at $\theta = 0$, and an unstable fixed point for some $0 < \theta_* < 1$, then for $\theta_0 > \theta_*$, spreading takes off.



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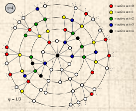
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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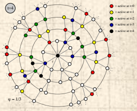
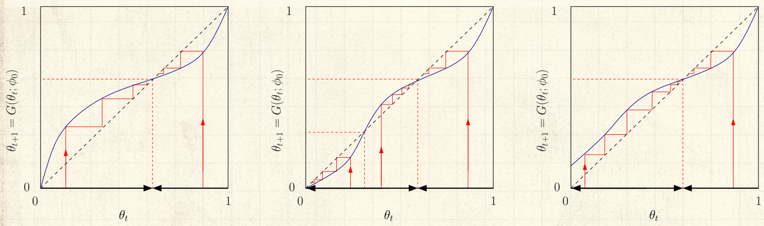
- Tricky point: G depends on ϕ_0, so as we change ϕ_0, we also change G.
- A version of a critical mass model again.



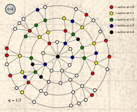
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

General fixed point story:



- Given $\theta_0 (= \phi_0)$, θ_∞ will be the nearest stable fixed point, either above or below.



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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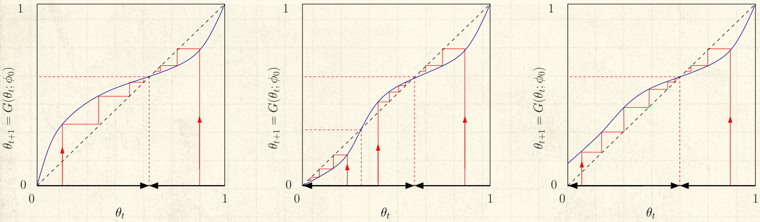
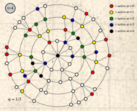
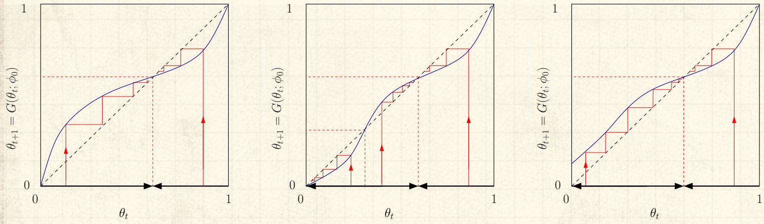


- Given $\theta_0 (= \phi_0)$, θ_∞ will be the nearest stable fixed point, either above or below.
- n.b., adjacent fixed points must have opposite stability types.



General fixed point story:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



- Given $\theta_0 (= \phi_0)$, θ_∞ will be the nearest stable fixed point, either above or below.
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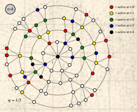
- Important: Actual form of G depends on ϕ_0.



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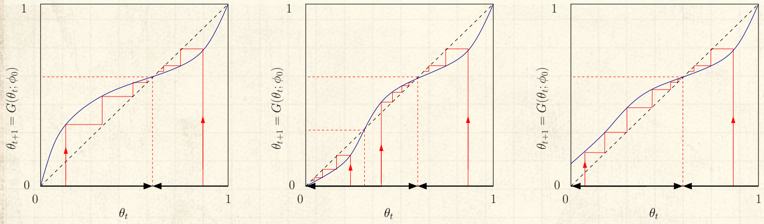
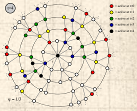


- Given $\theta_0 (= \phi_0)$, θ_∞ will be the nearest stable fixed point, either above or below.
- n.b., adjacent fixed points must have opposite stability types.
- Important: Actual form of G depends on ϕ_0.
- So choice of ϕ_0 dictates both G and starting point—can't start anywhere for a given G.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



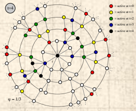
Outline

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

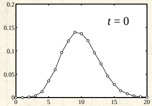
Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

References



Early adopters—degree distributions

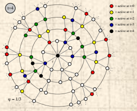
$t = 0$



$P_{k,t}$ versus k

Unpublished?

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Early adopters—degree distributions

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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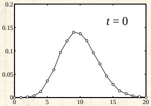
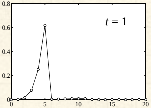


$t = 1$



$P_{k,t}$ versus k

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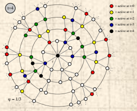
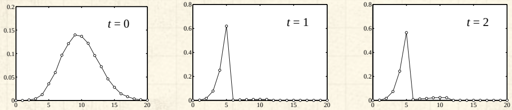


Early adopters—degree distributions

$t = 0$ $t = 1$ $t = 2$



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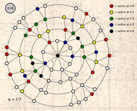

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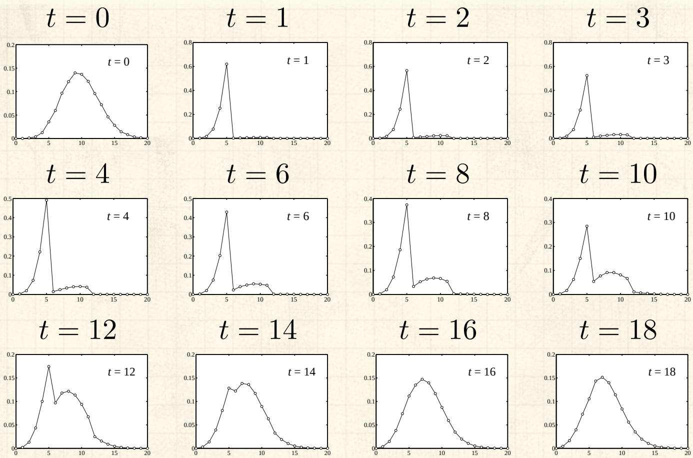

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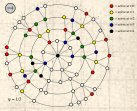
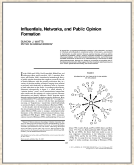
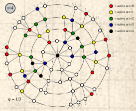


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References


Influentials, Networks, and Public Opinion Formation
DUNCAN J. WATTS
PETER SHERIDAN DODDS

"Influentials, Networks, and Public Opinion Formation"
Watts and Dodds,
J. Consum. Res., **34**, 441–458, 2007. [27]

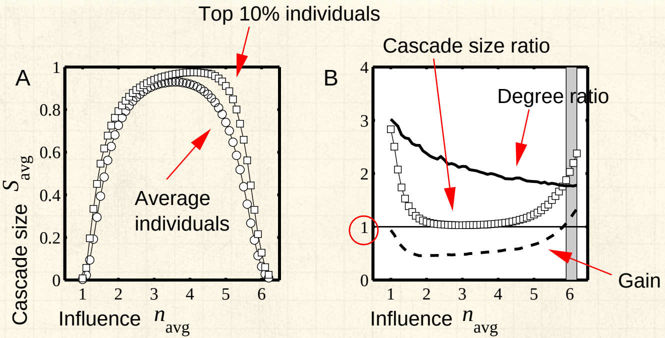
- Exploration of threshold model of social contagion on various networks.
- "Influentials" are limited in power.
- Connected groups of weakly influential-vulnerable" individuals are key.
- Average individuals can have more power than well connected ones.



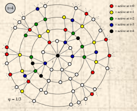
The multiplier effect:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



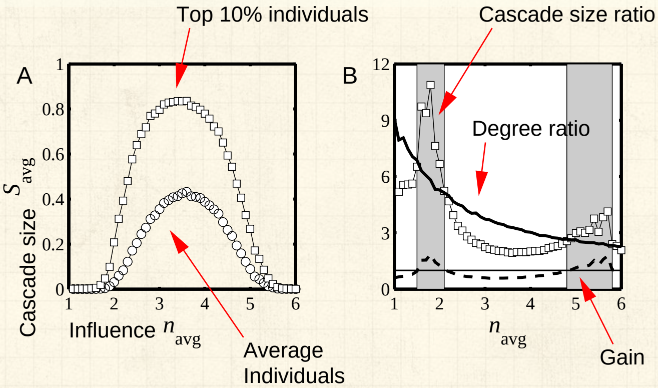
- Fairly uniform levels of individual influence.
- Multiplier effect is mostly below 1.



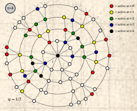
The multiplier effect:

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

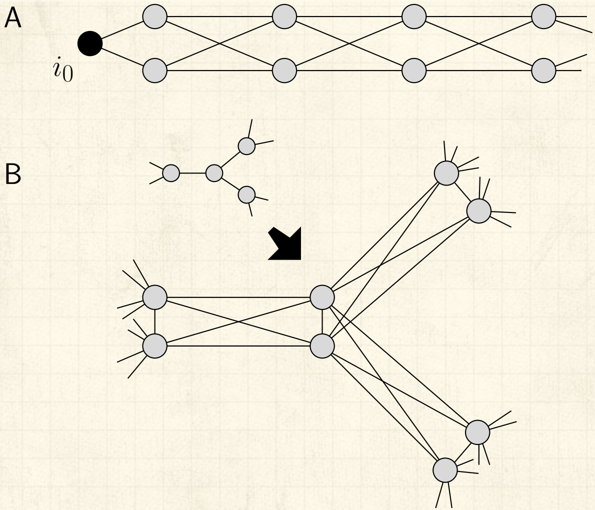
References



- Skewed influence distribution example.



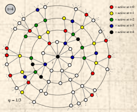
Special subnetworks can act as triggers



- $\phi = 1/3$ for all nodes

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

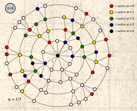
References



Outline

Social Contagion Models
- Background
- Granovetter's model
- Network version
- Final size
- Spreading success
- Groups

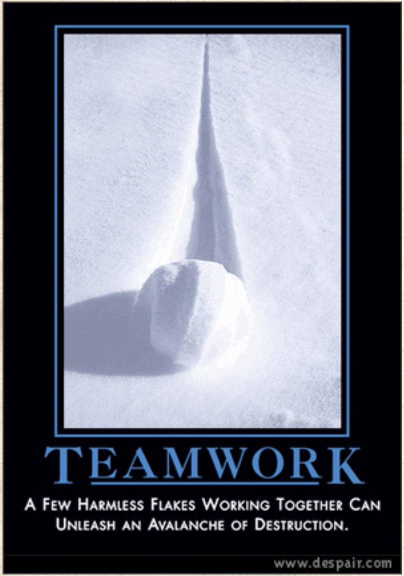
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

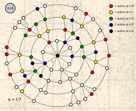
References

The power of groups...

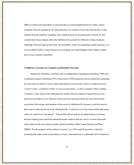


despair.com

"A few harmless flakes working together can unleash an avalanche of destruction."

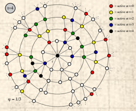


Extensions



"Threshold Models of Social Influence"
Watts and Dodds,
The Oxford Handbook of Analytical Sociology, **34**, 475–497, 2009. [28]

- Assumption of sparse interactions is good



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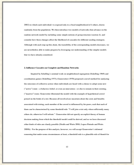

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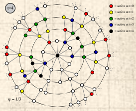
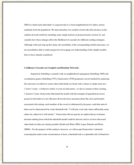
- Assumption of sparse interactions is good
- Degree distribution is (generally) key to a network's function



Extensions

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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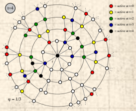
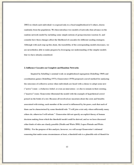
- Degree distribution is (generally) key to a network's function
- Still, random networks don't represent all networks



Extensions

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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Watts and Dodds,
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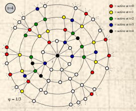
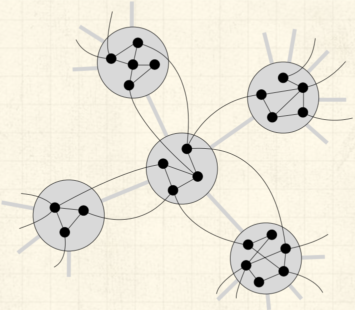
- Assumption of sparse interactions is good
- Degree distribution is (generally) key to a network's function
- Still, random networks don't represent all networks
- Major element missing: group structure

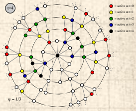


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

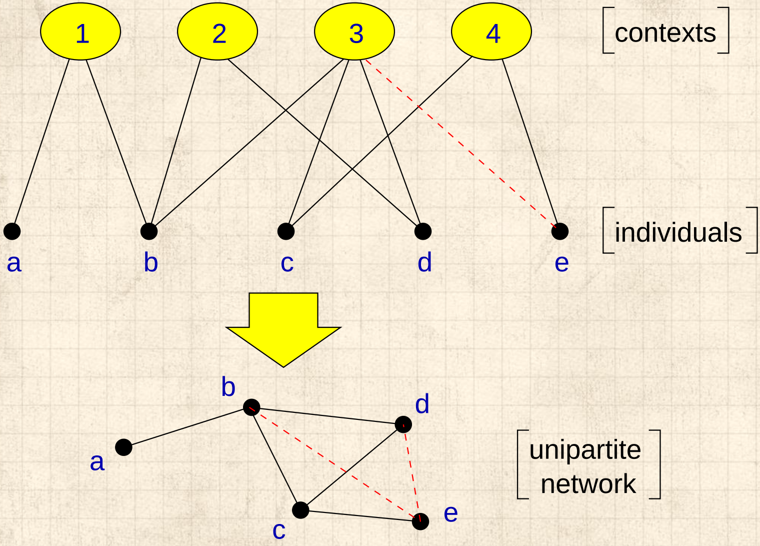
Group structure—Ramified random networks

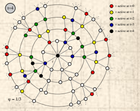


p = intergroup connection probability
q = intragroup connection probability.

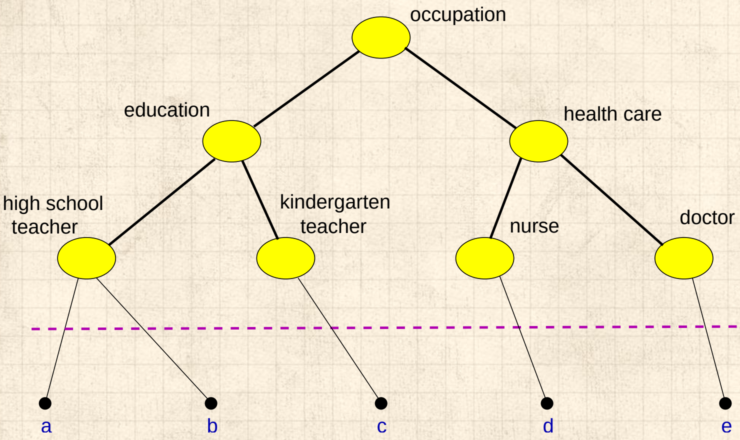


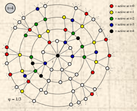
Bipartite networks



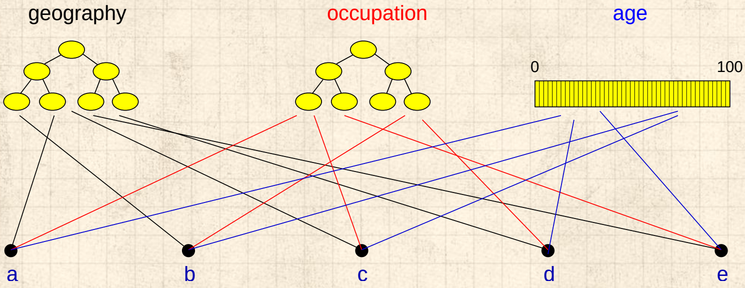


Context distance



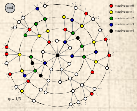


Generalized affiliation model



(Blau & Schwartz, Simmel, Breiger)

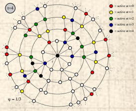
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Generalized affiliation model networks with triadic closure

- Connect nodes with probability $\propto e^{-\alpha d}$
  where
  α = homophily parameter
  and
  d = distance between nodes (height of lowest common ancestor)

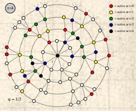
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Generalized affiliation model networks with triadic closure

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

- Connect nodes with probability $\propto e^{-\alpha d}$
  where
  α = homophily parameter
  and
  d = distance between nodes (height of lowest common ancestor)
- τ_1 = intergroup probability of friend-of-friend connection



Generalized affiliation model networks with triadic closure

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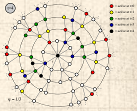
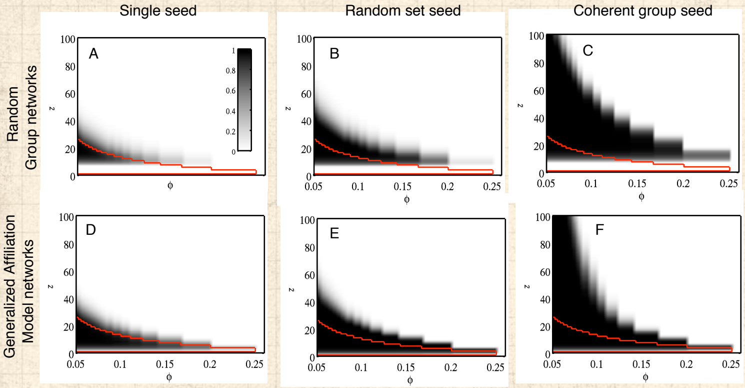
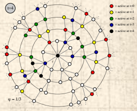
  d = distance between nodes (height of lowest common ancestor)
- τ_1 = intergroup probability of friend-of-friend connection
- τ_2 = intragroup probability of friend-of-friend connection



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

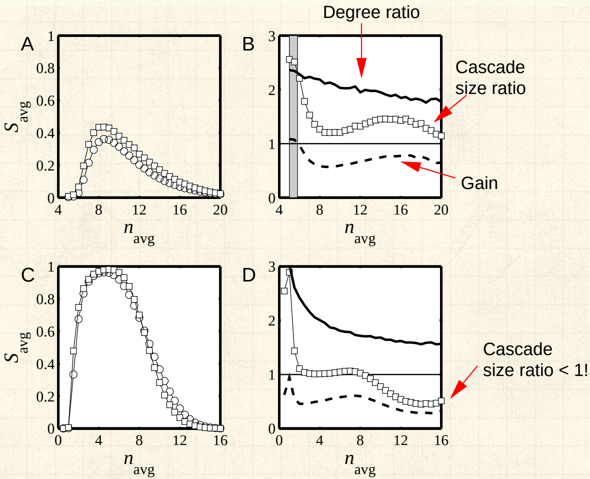
Cascade windows for group-based networks

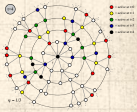




Multiplier effect for group-based networks:

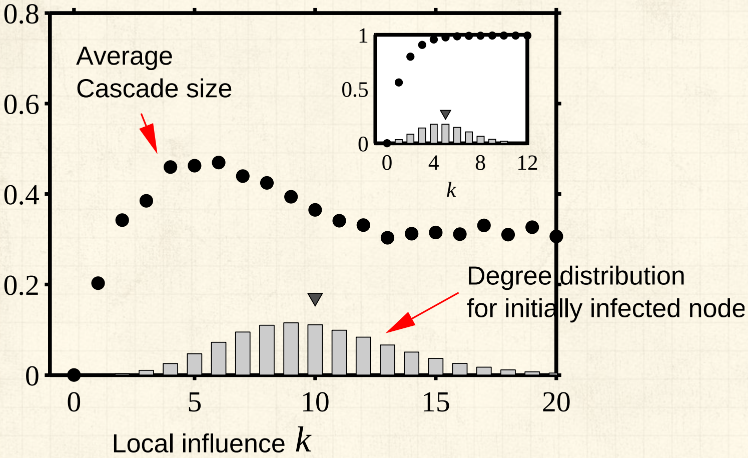
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



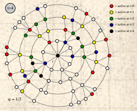


- Multiplier almost always below 1.

Assortativity in group-based networks

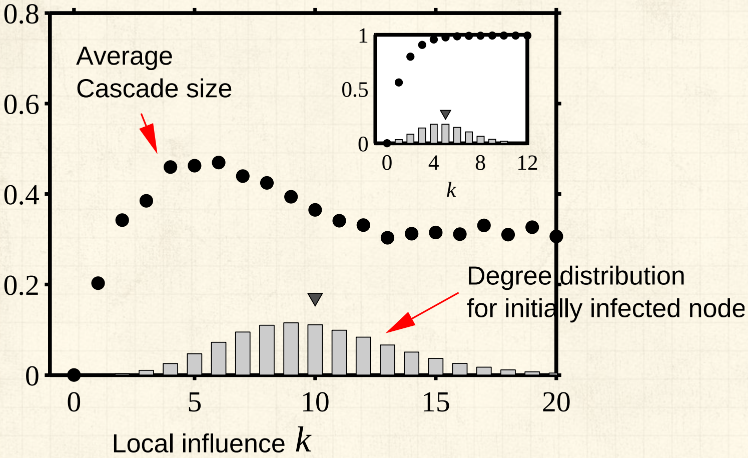


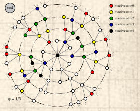
- The most connected nodes aren't always the most 'influential.'



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Assortativity in group-based networks





- The most connected nodes aren't always the most 'influential.'
- Degree assortativity is the reason.

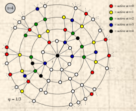
Social contagion

“Without followers, evil cannot spread.” –Leonard Nimoy

Summary

- ‘Influential vulnerables’ are key to spread.

Social Contagion Models
Background
Granovetter’s model
Network version
Final size
Spreading success
Groups
References



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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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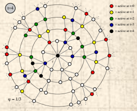
Summary

- 'Influential vulnerables' are key to spread.
- Early adopters are mostly vulnerables.



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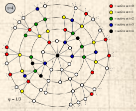
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

“Without followers, evil cannot spread.” –Leonard Nimoy

Summary

- 'Influential vulnerables' are key to spread.
- Early adopters are mostly vulnerables.
- Vulnerable nodes important but not necessary.



Social contagion

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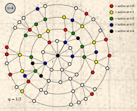
Summary

- 'Influential vulnerables' are key to spread.
- Early adopters are mostly vulnerables.
- Vulnerable nodes important but not necessary.
- Groups may greatly facilitate spread.

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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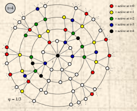
Summary

- 'Influential vulnerables' are key to spread.
- Early adopters are mostly vulnerables.
- Vulnerable nodes important but not necessary.
- Groups may greatly facilitate spread.
- Seems that cascade condition is a global one.



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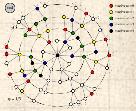
- Seems that cascade condition is a global one.
- Most extreme/unexpected cascades occur in highly connected networks

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References



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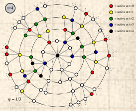
- 'Influentials' are posterior constructs.



Social contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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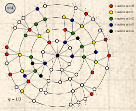
- Groups may greatly facilitate spread.
- Seems that cascade condition is a global one.
- Most extreme/unexpected cascades occur in highly connected networks
- 'Influentials' are posterior constructs.
- Many potential influentials exist.



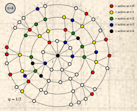
Social contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Implications

- Focus on the influential vulnerables.

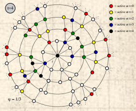


Social contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications

- Focus on the influential vulnerables.
- Create entities that can be transmitted successfully through many individuals rather than broadcast from one 'influential.'

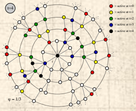


Social contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Implications

- Focus on the influential vulnerables.
- Create entities that can be transmitted successfully through many individuals rather than broadcast from one 'influential.'
- Only simple ideas can spread by word-of-mouth.
  (Idea of opinion leaders spreads well...)



Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

Social contagion

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- Only simple ideas can spread by word-of-mouth.
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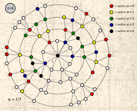
- Want enough individuals who will adopt and display.



Social contagion

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups
References

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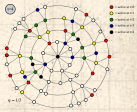
- Want enough individuals who will adopt and display.
- Displaying can be passive = free (yo-yo's, fashion), or active = harder to achieve (political messages).

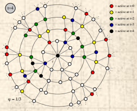


Social contagion

Implications

- Focus on the influential vulnerables.
- Create entities that can be transmitted successfully through many individuals rather than broadcast from one ‘influential.’
- Only simple ideas can spread by word-of-mouth. (Idea of opinion leaders spreads well...)
- Want enough individuals who will adopt and display.
- Displaying can be passive = free (yo-yo’s, fashion), or active = harder to achieve (political messages).
- Entities can be novel or designed to combine with others, e.g. block another one.

Social Contagion Models
Background
Granovetter’s model
Network version
Final size
Spreading success
Groups
References

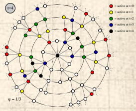


Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

Spreading and unspreading: Empires

http://www.youtube.com/watch?v=FEaCfIp9qR4?rel=0



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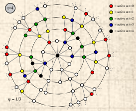

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References

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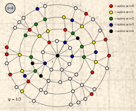

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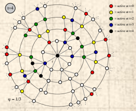

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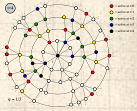

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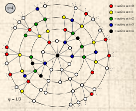
Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

References



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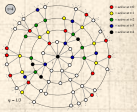

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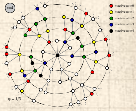

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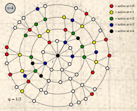

Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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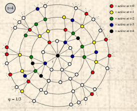

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Social Contagion Models
Background
Granovetter's model
Network version
Final size
Spreading success
Groups

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