

Mechanisms for Generating Power-Law Size Distributions, Part 3

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Principles of Complex Systems,
Vols. 1, 2, 3D, 4 Fourever, V for Vendetta

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University of Vermont | Santa Fe Institute



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Sealie & Lambie Productions

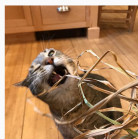
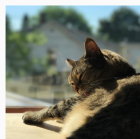
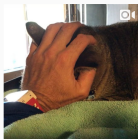
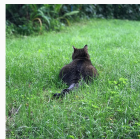
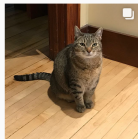
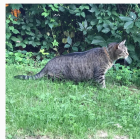
A photograph of two stuffed lambs. A large, fluffy white lamb is lying on its side on a light-colored wooden stool. A smaller, tan-colored lamb is sitting upright behind it, leaning against its back. The background is a red brick wall. A white text box with a black border is in the top left corner, containing the text 'Sealie & Lambie Productions'.



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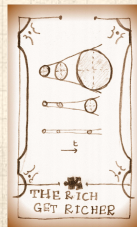
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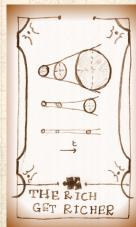
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Random walks represent **additive aggregation**



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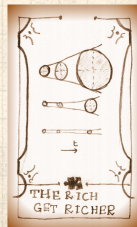
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Random walks represent **additive aggregation**



Mechanism: Random addition and subtraction



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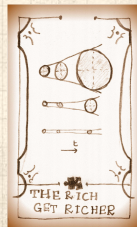
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Mechanism: Random addition and subtraction



Compare across realizations, no competition.



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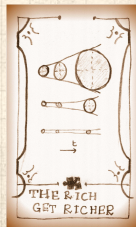
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-  Next: **Random Additive/Copying Processes** involving Competition.



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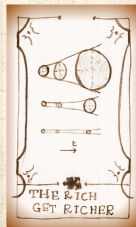
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- Widespread:** Words, Cities, the Web, Wealth, Productivity (Lotka), Popularity (Books, People, ...)



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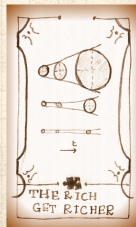
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- Widespread:** Words, Cities, the Web, Wealth, Productivity (Lotka), Popularity (Books, People, ...)
- Competing mechanisms (trickiness)



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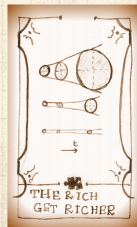
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Pre-Zipf's law observations of Zipf's law



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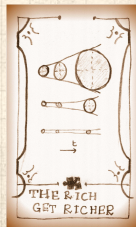
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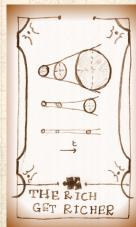
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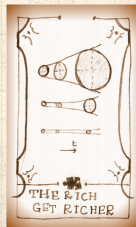
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Species per Genus (offers first theoretical mechanism)



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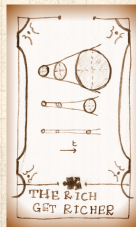
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 1926: **Lotka** ^[7]:
Scientific papers per author (Lotka's law)



Theoretical Work of Yore:



1949: Zipf's "Human Behaviour and the Principle of Least-Effort" is published. ^[12]

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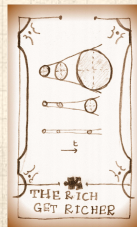
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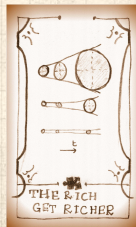
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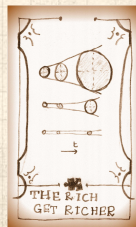
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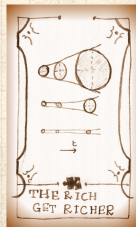
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1999: **Barabasi and Albert** ^[2]:
The World Wide Web, networks-at-large.

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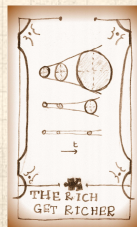
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Herbert Simon  (1916–2001):



Political scientist (and much more)

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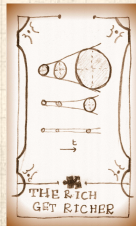
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Involved in Cognitive Psychology, Computer Science, Public Administration, Economics, Management, Sociology



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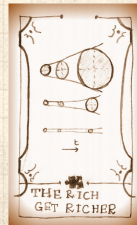
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Coined ‘bounded rationality’ and ‘satisficing’



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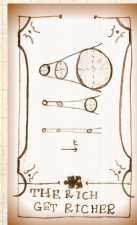
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


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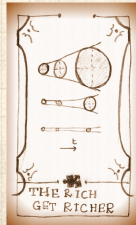
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- An early leader in Artificial Intelligence, Information Processing, Decision-Making, Problem-Solving, Attention Economics, Organization Theory, Complex Systems, And Computer Simulation Of Scientific Discovery.

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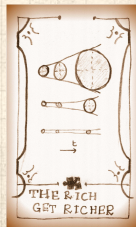
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-  1978 Nobel Laureate in Economics (his Nobel bio is [here](#) )

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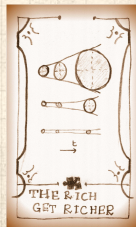
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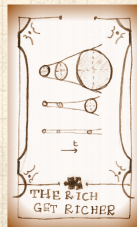
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Essential Extract of a Growth Model:

Random Competitive Replication (RCR):

1. Start with 1 Moo Deng (or element) of a particular flavor at $t = 1$

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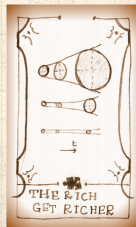
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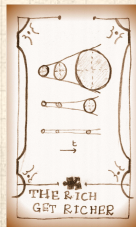
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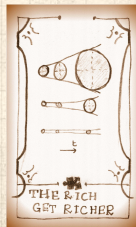
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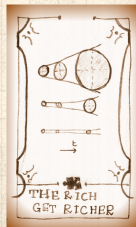
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Elephants of the same flavor form a group



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= **Mutation/Innovation**
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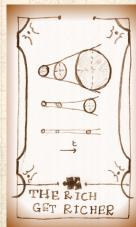
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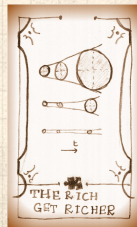
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1. Start with 1 Moo Deng (or element) of a particular flavor at $t = 1$
2. At time $t = 2, 3, 4, \dots$, add a new elephant in one of two ways:
 - With probability ρ , create a new elephant with a new flavor
= **Mutation/Innovation**
 - With probability $1 - \rho$, randomly choose from all existing elephants, and make a copy.
= **Replication/Imitation**
 - Elephants of the same flavor form a group



Random Competitive Replication—Simon's rich-get-richer model: ^[10]

Example: Words appearing in a language

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Rich-Get-Richer
Mechanism

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What Came Before

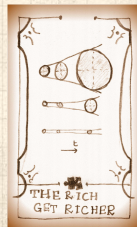
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Random Competitive Replication—Simon's rich-get-richer model: ^[10]

Example: Words appearing in a language

 Consider words as they appear sequentially.

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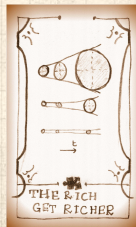
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Random Competitive Replication—Simon's rich-get-richer model: ^[10]

Example: Words appearing in a language

- Consider words as they appear sequentially.
- With probability ρ , the next word has not previously appeared

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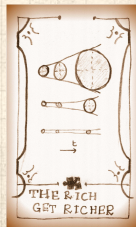
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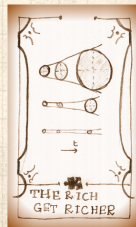
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Example: Words appearing in a language

- Consider words as they appear sequentially.
- With probability ρ , the next word has not previously appeared
- With probability $1 - \rho$, randomly choose one word from all words that have come before, and reuse this word



Random Competitive Replication—Simon's rich-get-richer model: ^[10]

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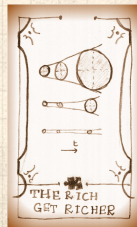
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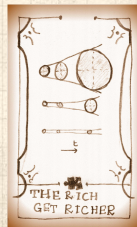
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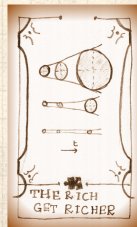
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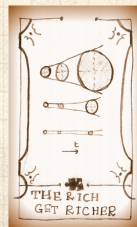
Note: This is a terrible way to write a novel.



For example:



- 21 words used
 - next word is new with prob p
 - next word is a copy with prob $1-p$
- | prob: | next word: |
|----------|------------|
| $6/21$ | ook |
| $4/21$ | the |
| $3/21$ | and |
| $2/21$ | penguin |
| \vdots | |
| $1/21$ | library |



Some observations:



Fundamental **Rich-get-Richer** story;

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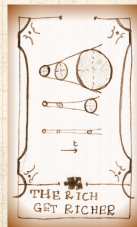
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Some observations:



Fundamental **Rich-get-Richer** story;



Competition for replication between individual elephants is random;

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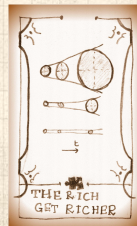
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Some observations:

-  Fundamental **Rich-get-Richer** story;
-  Competition for replication between individual elephants is random;
-  Competition for growth between groups of matching elephants is not random;

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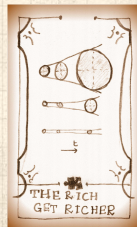
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-  Competition for replication between individual elephants is random;
-  Competition for growth between groups of matching elephants is not random;
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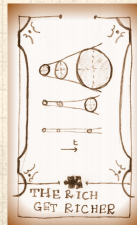
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- ❏ Competition for replication between individual elephants is random;
- ❏ Competition for growth between groups of matching elephants is not random;
- ❏ Selection on groups is biased by size;
- ❏ Random selection sounds **easy**;

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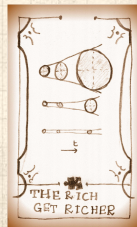
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- 🧱 Random selection sounds **easy**;
- 🧱 Possible that no great knowledge of system needed (but more later ...).

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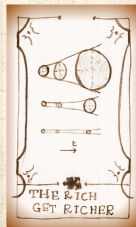
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Your free set of tofu knives:

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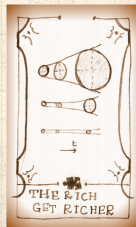
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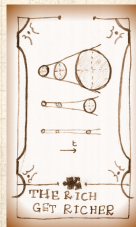


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-  Random selection sounds **easy**;
-  Possible that no great knowledge of system needed (but more later ...).

Your free set of tofu knives:





-  Related to Pólya's Urn Model , a special case of problems involving urns and colored balls .

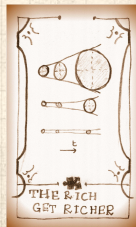


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-  Competition for growth between groups of matching elephants is not random;
-  Selection on groups is biased by size;
-  Random selection sounds **easy**;
-  Possible that no great knowledge of system needed (but more later ...).

Your free set of tofu knives:

-  Related to Pólya's Urn Model , a special case of problems involving urns and colored balls .
-  Sampling with super-duper replacement and sneaky sneaking in of new colors.



The long tail of religious studies?

August 5, 2010 @ 10:33 am · Filed by [Mark Liberman](#) under [Computational linguistics](#)

[« previous post](#) | [next post »](#)

Google Books isn't the only outfit that sometimes has [trouble](#) with [metadata](#). I happened to notice this morning that Oxford University Press has classified [Herbert A. Simon's "On a class of skew distribution functions"](#) (*Biometrika* 43:425-440, 1955) as "Religious Studies..Death":

BIOMETRIKA

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[Oxford Journals](#) > [Mathematics & Physical Sciences](#) > [Biometrika](#) > [Volume 42, Numb](#)

Biometrika 1955 42(3-4):425-440; doi:10.1093/biomet/42.3-4.425
© 1955 by [Biometrika Trust](#)

ON A CLASS OF SKEW DISTRIBUTION FUNCTIONS

HERBERT A. SIMON

You have reached the most complete version of this article accessible without further authentication.

More complete versions are available.

[Link to article](#)

Article topics:

- Religious Studies..Death

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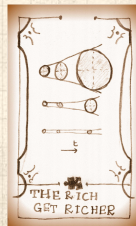
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Carl Burke said,

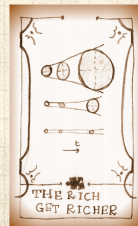
August 5, 2010 @ 12:14 pm

If I had to guess at features that suggest 'Religious Studies — Death', I'd have to go with the word 'urn' and the suffix 'xion', almost never seen except on 'crucifixion'. Granted that *Biometrika* is published by Oxford University Press, and 'connexion' is a perfectly good British word, the classification algorithm might be more familiar with the American form 'connection'.

[(myl) Looking a bit further into the paper, one finds things like

it is well known that the negative binomial and the log series distributions can be obtained as the stationary solutions of certain stochastic processes. For example, J.H. Darwin (1953) derives these from birth and death processes, with appropriate assumptions as to the birth- and death-rates and the initial conditions.

]



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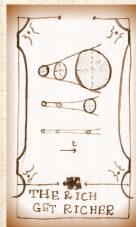
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Some observations:



Steady growth of system: +1 elephant per unit time.



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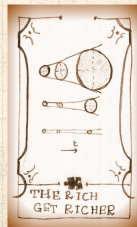
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Some observations:

🧱 Steady growth of system: +1 elephant per unit time.

🧱 Steady growth of distinct flavors at **rate ρ**



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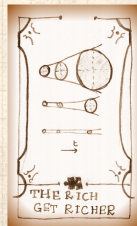
References

Some observations:

 Steady growth of system: +1 elephant per unit time.

 Steady growth of distinct flavors at **rate ρ**

 We can incorporate



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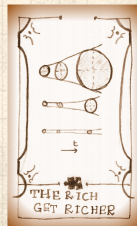
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Some observations:

-  Steady growth of system: +1 elephant per unit time.
-  Steady growth of distinct flavors at **rate ρ**
-  We can incorporate
 1. Elephant elimination



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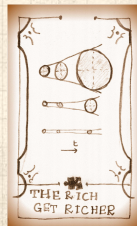
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 We can incorporate

1. Elephant elimination
2. Elephants moving between groups



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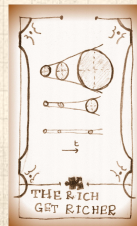
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 We can incorporate

1. Elephant elimination
2. Elephants moving between groups
3. Variable innovation rate ρ



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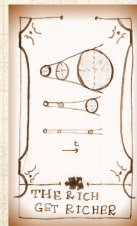
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4. Different selection based on group size



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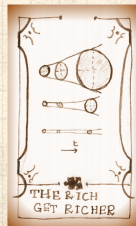
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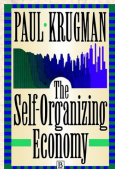
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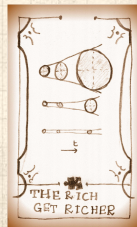
 We can incorporate

1. Elephant elimination
2. Elephants moving between groups
3. Variable innovation rate ρ
4. Different selection based on group size
(But mechanism for selection is not as simple...)





“The Self-Organizing Economy” [a](#) [↗](#)
by Paul Krugman (1996). ^[6]

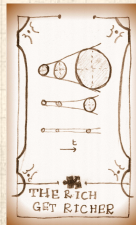




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Ch. 3: An Urban Mystery, p. 46

“...Simon showed—in a completely impenetrable exposition!—that the exponent of the power law distribution should be ...”^{1, 2}



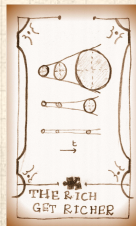


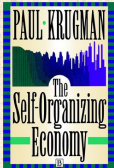
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¹Krugman’s book was handed to the Deliverator by a certain [Álvaro Cartea](#) [↗](#)
many years ago at the Santa Fe Institute Summer School.





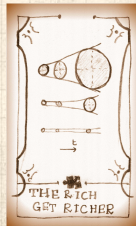
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²Let’s use π for probability because π ’s not special, right guys?



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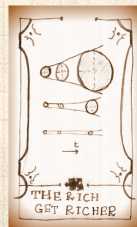
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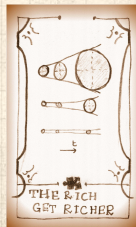
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Definitions:



k_i = size of a group i



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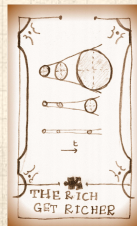
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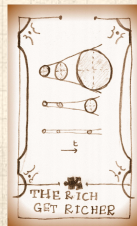
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Definitions:

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Basic question: How does $N_{k,t}$ evolve with time?



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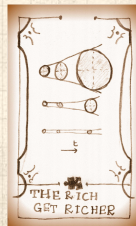
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 k_i = size of a group i

 $N_{k,t}$ = # groups containing k elephants at time t .

Basic question: How does $N_{k,t}$ evolve with time?

First: $\sum_k k N_{k,t} = t$ = number of elephants at time t



Random Competitive Replication:

$P_k(t)$ = Probability of choosing an elephant that belongs to a group of size k :

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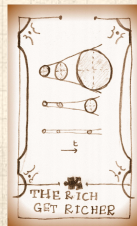
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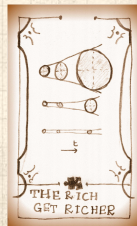
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$P_k(t)$ = Probability of choosing an elephant that belongs to a group of size k :

 $N_{k,t}$ size k groups



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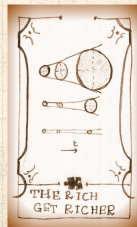
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$P_k(t)$ = Probability of choosing an elephant that belongs to a group of size k :

 $N_{k,t}$ size k groups

 $\Rightarrow kN_{k,t}$ elephants in size k groups



Random Competitive Replication:

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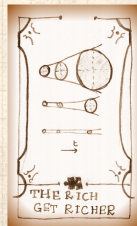
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$P_k(t)$ = Probability of choosing an elephant that belongs to a group of size k :

 $N_{k,t}$ size k groups

 $\Rightarrow kN_{k,t}$ elephants in size k groups

 t elephants overall



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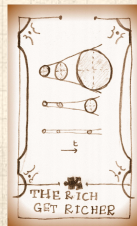
$P_k(t)$ = Probability of choosing an elephant that belongs to a group of size k :

 $N_{k,t}$ size k groups

 $\Rightarrow kN_{k,t}$ elephants in size k groups

 t elephants overall

$$P_k(t) = \frac{kN_{k,t}}{t}.$$



Random Competitive Replication:

$N_{k,t}$, the number of groups with k elephants, changes at time t if

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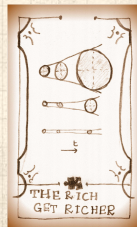
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Random Competitive Replication:

$N_{k,t}$, the number of groups with k elephants, changes at time t if

1. An elephant belonging to a group with k elephants is replicated:

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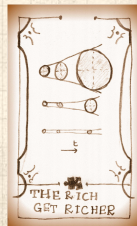
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Random Competitive Replication:

$N_{k,t}$, the number of groups with k elephants, changes at time t if

1. An elephant belonging to a group with k elephants is replicated:
2. An elephant belonging to a group with $k - 1$ elephants is replicated:

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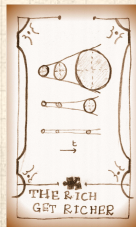
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Random Competitive Replication:

$N_{k,t}$, the number of groups with k elephants, changes at time t if

1. An elephant belonging to a group with k elephants is replicated:

$$N_{k,t+1} = N_{k,t} - 1$$

2. An elephant belonging to a group with $k - 1$ elephants is replicated:

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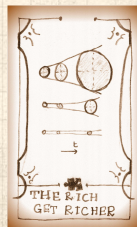
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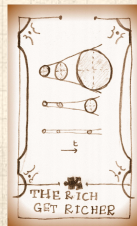
$N_{k,t}$, the number of groups with k elephants, changes at time t if

1. An elephant belonging to a group with k elephants is replicated:

$$N_{k,t+1} = N_{k,t} - 1$$

Happens with probability $(1 - \rho)kN_{k,t}/t$

2. An elephant belonging to a group with $k - 1$ elephants is replicated:



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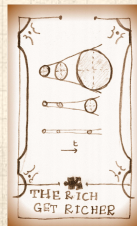
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Happens with probability $(1 - \rho)kN_{k,t}/t$

2. An elephant belonging to a group with $k - 1$ elephants is replicated:

$$N_{k,t+1} = N_{k,t} + 1$$



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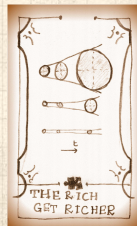
$$N_{k,t+1} = N_{k,t} - 1$$

Happens with probability $(1 - \rho)kN_{k,t}/t$

2. An elephant belonging to a group with $k - 1$ elephants is replicated:

$$N_{k,t+1} = N_{k,t} + 1$$

Happens with probability $(1 - \rho)(k - 1)N_{k-1,t}/t$



Random Competitive Replication:

Special case for $N_{1,t}$:

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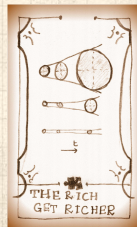
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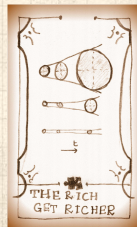
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Special case for $N_{1,t}$:

1. The new elephant is a new flavor:



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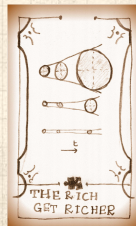
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Special case for $N_{1,t}$:

1. The new elephant is a new flavor:
2. A unique elephant is replicated:



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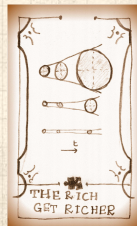
References

Special case for $N_{1,t}$:

1. The new elephant is a new flavor:

$$N_{1,t+1} = N_{1,t} + 1$$

2. A unique elephant is replicated:



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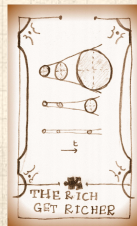
Special case for $N_{1,t}$:

1. The new elephant is a new flavor:

$$N_{1,t+1} = N_{1,t} + 1$$

Happens with probability ρ

2. A unique elephant is replicated:



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Special case for $N_{1,t}$:

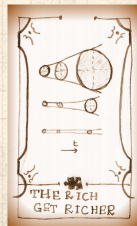
1. The new elephant is a new flavor:

$$N_{1,t+1} = N_{1,t} + 1$$

Happens with probability ρ

2. A unique elephant is replicated:

$$N_{1,t+1} = N_{1,t} - 1$$



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1. The new elephant is a new flavor:

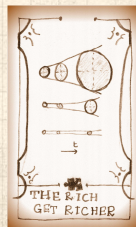
$$N_{1,t+1} = N_{1,t} + 1$$

Happens with probability ρ

2. A unique elephant is replicated:

$$N_{1,t+1} = N_{1,t} - 1$$

Happens with probability $(1 - \rho)N_{1,t}/t$



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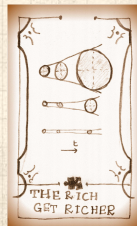
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Putting everything together:

For $k > 1$:

$$\langle N_{k,t+1} - N_{k,t} \rangle = (1-\rho) \left((+1)(k-1) \frac{N_{k-1,t}}{t} + (-1)k \frac{N_{k,t}}{t} \right)$$



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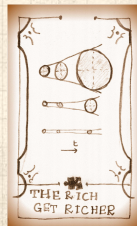
Putting everything together:

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$$\langle N_{k,t+1} - N_{k,t} \rangle = (1-\rho) \left((+1)(k-1) \frac{N_{k-1,t}}{t} + (-1)k \frac{N_{k,t}}{t} \right)$$

For $k = 1$:

$$\langle N_{1,t+1} - N_{1,t} \rangle = (+1)\rho + (-1)(1-\rho)1 \cdot \frac{N_{1,t}}{t}$$



Random Competitive Replication:

Assume distribution stabilizes: $N_{k,t} = n_k t$
(Reasonable for t large)

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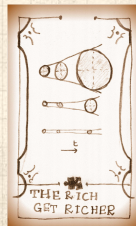
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Random Competitive Replication:

Assume distribution stabilizes: $N_{k,t} = n_k t$
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Drop expectations

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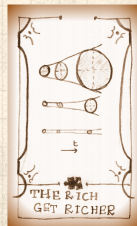
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Assume distribution stabilizes: $N_{k,t} = n_k t$
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Drop expectations



Numbers of elephants now fractional

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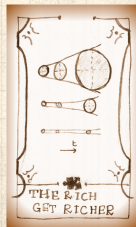
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Random Competitive Replication:

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Drop expectations



Numbers of elephants now fractional



Okay over large time scales

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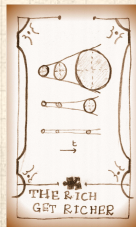
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Random Competitive Replication:

Assume distribution stabilizes: $N_{k,t} = n_k t$
(Reasonable for t large)



Drop expectations



Numbers of elephants now fractional



Okay over large time scales



For later: the fraction of groups that have size k is n_k/ρ since

$$\frac{N_{k,t}}{\rho t} = \frac{n_k t}{\rho t} = \frac{n_k}{\rho}.$$

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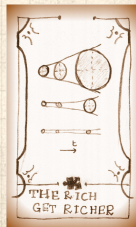
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Random Competitive Replication:

Stochastic difference equation:

$$\langle N_{k,t+1} - N_{k,t} \rangle = (1 - \rho) \left((k-1) \frac{N_{k-1,t}}{t} - k \frac{N_{k,t}}{t} \right)$$

becomes

$$n_k(t+1) - n_k t = (1 - \rho) \left((k-1) \frac{n_{k-1} t}{t} - k \frac{n_k t}{t} \right)$$

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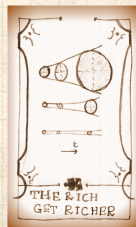
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Stochastic difference equation:

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becomes

$$n_k(t+1) - n_k t = (1 - \rho) \left((k-1) \frac{n_{k-1} t}{t} - k \frac{n_k t}{t} \right)$$

$$n_k(\cancel{t} + 1 - \cancel{t}) = (1 - \rho) \left((k-1) \frac{n_{k-1} \cancel{t}}{\cancel{t}} - k \frac{n_k \cancel{t}}{\cancel{t}} \right)$$

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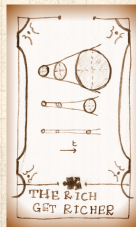
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Stochastic difference equation:

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$$n_k(t+1) - n_k t = (1 - \rho) \left((k-1) \frac{n_{k-1} t}{t} - k \frac{n_k t}{t} \right)$$

$$n_k(\cancel{t} + 1 - \cancel{t}) = (1 - \rho) \left((k-1) \frac{n_{k-1} \cancel{t}}{\cancel{t}} - k \frac{n_k \cancel{t}}{\cancel{t}} \right)$$

$$\Rightarrow n_k = (1 - \rho) ((k-1)n_{k-1} - kn_k)$$

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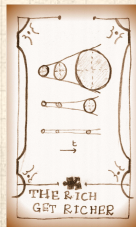
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$$n_k(t+1) - n_k t = (1 - \rho) \left((k-1) \frac{n_{k-1} t}{t} - k \frac{n_k t}{t} \right)$$

$$n_k(\cancel{t} + 1 - \cancel{t}) = (1 - \rho) \left((k-1) \frac{n_{k-1} \cancel{t}}{\cancel{t}} - k \frac{n_k \cancel{t}}{\cancel{t}} \right)$$

$$\Rightarrow n_k = (1 - \rho) ((k-1)n_{k-1} - kn_k)$$

$$\Rightarrow n_k (1 + (1 - \rho)k) = (1 - \rho)(k-1)n_{k-1}$$

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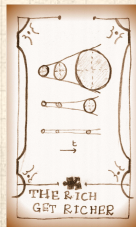
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Random Competitive Replication:

We have a simple recursion:

$$\frac{n_k}{n_{k-1}} = \frac{(k-1)(1-\rho)}{1+(1-\rho)k}$$

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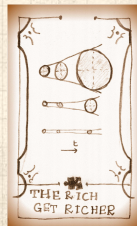
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Interested in k large (the tail of the distribution)

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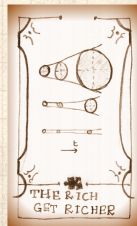
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Random Competitive Replication:

We have a simple recursion:

$$\frac{n_k}{n_{k-1}} = \frac{(k-1)(1-\rho)}{1+(1-\rho)k}$$

- Interested in k large (the tail of the distribution)
- Can be solved exactly.

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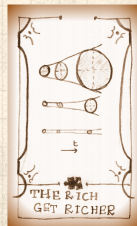
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Random Competitive Replication:

We have a simple recursion:

$$\frac{n_k}{n_{k-1}} = \frac{(k-1)(1-\rho)}{1+(1-\rho)k}$$



Interested in k large (the tail of the distribution)



Can be solved exactly.

Insert assignment question

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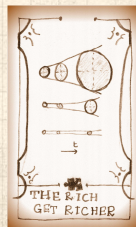
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Random Competitive Replication:


We have a simple recursion:

$$\frac{n_k}{n_{k-1}} = \frac{(k-1)(1-\rho)}{1+(1-\rho)k}$$

 Interested in k large (the tail of the distribution)

 Can be solved exactly.

Insert assignment question 

 For just the tail: Expand as a series of powers of $1/k$

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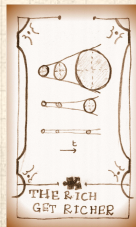
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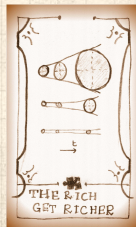
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We (okay, you) find

$$n_k \propto k^{-\frac{(2-\rho)}{(1-\rho)}} = k^{-\gamma}$$

$$\gamma = \frac{(2-\rho)}{(1-\rho)} = 1 + \frac{1}{(1-\rho)}$$

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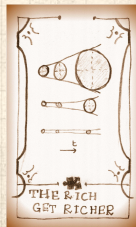
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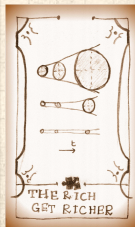
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Observe $2 < \gamma < \infty$ for $0 < \rho < 1$.

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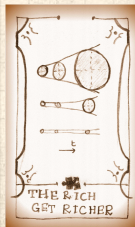
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$$\gamma \simeq 2$$

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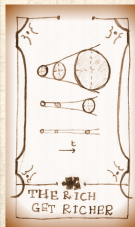
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‘Wild’ power-law size distribution of group sizes, bordering on ‘infinite’ mean.

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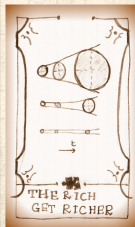
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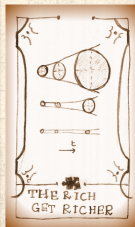
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All elephants have different flavors.

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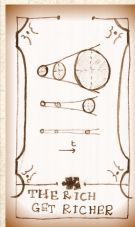
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Upshot: Tunable mechanism producing a family of universality classes.

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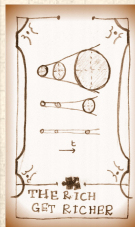
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(s_r = size of the r th largest group of elephants)

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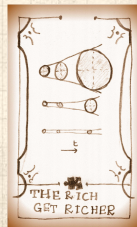
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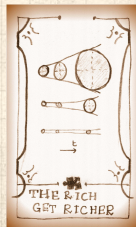
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$$\alpha = \frac{1}{\gamma - 1} = \frac{1}{\cancel{\gamma} + \frac{1}{(1-\rho)} - \cancel{\gamma}} = 1 - \rho.$$





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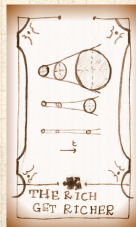


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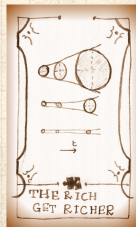
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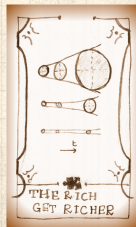
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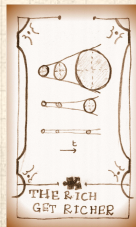
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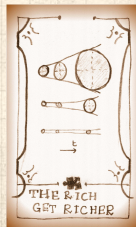
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 Must look at the details to see if mechanism makes sense...
more later.



What about small k ?:

We had one other equation:



$$\langle N_{1,t+1} - N_{1,t} \rangle = \rho - (1 - \rho)1 \cdot \frac{N_{1,t}}{t}$$

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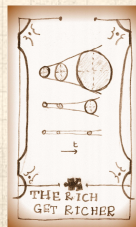
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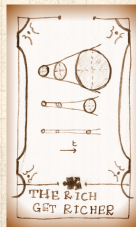
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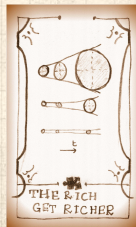
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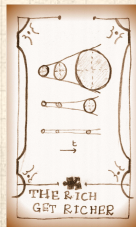


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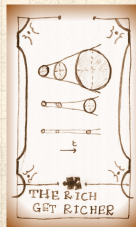
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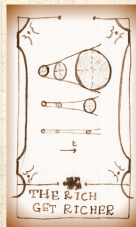
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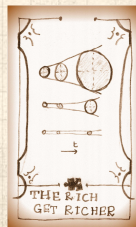
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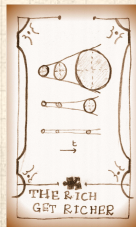
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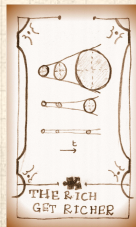
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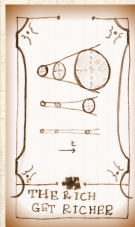
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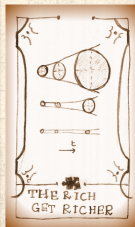
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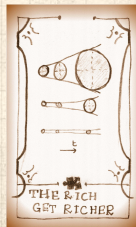
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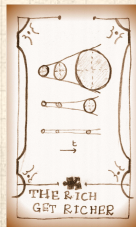
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Model works well for large and small k



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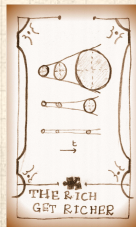
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Model works well for large and small k #awesome



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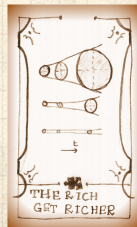
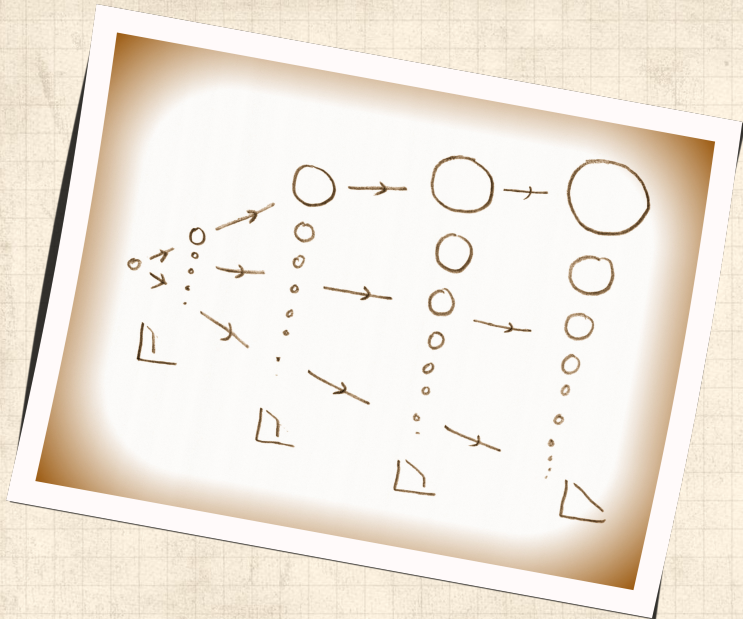
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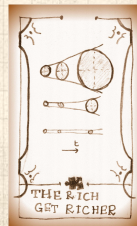
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Words:

From Simon ^[10]:

Estimate $\rho_{\text{est}} = \# \text{ unique words} / \# \text{ all words}$

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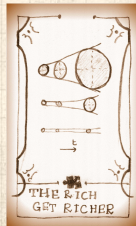
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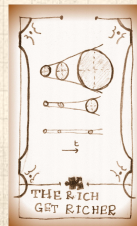
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From Simon ^[10]:

Estimate $\rho_{\text{est}} = \# \text{ unique words} / \# \text{ all words}$

For Joyce's **Ulysses**: $\rho_{\text{est}} \simeq 0.115$



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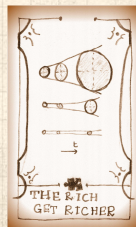
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For Joyce's **Ulysses**: $\rho_{\text{est}} \simeq 0.115$

N_1 (real)	N_1 (est)	N_2 (real)	N_2 (est)
16,432	15,850	4,776	4,870



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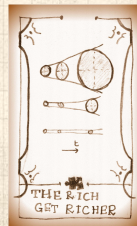
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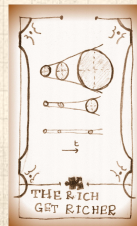
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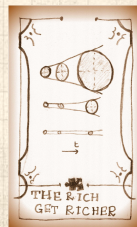
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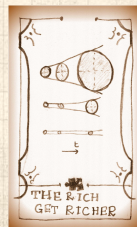
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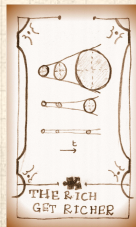
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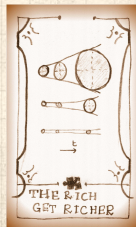
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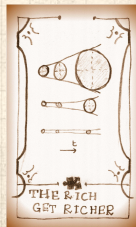
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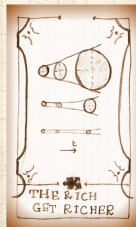
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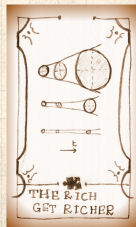
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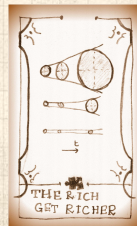
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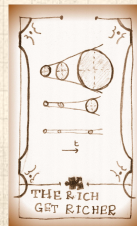
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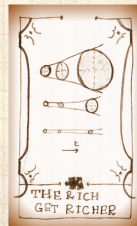
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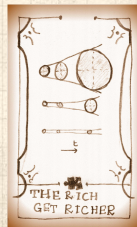
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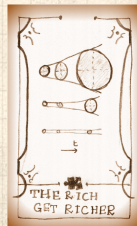
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-  Idea: papers receive new citations with probability proportional to their existing # of citations
-  Directed network



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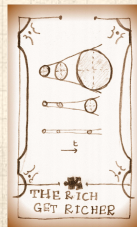
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Derek de Solla Price:

-  First to study network evolution with these kinds of models.
-  Citation network of scientific papers
-  Price's term: **Cumulative Advantage**
-  Idea: papers receive new citations with probability proportional to their existing # of citations
-  Directed network
-  Two (surmountable) problems:
 1. New papers have no citations
 2. Selection mechanism is more complicated



Evolution of catch phrases:

Robert K. Merton: the Matthew Effect 



Studied careers of scientists and found credit flowed disproportionately to the already famous

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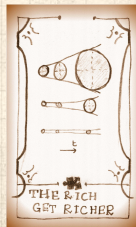
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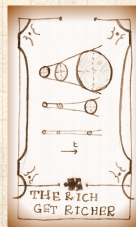
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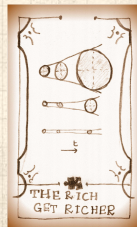
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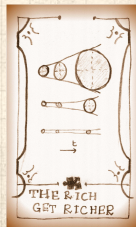
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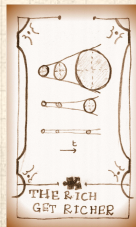
From the Gospel of Matthew:

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And cast the worthless servant into the outer darkness; there men will weep and gnash their teeth.”



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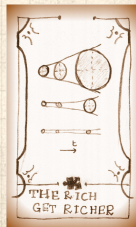
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(Hath = suggested unit of purchasing power.)



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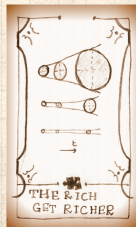
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(**Hath** = suggested unit of purchasing power.)



Matilda effect: ↗ women's scientific achievements are often overlooked



Evolution of catch phrases:

Merton was a catchphrase machine:

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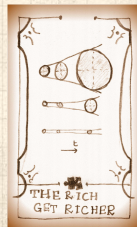
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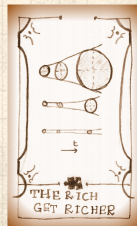
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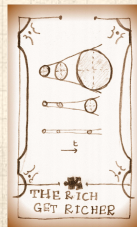
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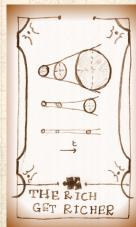
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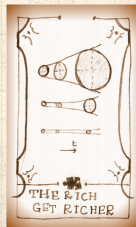
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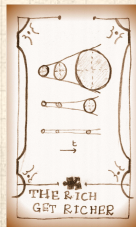
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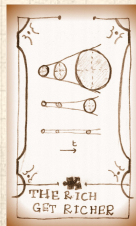
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And just to be clear...



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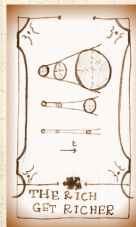
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And just to be clear...

Merton's son, Robert C. Merton, won the Nobel Prize for Economics in 1997.



Evolution of catch phrases:



Barabasi and Albert^[2]—thinking about the Web

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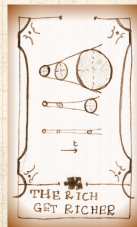
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Barabasi and Albert ^[2]—thinking about the Web



Independent reinvention of a version of Simon and Price's theory for networks

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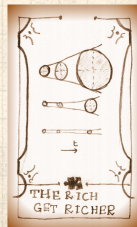
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Evolution of catch phrases:

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- Independent reinvention of a version of Simon and Price's theory for networks
- Another term: “Preferential Attachment”

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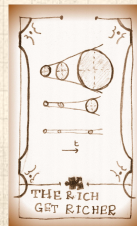
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Evolution of catch phrases:

- Barabasi and Albert ^[2]—thinking about the Web
- Independent reinvention of a version of Simon and Price's theory for networks
- Another term: “Preferential Attachment”
- Considered undirected networks (not realistic but avoids 0 citation problem)

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What Came Before

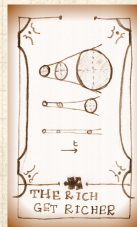
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Evolution of catch phrases:

- Barabasi and Albert ^[2]—thinking about the Web
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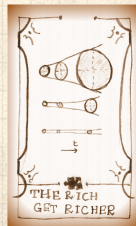
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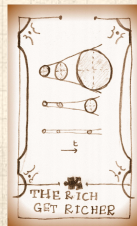
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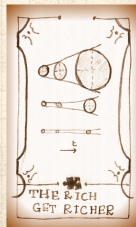
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- ...and then randomly connect to the node's friends (**also easy**)



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- Still have selection problem based on size (non-random)
- Solution: Randomly connect to a node (easy) ...
- ...and then randomly connect to the node's friends (also easy)
- “Scale-free networks” = food on the table for physicists

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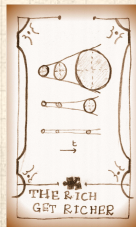
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We love to rank everyone, everything: Top n lists.

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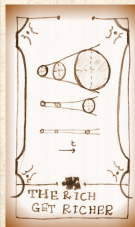
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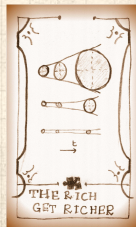
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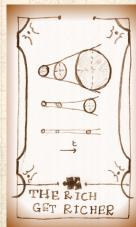
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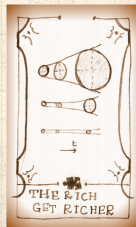
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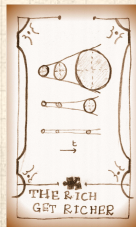
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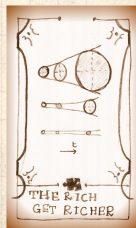
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-  Black box algorithms can make things spread rampantly.¹



More mattering:

Rich-get-richness in social contagion:

- ✉ We love to rank everyone, everything: Top n lists.
- ✉ People, wealth, sports, music, movies, books, schools, cities, countries, dogs (13/10) ↗, ...
- ✉ Gameable: payola ↗, astroturfing ↗, sockpuppetry ↗, John Barron ↗ (the sockpuppet hype man ↗), ...
- ✉ Black-box ranking algorithms make ranking opaque.
- ✉ Black boxes are gameable but takes money and commensurate skill.
- ✉ Black box algorithms can make things spread rampantly.¹

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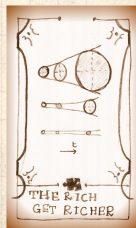
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¹“With great power comes great responsibility.” –S. Man.

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-  No “regramming” is a positive feature of Instagram (also: Pratchett the Cat )

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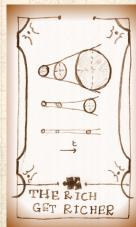
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-  Black box algorithms can make things spread rampantly.¹
-  No “regramming” is a positive feature of Instagram (also: Pratchett the Cat )
-  What if a healthier Facebook is just ... Instagram? 
(hahahhaaha)

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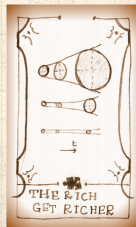
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Rich-get-richness is everywhere in reality

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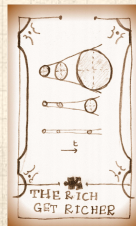
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But:



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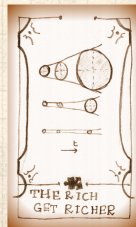
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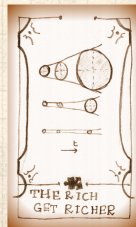
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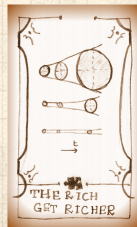
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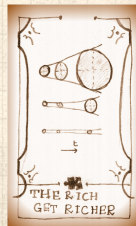
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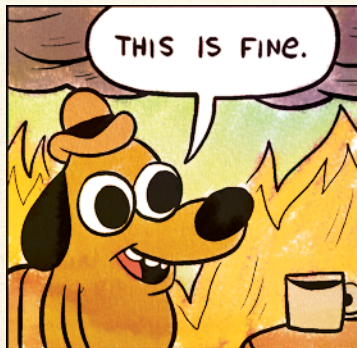
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Burn it all down.

Rich-get-richness is everywhere in reality

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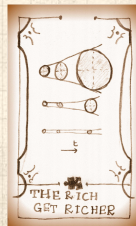
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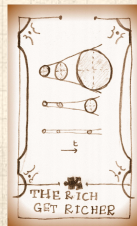
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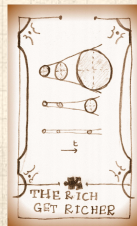
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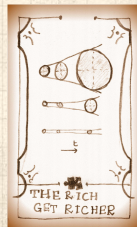
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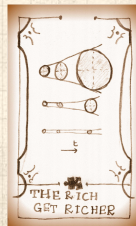
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To be continued ...

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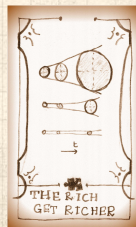
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“Simon’s fundamental rich-get-richer model entails a dominant first-mover advantage” ↗

Dodds et al.,

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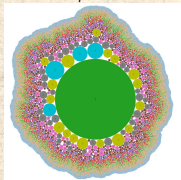
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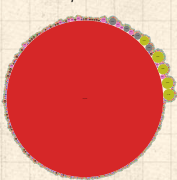
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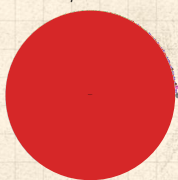
A. $\rho = 0.1$



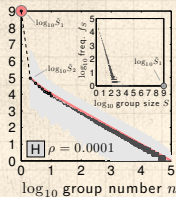
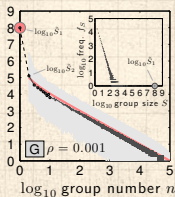
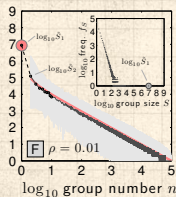
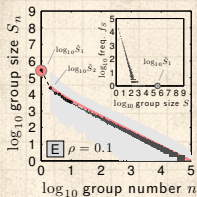
B. $\rho = 0.01$



C. $\rho = 0.001$

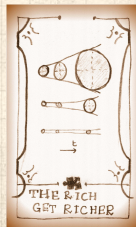


D. $\rho = 0.0001$






See Fletcher Hazlehurst’s visualization at paper’s [online](#)

[app-endices](#) ↗



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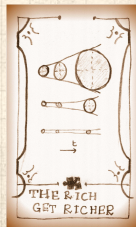
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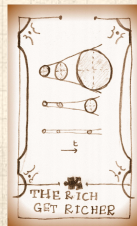
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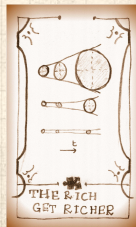
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