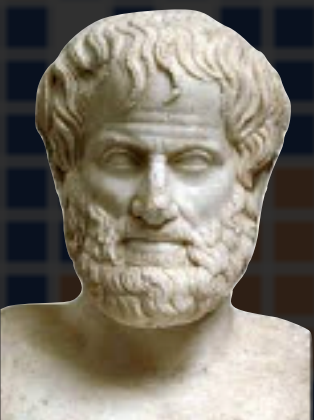


TIPPING POINTS

- Thomas Schelling was a famous economist who demonstrated how our personal preferences can often result in unintended consequences after reaching a "tipping point."
- The popular term "critical mass" can best be thought of as a model that requires "some activity that is self-sustaining once the measure of that activity passes a certain minimum level."
- The critical mass needed to get an individual to behave a certain way tends to differ from person to person.
- Schelling refers to the tipping point at which someone will change behavior as a cross-over point.



TIPPING POINTS