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document Project3: IMP
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Preliminaries

The conceptually simplest model of this type is what one could call the $IndependentCascadeModel$, investigated recently in the context of marketing by reports. We again start with an initial set of active nodes A_0, and the process unfolds in discrete steps according to the following randomized rule. When node v first becomes active in step t ,it is given a single chance to activate each currently inactive neighbor w; it succeeds with a probability $p_{v,w}$ — a parameter of the system — independently of the history thus far. (If w has multiple newly activated neighbors, their attempts are sequenced in an arbitray order.) If v succeeds, then w will become active in step $t + 1$; but whether or not v succeeds, then it cannnot make any further attempts to activate w in subsequent rounds. Again, the process runs until no more activations are possible.

Software
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