Error Correction Mechanisms in Social Networks can Reduce Accuracy and Encourage Innovation

Persuasion, a novel by Jane Austin is a piece that concentrates on the influences made on human activities. The speaker made this a base to his research and presented the talk correlating human interactions influenced by ideas, beliefs and behaviours. The mistakes that are influenced by such factors would be like information contagions involving transmission, repetition and retransmission events is the one he exemplified his work with. Imitation is one good reasoning for information contagions. Most existing studies are insensitive to the contemporary changes in the contagion varieties.

The speaker performed an experiment where human subjects read and reproduce a series of ten sentences and previous subjects sentences become input sentences for next subject. This process was repeated eleven times. The conclusion from this experiment was that redundant messages are more robust to error than non-redundant formats. There is lot of scope for research in this area. The speaker told that the next steps of research would be developing a software platform to execute these experiments over a network structure and also to find out how do individuals reconcile multiple versions of a message.