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#### papers Social Physics

Yaniv Altshuler, Rami Puzis, Yuval Elovici, Shlomo Bekhor, and Alex (Sandy) Pentland. The Social Amplifier Reaction of Human Communities to Emergencies Yaniv Altshuler, Michael Fire, Erez Shmueli Yuval Elovici, Alfred Bruckstein, Alex (Sandy) Pentland, David Lazer. Targeted Social Mobilization in a Global Manhunt http://ebookslibrary.club/download/papers---Social-Physics.pdf

#### Social Physics MIT Technology Review

The importance of balancing exploration and engagement, Pentland says, is something that emerges again and again in his group s research. One telling example, described in Social Physics, involves the stock-trading site eToro.

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## Pentland Alex Social Physics How Good Ideas Spread the

Pentland seems confused as to the epistemological foundations of social physics. At one point he tells the reader: We need social physics, so that we can move from systems based on averages and stereotypes to ones based on the analysis of individual interactions (p. 185).

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