

# Tipping Point - Malcolm Gladwell

In this book tipping point by Malcolm Gladwell talks about the tipping point of various social phenomena. The tipping point, in this context refers to the moment of critical mass, akin to a threshold point in a graph within mathematics. Within this book he makes the claim that, within the book Malcolm Gladwell formulates that social movements are generally caused by a Garbell esque distribution of changes. This is, that the biggest changes are caused by, a disproportionately small amount of people. Within this group Malcolm coins some individuals with the most effect. Namely connectors, mavens, salesmen. Connectors are social individuals who know people from all different walks of life, And can link many individuals effortlessly. Mavens are individuals with specialized knowledge in regards to their niche. These individuals love to help out people and can cause word of mouth epidemics because of their knowledge, social skills and ability to communicate. Salesmen are individuals who have very high charisma and are equipped with powerful negotiation skills. All these individuals are instrumental in creating and reforming trends; They cause a disproportionate amount of change relative to the rest of the population. Another key concept which Malcolm goes over is that of stickiness pertaining to retention of information. This strategy is utilized by the likes of Sesame Street, and many other childrens shows. To attain stickiness



within the context of the TV show. They do this by leveraging the nature of attention at little kids this being subject areas which require low effort. Another concept which Malcolm goes over is that of the Power of Context. This power pertains to the change of behavior in regards to populations of individuals dependent on the status quo. Examples of this include increased enforcement of low risk things such as ticket enforcement causing a steep decline in violent crimes. He also talks about, that due to the development of our prefrontal cortex we can have up to 150 real relationships. This fact is leveraged by some corporations as it increases the engagement and accountability that you get from members of the given team. In the latter end of the book Malcolm goes over a couple of case studies which pertain to tipping point cycle phenomena.

These include things such as the diffusion model, how rumors are spread, decreasing syphilis in Baltimore, teen suicide in bathurst Macronesay, teen smoking in the United States. These events all feature many of the attributes which would cause them to be qualified as threshold based phenomena. As they include variables such as mass, connectivity, salesman which disproportionately affect the given effects, within a given event.

