

3.3 Spread of Behaviors



Heckman Library 406C

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Keywords agent-based modeling, social sciences, computational methods

1. SESSION A (SRG)

Discussion of readings.

1.  Centola (2010) “The Spread of Behavior in an Online Social Network Experiment”. *Science*, 329(5996), 1194–1197.
2.  Centola & Macy (2007) “Complex Contagions and the Weakness of Long Ties”. *American Journal of Sociology*, 113(3), 702–734.

Complex Contagion Networks (Slides)

2. SESSION B (LAB)

Modeling the SI and SIR models.

- Started building the SI and SIR models in NetLogo during this class. This is the [starting code from previous lecture](#).
- This is [where we left off](#). We will continue building the SIR model next class...

Epidemic Modeling (Slides)

REFERENCES

- Centola, D. (2010). The Spread of Behavior in an Online Social Network Experiment. *Science*, 329(5996), 1194–1197. <https://doi.org/10.1126/science.1185231>
- Centola, D., & Macy, M. (2007). Complex Contagions and the Weakness of Long Ties. *American Journal of Sociology*, 113(3), 702–734. <https://doi.org/10.1086/521848>