3.1 Collective Behavior

Heckman Library 406C

Eric Araújo, and **Jonathan Hill**

---

1. 📖 Session A (Lecture)

Collective behavior: from contagion to thresholds.

- Historical approaches: Le Bon's crowd psychology, modern collective behavior theory.
- Threshold models: Granovetter's framework for understanding collective action.
- Applications: riots, social movements, technology adoption.

☀ Collective Behavior (Slides)

---

2. 📖 Session B (SRG)

Discussion of readings.

📖 Granovetter (1978) "Threshold Models of Collective Behavior".

References

Granovetter, M. (1978). Threshold Models of Collective Behavior. *American Journal of Sociology*, *83*(6), 1420–1443. https://doi.org/10.1086/226707