3.3 Spread of Behaviors

Heckman Library 406C

Eric Araújo, and **Jonathan Hill**

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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)

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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

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