

## 3.1 Collective Behavior

Heckman Library 406C

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**Keywords** agent-based modeling, social sciences, computational methods

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### 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)

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### 2. SESSION B (SRG)

Discussion of readings.

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

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## REFERENCES

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