

Pre-read for Thursday, October 8:
Social fads, part 2

Matthew J. Salganik

COS 597E/SOC 555 Limits to prediction
Fall 2020, Princeton University

Can Cascades be Predicted?

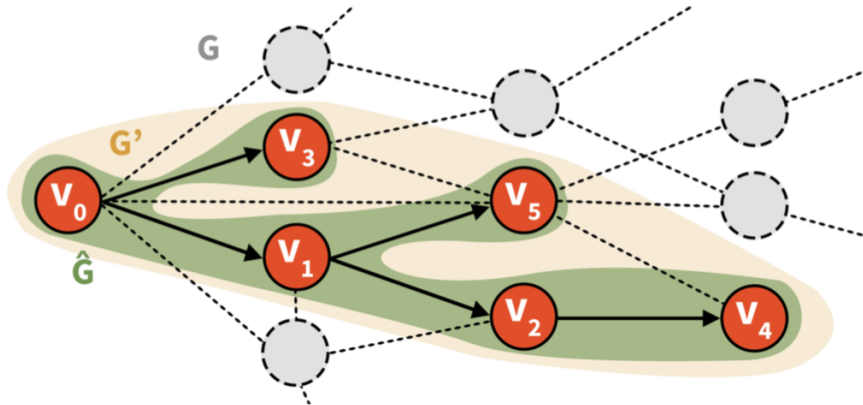
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Reading notes:

- ▶ Notice how they formalize the prediction problem. Martin et al. talked about the difference between ex ante prediction and “peeking strategies”.

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- ▶ Note how adding time in this way makes the problem more interesting.

Predicting consumer behavior with Web search

Sharad Goel¹, Jake M. Hofman¹, Sébastien Lahaie¹, David M. Pennock¹, and Duncan J. Watts¹

Microeconomics and Social Systems, Yahoo! Research, 111 West 40th Street, New York, NY 10018

Detecting influenza epidemics using search engine query data

Jeremy Ginsberg¹, Matthew H. Mohebbi¹, Rajan S. Patel¹, Lynnette Brammer², Mark S. Smolinski¹ & Larry Brilliant¹

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- ▶ “predicting the present” vs predicting the future
- ▶ Emphasizes the importance of performance relative to a simple model. Do you believe this? When might it not be true?

One commonality between how these two papers differ from their predecessors: time

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