

Class 11: Cascades and fads in cultural markets

Matthew J. Salganik

Sociology 204: Social Networks
Princeton University

2/2: Self-fulfilling prophecies



THE BUREAU AND THE MOLE



THE UNMASKING OF ROBERT PHILIP HANSEN,
THE MOST DANGEROUS DOUBLE AGENT IN FBI HISTORY

DAVID A. VISE
PULITZER PRIZE-WINNING AUTHOR

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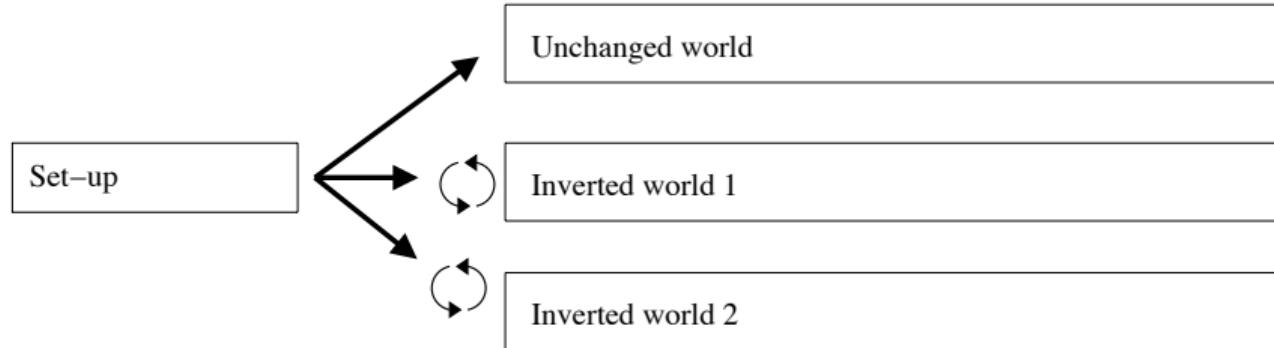
Self-fulfilling prophecies

"[a] self-fulfilling prophecy is, in the beginning, a *false* definition of the situation evoking a new behavior which make the originally false conception come *true*." Robert Merton (1948)

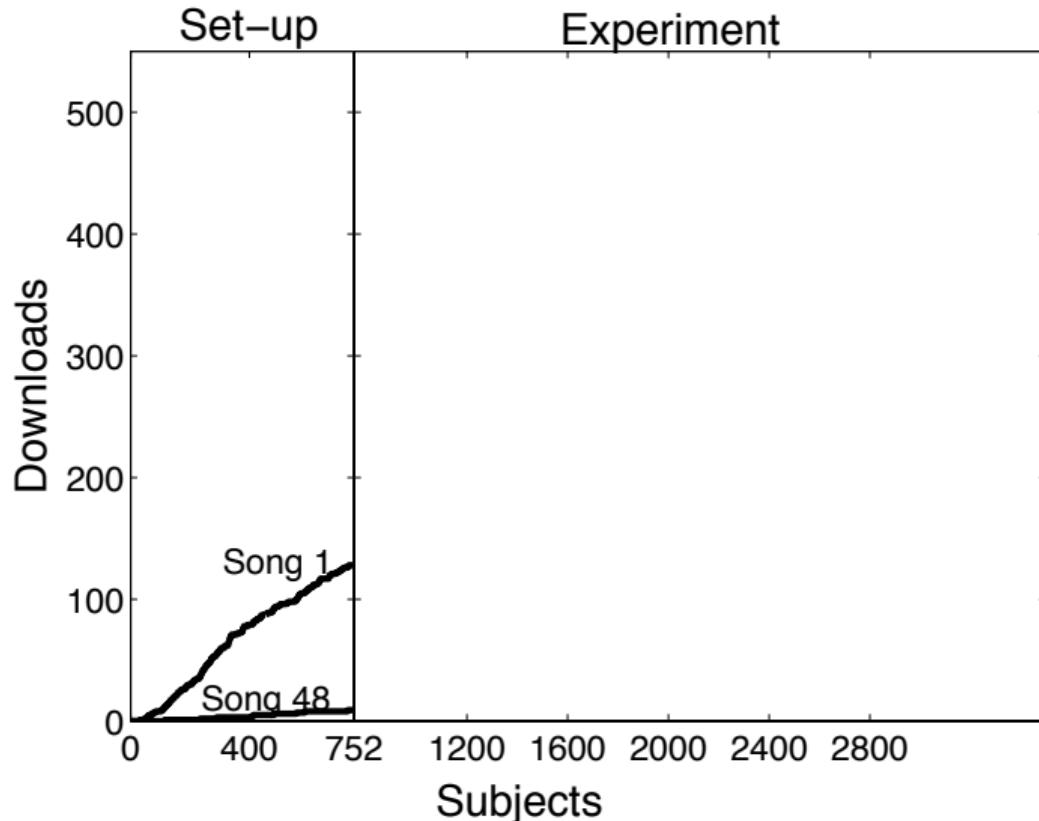
Vise's book sold more than 180,000 copies. How much of this was due to a self-fulfilling prophecy? Hard to say.

Again, this is difficult with observational data, but possible with a multiple-realization experiment

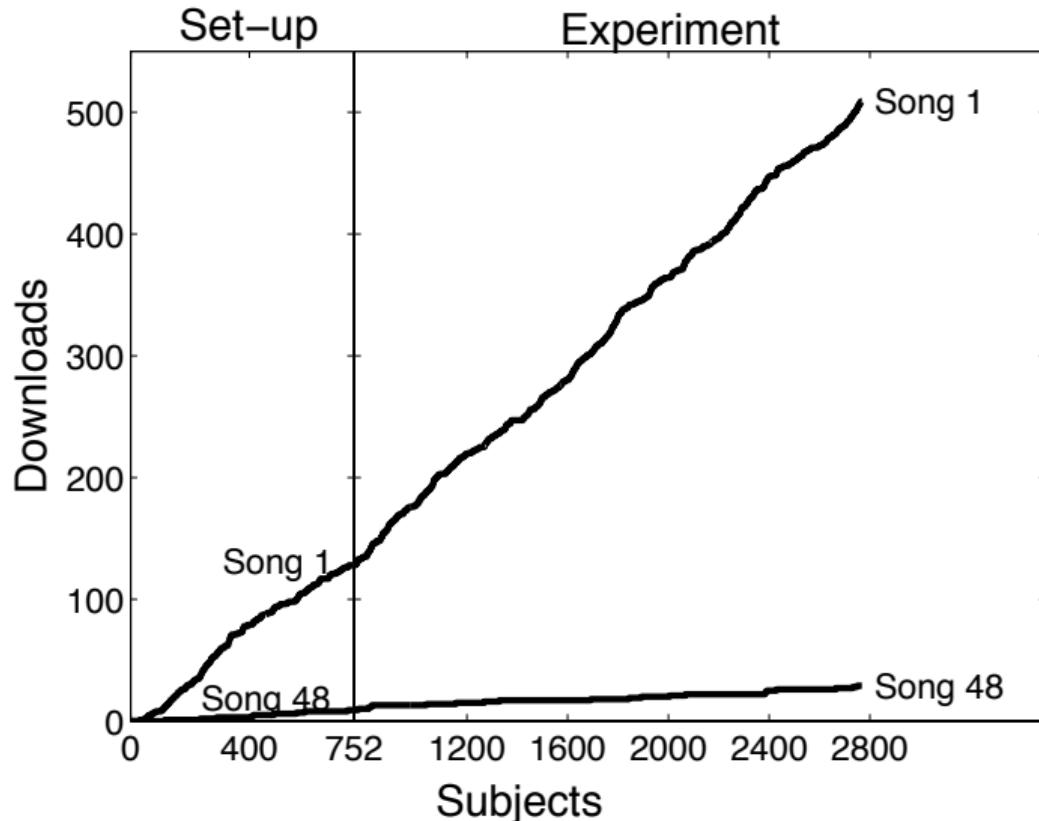
Experimental design



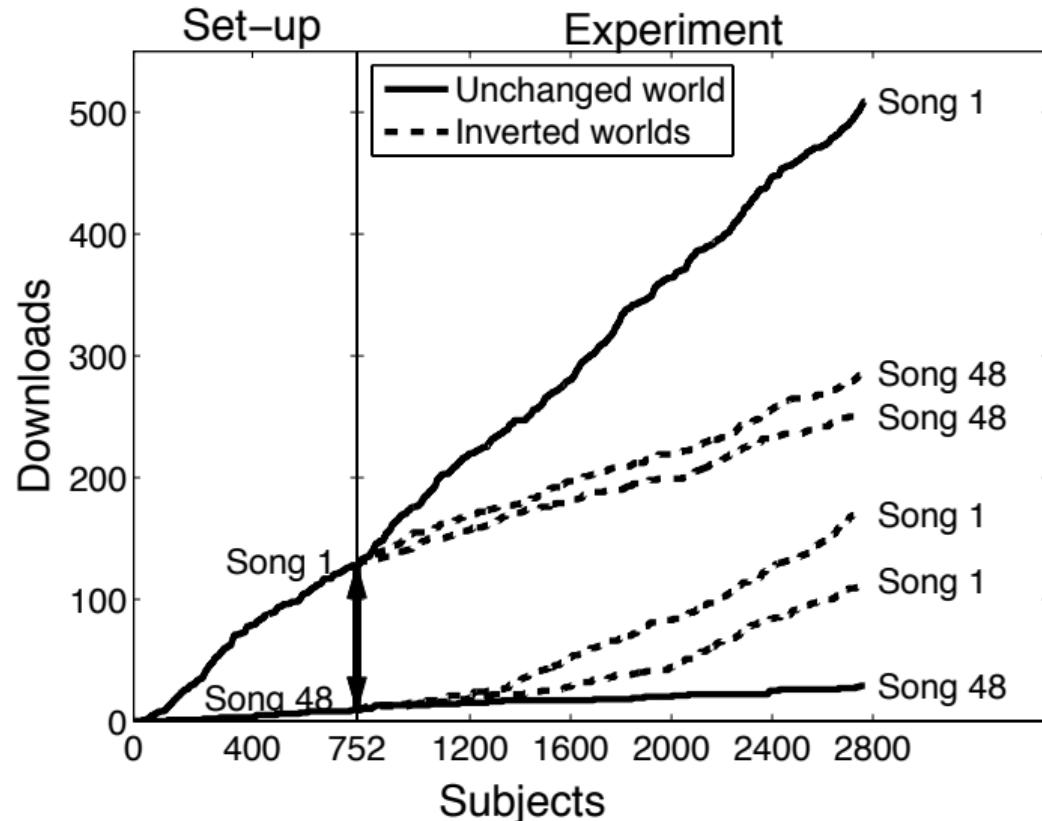
Tracking song 1 and song 48



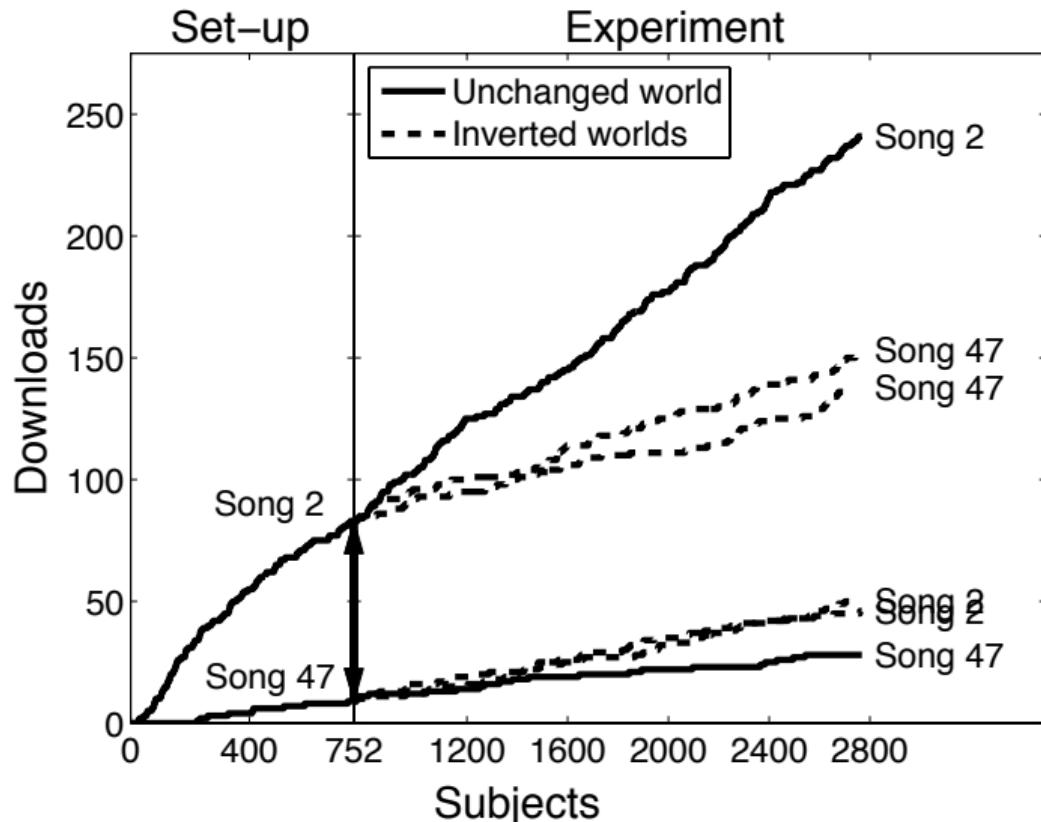
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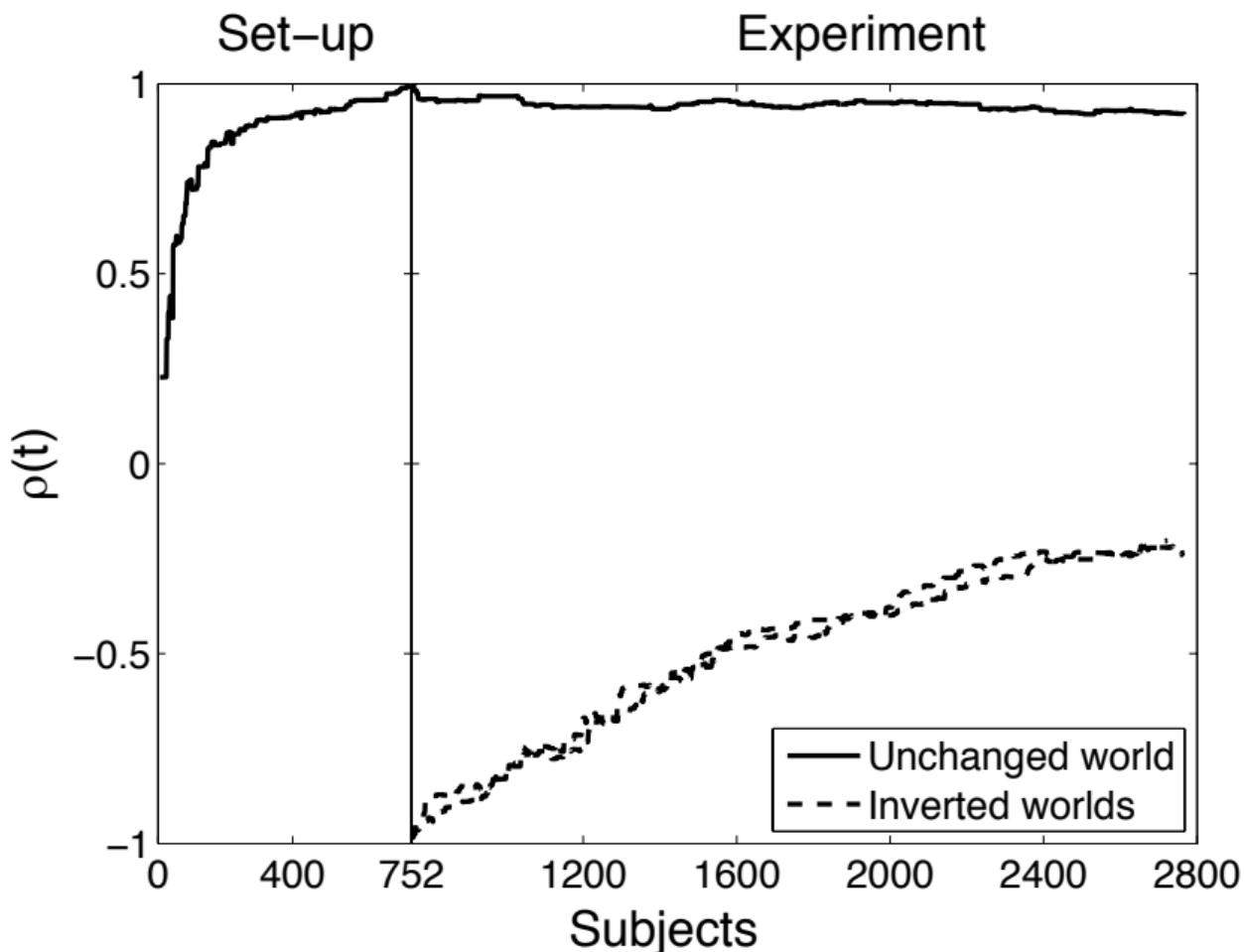


Tracking song 1 and song 48



Tracking song 2 and song 47









(Duchamp, 1919)



(Duchamp, 1919)



(Warhol, 1963)



(Duchamp, 1919)



(Warhol, 1963)



(Roher, 1999)



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Download all the data from these experiments:

<http://opr.princeton.edu/archive/cm/>

Next steps:

- ▶ please fill out the after lecture survey

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- ▶ have a wonderful and safe spring break