



CLAREMONT CENTER
for MATHEMATICAL SCIENCES

CCMS COLLOQUIUM

SOCIAL DYNAMICS OF INFORMATION

by

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Abstract: It is widely believed that information spreads through a social network much like a virus, with “infected” individuals transmitting it to their friends, enabling information to reach many people. However, studies of social media indicate that most information epidemics fail to reach viral proportions. I show that cognitive constraints fundamentally distinguish social contagion from viral contagion. Specifically, people have limited attention, which they divide over all incoming stimuli. This makes highly connected people less “susceptible” to infection and stops information spread.

Wednesday, October 9, at 4:15pm

Davidson Lecture Hall, Claremont McKenna College

Refreshments at 3:45 p.m. in CMC’s Math Commons Room (Adams Hall 209) & wine and cheese after the talk in Math Commons Room (Adams Hall 209)

*The dinner will be hosted by Prof. Allon Percus.
Please contact Prof. Percus if you are interested in attending the dinner*