

SOE 16: Networks (Invited Talk Kim Sneppen)

Time: Wednesday 15:00–15:45

Location: H37

Invited Talk

SOE 16.1 Wed 15:00 H37

Information spreading and multi-stability in social systems

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Information spreading and “winner takes all” competition are ingredients in social system formation. Using word spreading and language competition as model systems, I will discuss [1] a simple model for word spreading, that emphasize information age as a selection principle, [2] a simple model for idea spreading, that emphasize the effect

of social thresholds and [3] a model for preservation of diversity when multiple languages/opinions compete for dominance. Finally, I will briefly discuss implications for scale free versus modular structures of social networks [4].

[1] L. Lizana, N. Mitarai, H. Nakanishi, and K. Sneppen, PRE 83 (2011)

[2] S. Bornholdt, M. H. Jensen and K. Sneppen, PRL 106 (2011)

[3] K. Sneppen and N. Mitarai, PRL. 109 (2012)

[4] M. Rosvall and K. Sneppen, PRE 79 (2009)