

**AGSOE 13: Award Ceremony: Young Scientist Award for Socio- and Econophysics**

Time: Wednesday 16:15–18:00

Location: HSZ 02

**Invited Talk** AGSOE 13.1 Wed 16:15 HSZ 02  
**The calculus of selfishness** — ●KARL SIGMUND — Faculty of mathematics, University of Vienna

This talk shows by means of simple examples how evolutionary game theory can deal with social dilemmas. In particular, it presents models helping to explain how cooperation emerges in a world of individuals guided by self-interest, and caught in a social trap.

**Presentation of the Young Scientist Award for Socio- and Econophysics to Duncan J. Watts, Columbia University, New York**

**Prize Talk** AGSOE 13.2 Wed 17:15 HSZ 02  
**Using the Web to do Social Science** — ●DUNCAN J. WATTS — Columbia University, New York, USA

Social science is often concerned with the emergence of collective behavior out of the interactions of large numbers of individuals; but in this regard it has long suffered from a severe measurement problem -

namely that interactions between people are hard to measure, especially at scale, over time, and at the same time as observing behavior. In this talk, I will argue that the technological revolution of the Internet is beginning to lift this constraint. To illustrate, I will describe three examples of research that would have been extremely difficult, or even impossible, to perform just a decade ago: (1) using email exchange to track social networks evolving in time; (2) using a web-based experiment to study the collective consequences of social influence on decision making; and (3) using a social networking site to study the difference between perceived and actual homogeneity of attitudes among friends; and (4) using Amazon's Mechanical Turk to study the incentives underlying "crowd sourcing". Although internet-based research still faces serious methodological and procedural obstacles, I propose that the ability to study truly "social" dynamics at individual-level resolution will have dramatic consequences for social science.

**After the awardee's talk, there will be a social gathering with beer and pretzels around the poster area.**