

Unit 2: Contagion

READINGS AND RESOURCES

- Barnett GA (2011) Mathematical models of the diffusion process. In *The diffusion of innovations: A communication science perspective*, pp 103-122. New York: Peter Lang Publishing.
<https://www.peterlang.com/view/title/21535>
- Bass FM (1969) A new product growth for model consumer durables. *Management Science* 15: 215-227.
<https://www.jstor.org/stable/2628128>

Further directions

- Transmission biases.
 - o Laland KN (2004) Social learning strategies. *Learning & Behavior* 32: 4-14. <https://link.springer.com/article/10.3758/BF03196002>
 - o Kendal RL et al. (2018) Social learning strategies: Bridge-building between fields. *Trends in Cognitive Sciences* 22: 651-665.
<https://doi.org/10.1016/j.tics.2018.04.003>
 - o Smaldino PE, Aplin LM, Farine DR. (2018) Sigmoidal acquisition curves are good indicators of conformist transmission. *Scientific Reports* 8: 14015. <https://www.nature.com/articles/s41598-018-30248-5>
- Complex contagion.
 - o Centola D, Macy M (2007) Complex contagions and the weakness of long ties. *American Journal of Sociology* 113: 702-734.
<https://www.jstor.org/stable/10.1086/521848>
- Emotion contagion.
 - o Hill AL, Rand DG, Nowak MA, Christakis, NA (2010) Emotions as infectious diseases in a large social network: The SISa model. *Proceedings of the Royal Society B* 277: 3827-3835.
<https://doi.org/10.1098/rspb.2010.1217>
- Ingroup-bias and adoption.
 - o Smaldino PE, Janssen MA, Hillis V, Bednar J. (2017) Adoption as a social marker: Innovation diffusion with outgroup aversion. *Journal of Mathematical Sociology* 41: 26-45.
<https://doi.org/10.1080/0022250X.2016.1250083>