

Reading List

Computational Approaches to the Study of Cultural Markets and Social Dynamics

* indicates mandatory reading for the respective lecture.

Lecture 1: Introduction

*Centola, Damon. 2018. How Behavior Spreads: The Science of Complex Contagions. Princeton: Princeton University Press. *Chapters 1+2*.

Keuschnigg, Marc, Niclas Lovsjö, and Peter Hedström 2018. Analytical Sociology and Computational Social Science. *Journal of Computational Social Science* 1(1):3-14.

Lecture 2: Social Diffusion

*Mahajan, Vijay and Robert A. Peterson. 1985. Models for Innovation Diffusion. Beverly Hills: Sage.

*Rossman, Gabriel. 2014. The Diffusion of the Legitimate and the Diffusion of Legitimacy. *Sociological Science* 1(5):49-69.

Rossman, Gabriel, Ming Ming Chiu, and Joeri M. Mol. 2008. Modeling Diffusion of Multiple Innovations via Multilevel Diffusion Curves: Payola in Pop Music Radio. *Sociological Methodology* 38(1):201-30.

Lecture 3: Conformity Motives

*Centola, Damon. 2018. How Behavior Spreads: The Science of Complex Contagions. Princeton: Princeton University Press. *Chapter 3*.

*Watts, Duncan J. and Peter S. Dodds. 2009. Threshold Models of Social Influence. Pp. 475-497 in *The Oxford Handbook of Analytical Sociology*, edited by P. Hedström and P. Bearman. Oxford: Oxford University Press.

Lecture 4: Inequality and Unpredictability

*Salganik, Matthew J., Peter S. Dodds, and Duncan J. Watts. 2006. Experimental Study of Inequality and Unpredictability in an Artificial Cultural Market. *Science* 311(5762):854-6.

*van de Rijt, Arnout. 2019. Self-correcting Dynamics in Social Influence Processes. *American Journal of Sociology* 124(5):1468-95.

Lynn, Freda B., Joel M. Podolny, and Lin Tao. 2009. A Sociological (De)Construction of the Relationship between Status and Quality. *American Journal of Sociology* 115(3):755-804.

Lecture 5: Collective Attention

*Lorenz-Spreen, Philipp, Bjarke Mørch Mønsted, Philipp Hövel, and Sune Lehmann. 2019. Accelerating Dynamics of Collective Attention. *Nature Communications* 10:1759.

*Michel, Jean-Baptiste et al. 2011. Quantitative Analysis of Culture Using Millions of Digitized Books. *Science* 331:176-82.

Lecture 6: Cultural Polarization

*DellaPosta, Daniel, Yongren Shi, and Michael Macy. 2015. Why Do Liberals Drink Lattes? *American Journal of Sociology* 120(5):1473-511.

*Goldberg, Amir, and Sarah K. Stein. 2018. Beyond Social Contagion: Associative Diffusion and the Emergence of Cultural Variation." *American Sociological Review* 83(5):897–932.

Lecture 7: Crowd Wisdom

*Hong, Lu and Scott E Page. 2004. Groups of Diverse Problem Solvers Can Outperform Groups of High-Ability Problem Solvers. *Proceedings of the National Academy of Sciences* 101(46):16385-9.

*Keuschnigg, Marc and Christian Ganser. 2017. Crowd Wisdom Relies on Agents' Ability in Small Groups with a Voting Aggregation Rule. *Management Science* 63(3):818-28.