How Ideas Spread

Engines of Our Ingenuity

**The transcript and the audio file can be found at
http://www.uh.edu/engines/epi2815.htm**

Listen to the recording and answer the questions below.

1) What determines how contagious diseases are spread?

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2) What are the two factors that make you watch a movie recommended by a friend?

[a]_____   [b]_____

3) In general, what did Damon Centola study?

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4) How did Centola 'shape' interaction networks?

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5) What facilitated members of his health website to join a health discussion forum?

http://www.flickr.com/photos/carloszardoya/5466335755/in/photostream/

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6) What is a clustered network? Why do ideas propagate faster in clustered networks?

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7) What are the benefits of studying how messages reverberate? Why would businesses be interested in this study? In which way might this study benefit politicians?

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