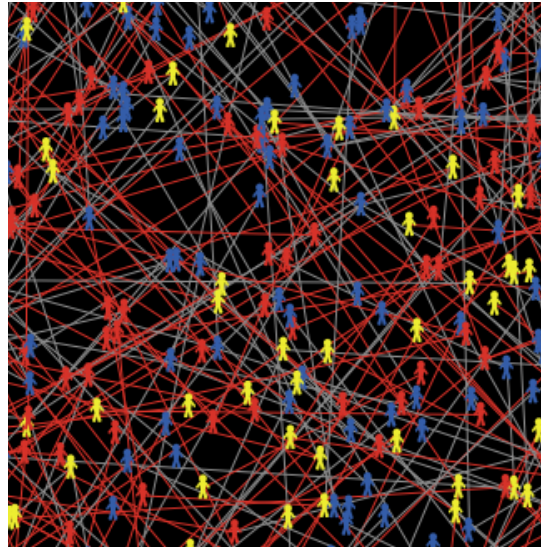


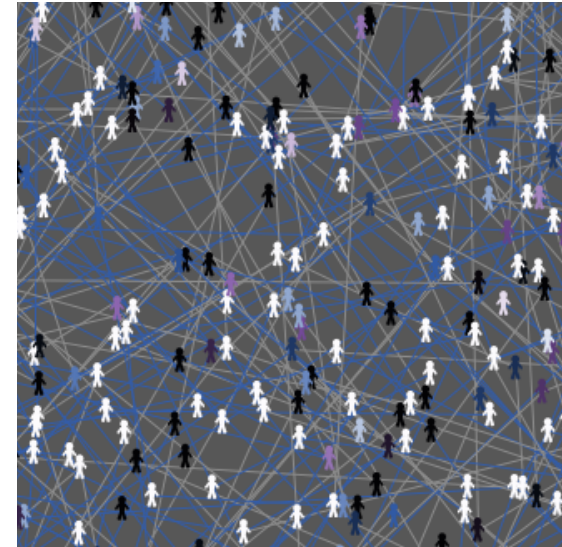
The Spread of Memes

- **What factors contribute to the spread of a meme across a social network?**
- **Influence factors**
 - Friends
 - Media
 - Subject matter
 - Vs. interests
 - Persistence
 - Popularity



“Source View”

- Red = “from friend”
- Yellow = “from media”
- Blue = no meme



“Times-Heard View”

- Lighter = more times
- Darker = fewer times

- **Media occurs at selected tick frequencies**
 - A patch turns into a “TV” that humans watch
- **“Categories” range from integer values 0-9**
 - Each meme has an inherent “trend-category”, or topic
 - Each human has an “interest-category” value
 - Correspond with each other
- **What is the greatest influence in the spread across the network?**

