

Network Effects and Cascading Behavior

CS224W: Social and Information Network Analysis

Jure Leskovec, Stanford University

<http://cs224w.stanford.edu>



How the Class Fits Together

Observations

Small diameter,
Edge clustering

Patterns of signed
edge creation

Viral Marketing, Blogosphere,
Memetracking

Scale-Free

Densification power law,
Shrinking diameters

Strength of weak ties,
Core-periphery

Models

Erdős-Renyi model,
Small-world model

Structural balance,
Theory of status

Independent cascade model,
Game theoretic model

Preferential attachment,
Copying model

Microscopic model of
evolving networks

Kronecker Graphs

Algorithms

Decentralized search

Models for predicting
edge signs

Influence maximization,
Outbreak detection, LIM

PageRank, Hubs and
authorities

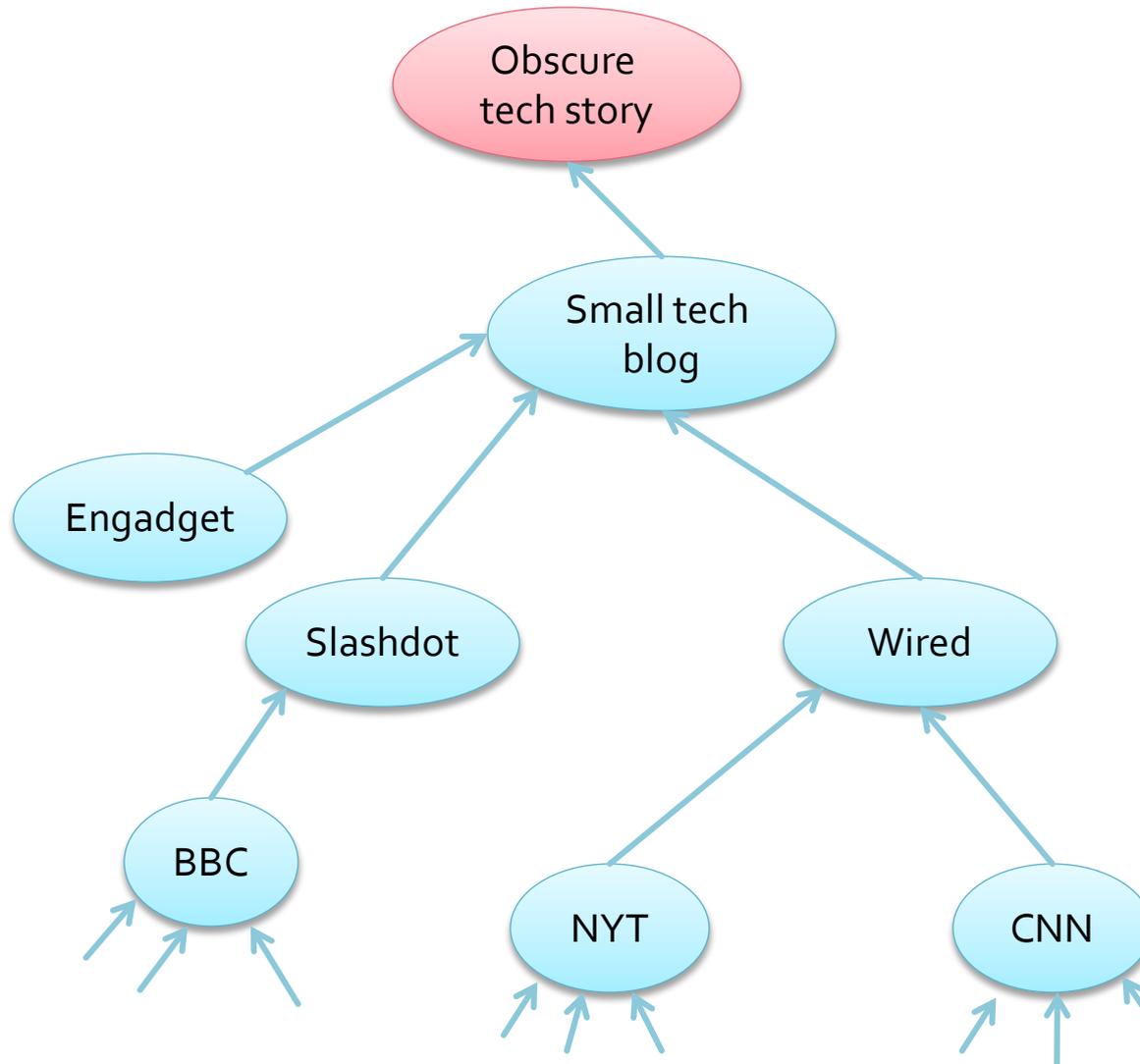
Link prediction,
Supervised random walks

Community detection:
Girvan-Newman, Modularity

Spreading Through Networks

- **Spreading through networks:**
 - Cascading behavior
 - Diffusion of innovations
 - Network effects
 - Epidemics
- **Behaviors that cascade from node to node like an epidemic**
- **Examples:**
 - **Biological:**
 - Diseases via contagion
 - **Technological:**
 - Cascading failures
 - Spread of information
 - **Social:**
 - Rumors, news, new technology
 - Viral marketing

Information Diffusion: Media



Twitter & Facebook post sharing



Lada Adamic shared a link via Erik Johnston.
January 16, 2013

When life gives you an almost empty jar of nutella, add some ice cream...
(and other useful tips)



50 Life Hacks to Simplify your World
twistedstifter.com

Life hacks are little ways to make our lives easier. These low-budget tips and trick can help you organize and de-clutter space; prolong and preserve your products; or teach you...

Like · Comment · Share

40 3 25

Timeline Photos

[Back to Album](#) · [I fucking love science's Photos](#) · [I fucking love science's Page](#)

[Previous](#) · [Next](#)



$$V = \pi z^2 a$$

$$V = \text{Pi}(z * z) a$$

antiuse



I fucking love science

Seriously. If you have a pizza with radius "z" and thickness "a", its volume is $\text{Pi}(z * z)a$.

Album: [Timeline Photos](#)

Shared with: Public

Lina von Berstein, Iman Khallaf, 周明佳 and 73,191 others like this.

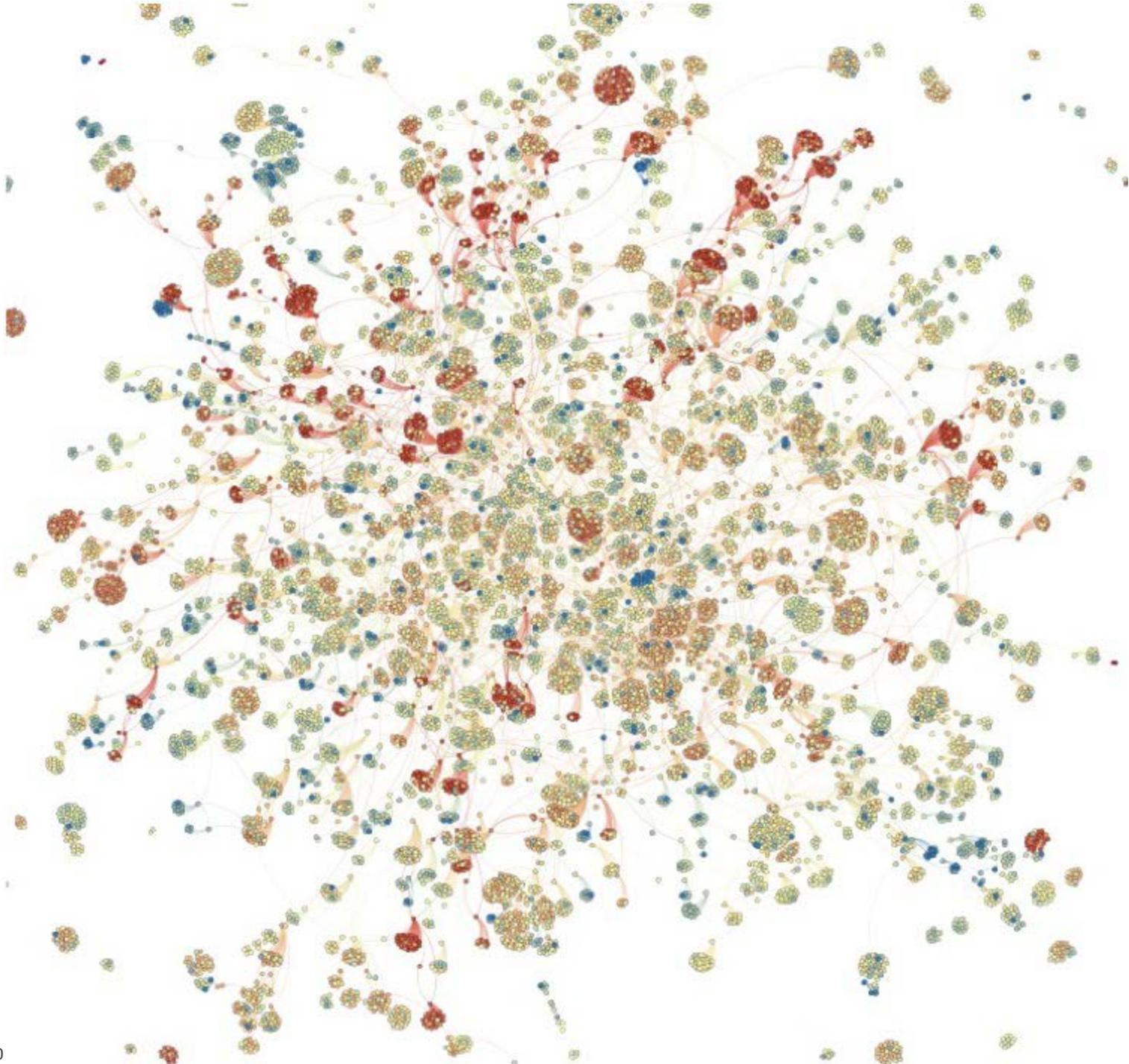
27,761 shares

46 of 1,470 comments

[Open Photo Viewer](#)

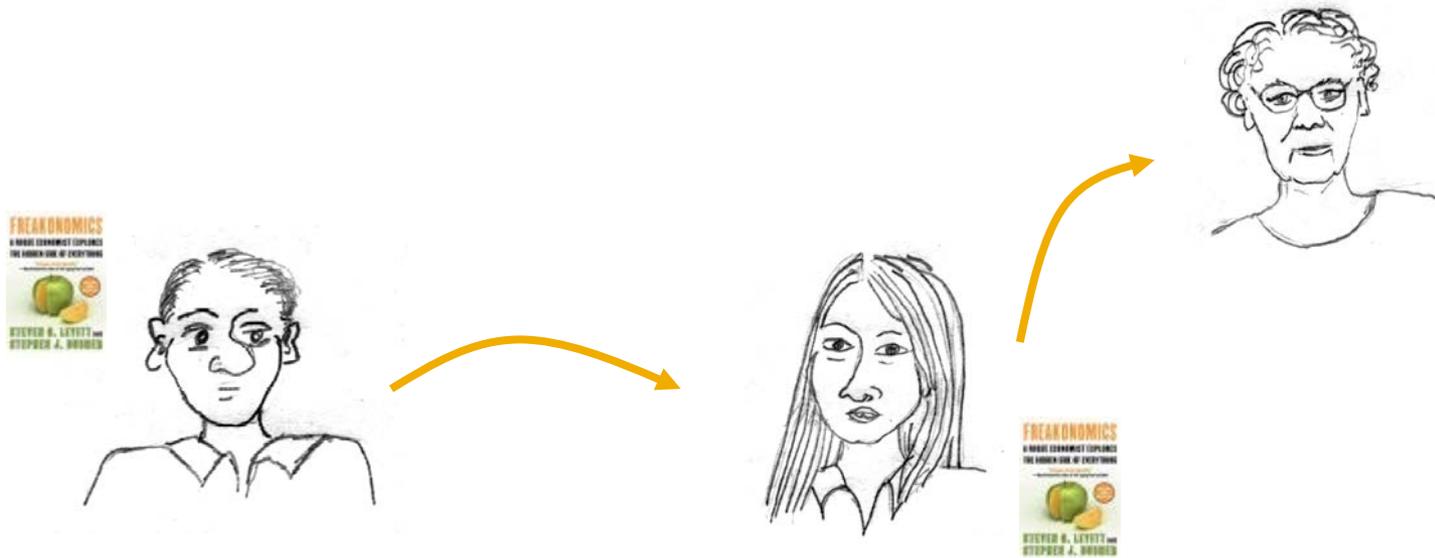
[Download](#)

[Embed Post](#)

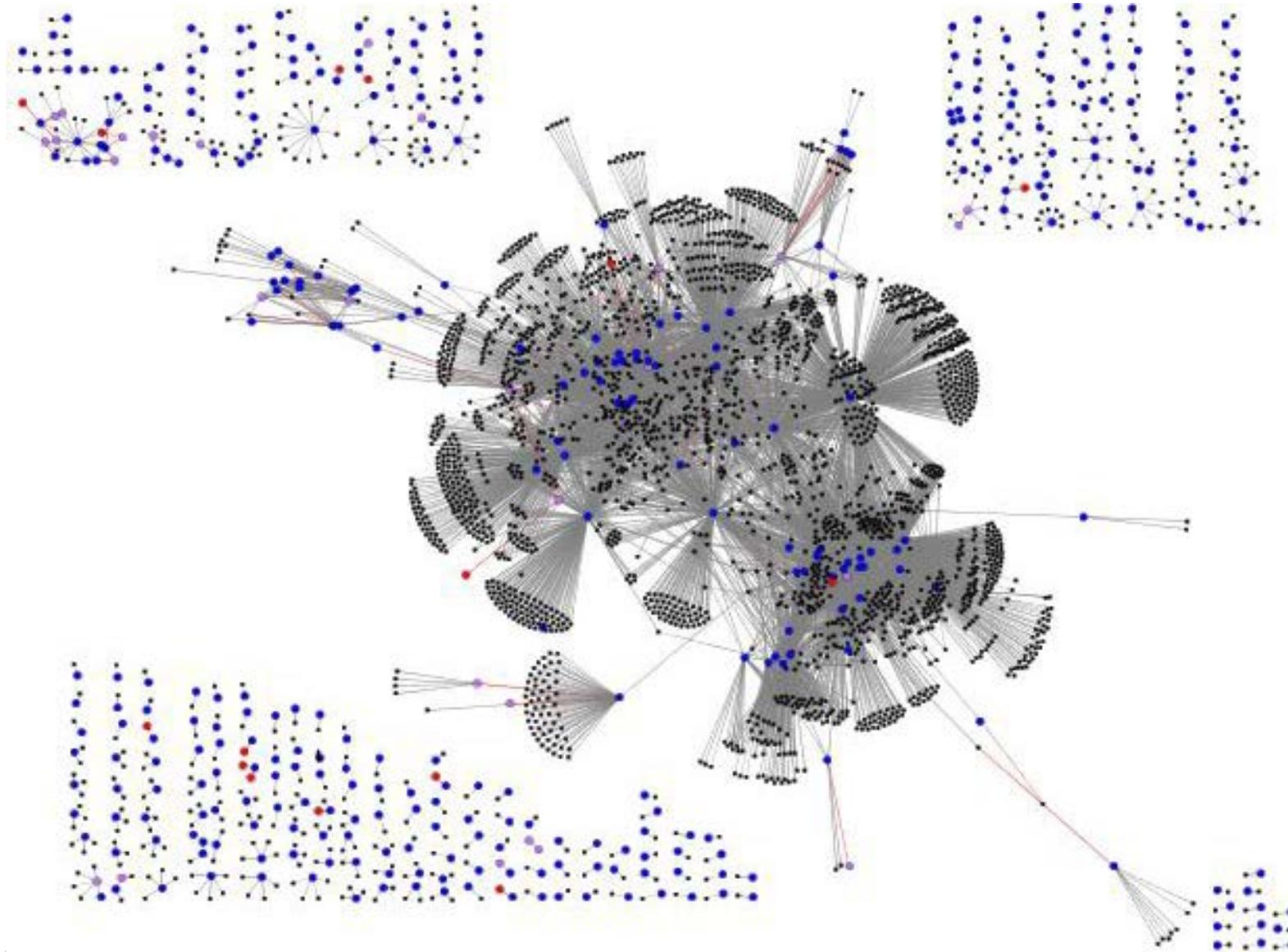


Diffusion in Viral Marketing

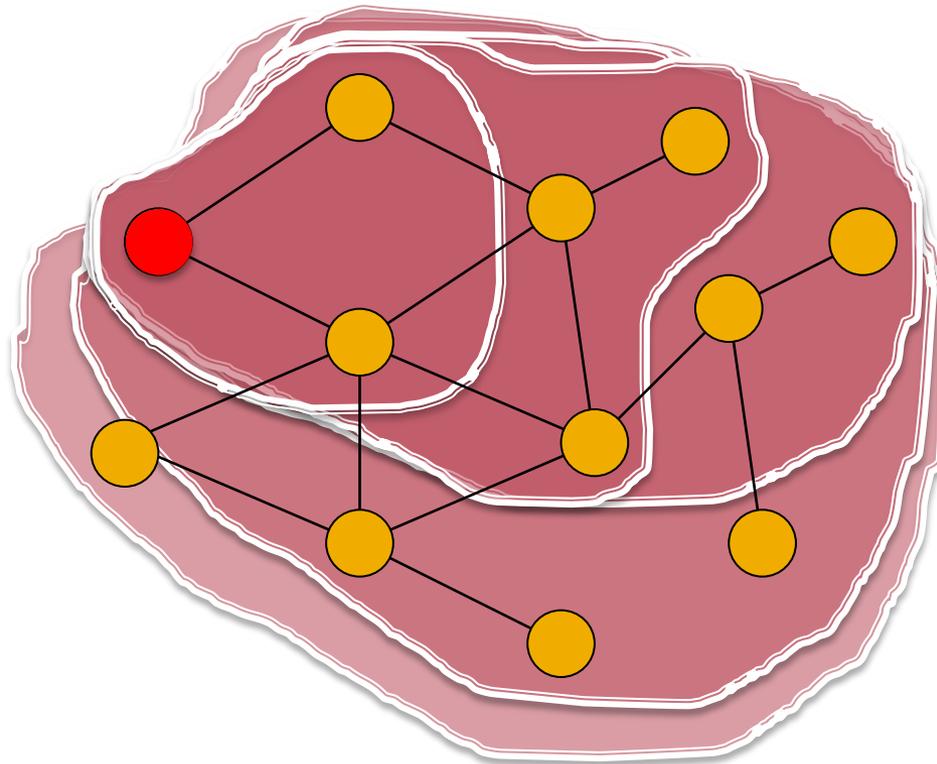
- **Product adoption:**
 - Senders and followers of recommendations



Diffusion in Viral Marketing

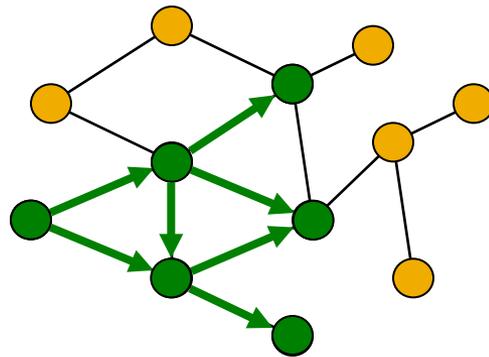


Spread of Diseases

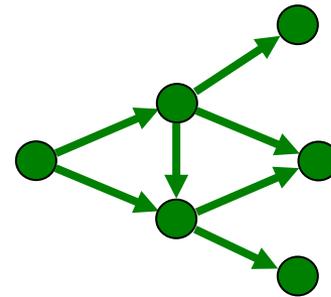


Network Cascades

- Contagion that spreads over the edges of the network
- It creates a propagation tree, i.e., **cascade**



Network



Cascade

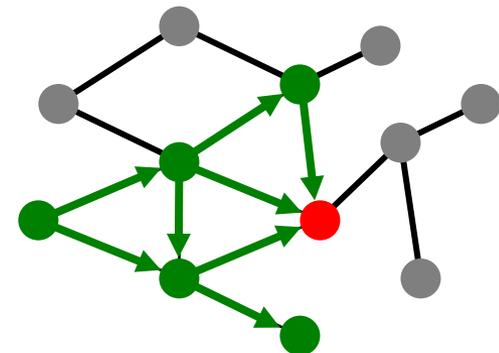
(propagation graph)

Terminology:

- Stuff that spreads: Contagion
- “Infection” event: Adoption, infection, activation
- We have: Infected/active nodes, adoptors

How Do We Model Diffusion?

- **Decision based models (today!):**
 - Models of product adoption, decision making
 - A node observes decisions of its neighbors and makes its own decision
 - **Example:**
 - You join demonstrations if k of your friends do so too
- **Probabilistic models:**
 - **Models of influence or disease spreading**
 - An infected node tries to “push” the contagion to an uninfected node
 - **Example:**
 - You “catch” a disease with some prob. from each active neighbor in the network



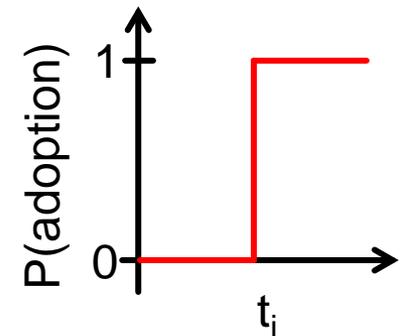
Granovetter's Model of Collective Action

Decision Based Models

- **Collective Action** [Granovetter, '78]
 - **Model where everyone sees everyone else's behavior** (that is, we assume a complete graph)
 - **Examples:**
 - Clapping or getting up and leaving in a theater
 - Keeping your money or not in a stock market
 - Neighborhoods in cities changing ethnic composition
 - Riots, protests, strikes
- **How does the number of people participating in a given activity grow or shrink over time?**

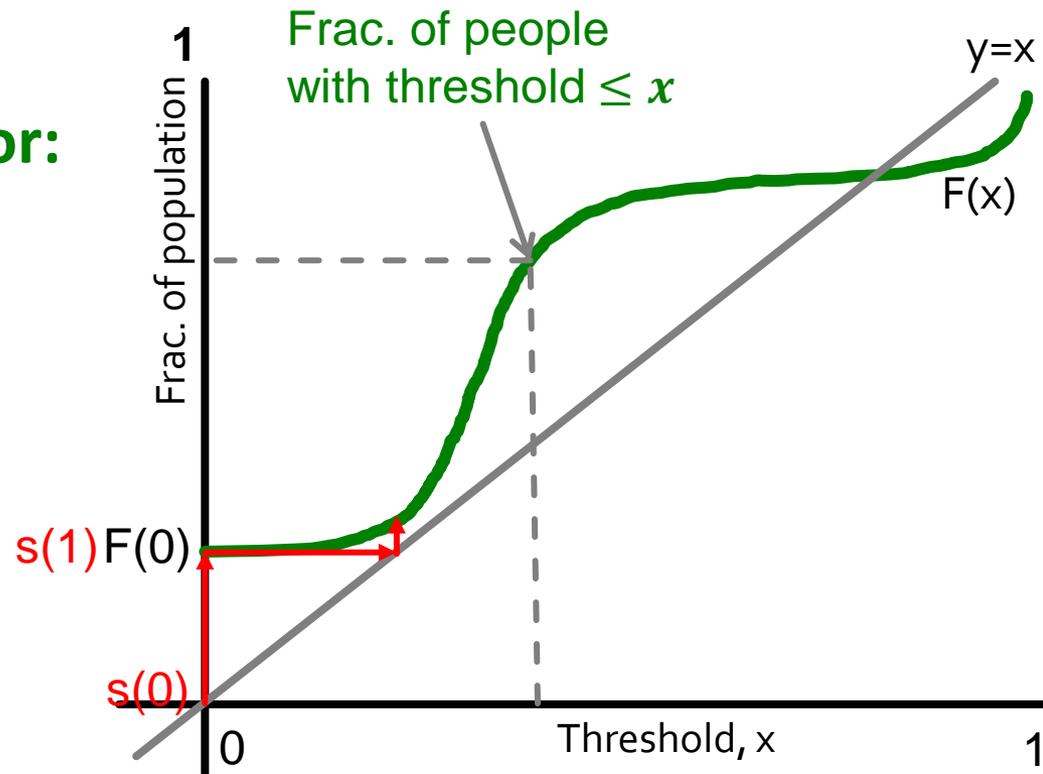
Collective Action: The Model

- n people – everyone observes all actions
- Each person i has a threshold t_i ($0 \leq t_i \leq 1$)
 - Node i will adopt the behavior iff at least t_i fraction of people have already adopted:
 - Small t_i : early adopter
 - Large t_i : late adopter
 - Time moves in discrete steps
- The population is described by $\{t_1, \dots, t_n\}$
 - $F(x)$... fraction of people with threshold $t_i \leq x$
 - $F(x)$ is given to us. $F(x)$ is a property of the contagion.



Collective Action: Dynamics

- $F(x)$... fraction of people with threshold $t_i \leq x$
 - $F(x)$ is non-decreasing: $F(x + \varepsilon) \geq F(x)$
- The model is dynamic:
 - Step-by-step change in number of people adopting the behavior:
 - $F(x)$... frac. of people with threshold $\leq x$
 - $s(t)$... frac. of people participating at time t
 - Simulate:
 - $s(0) = 0$
 - $s(1) = F(0)$
 - $s(2) = F(s(1)) = F(F(0))$



Collective Action: Dynamics

- **Step-by-step change in number of people :**

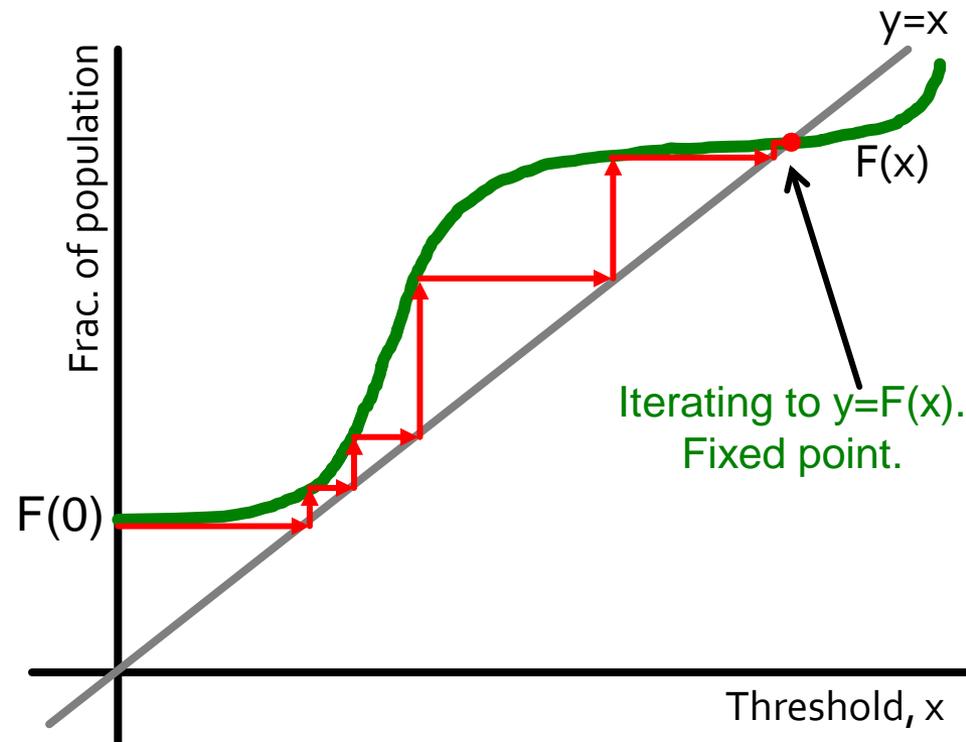
- $F(x)$... fraction of people with threshold $\leq x$
- $s(t)$... number of participants at time t

- **Easy to simulate:**

- $s(0) = 0$
- $s(1) = F(0)$
- $s(2) = F(s(1)) = F(F(0))$
- $s(t+1) = F(s(t)) = F^{t+1}(0)$

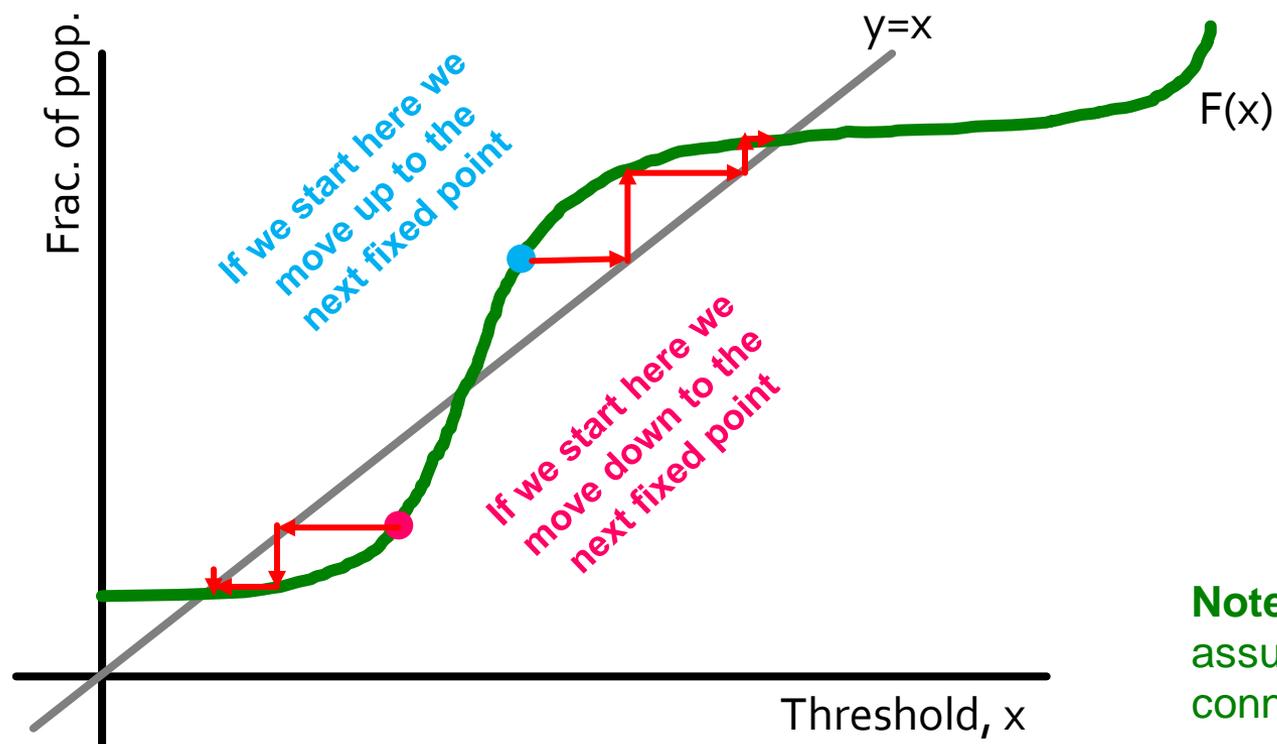
- **Fixed point: $F(x)=x$**

- Updates to $s(t)$ to converge to a stable fixed point
- There could be other fixed points but starting from 0 we only reach the first one



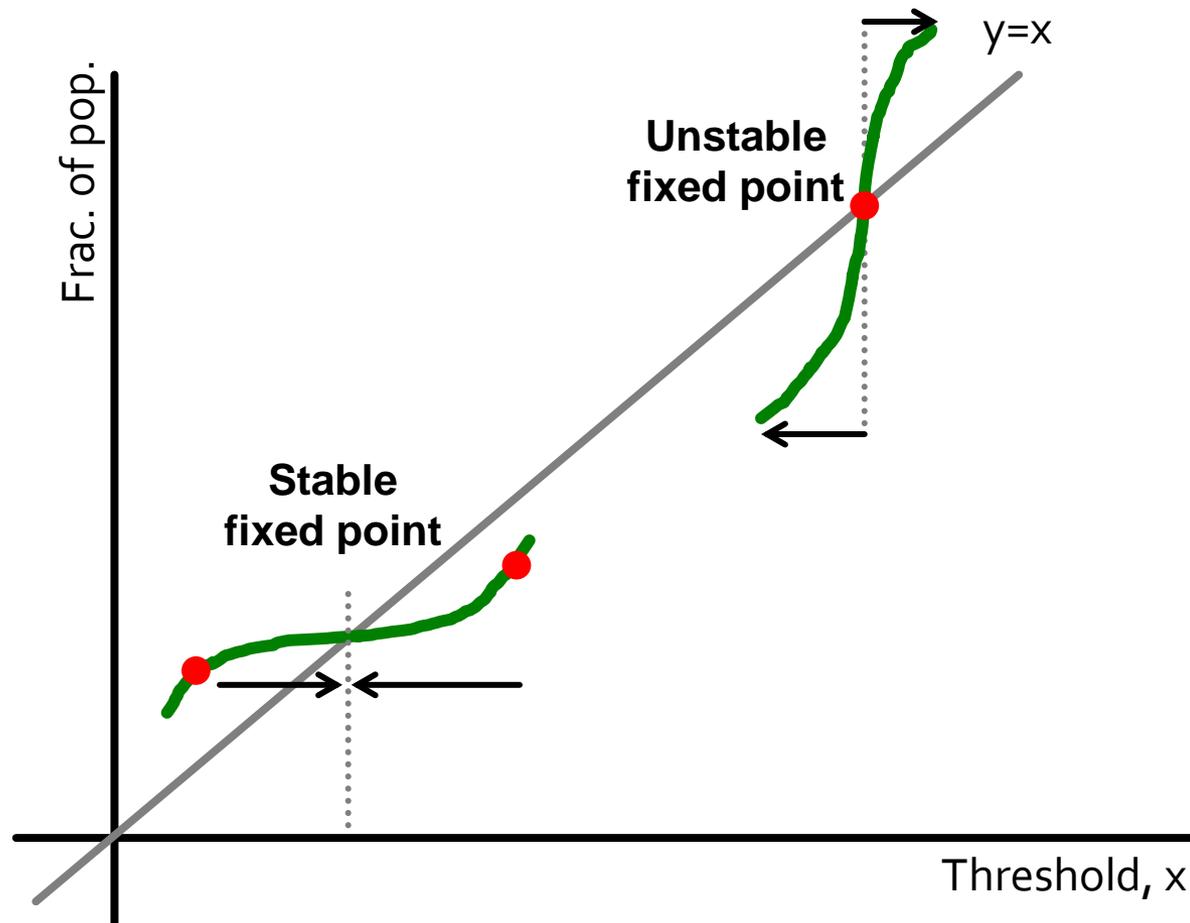
Starting Elsewhere

- **What if we start the process somewhere else?**
 - We move up/down to the next fixed point
 - **How is market going to change?**



Note: we are assuming a fully connected graph

Stable vs. Unstable Fixed Point

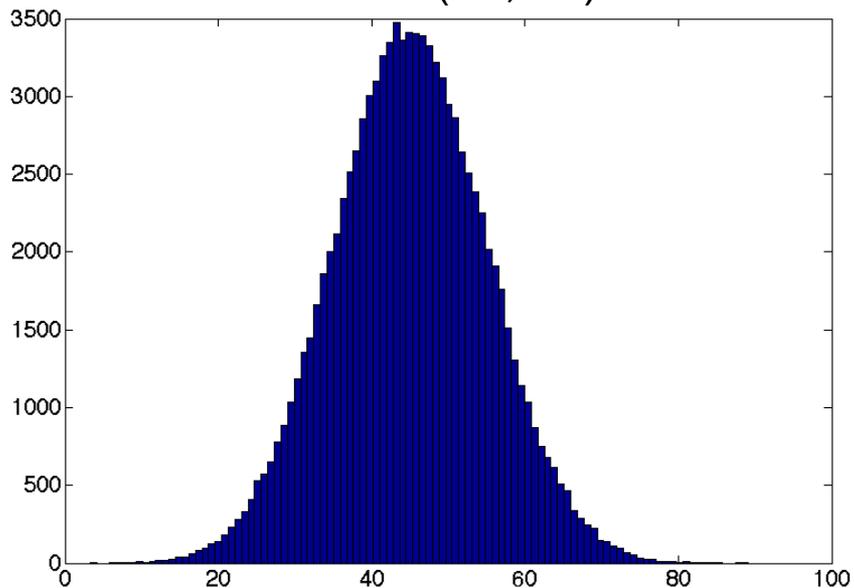


Discontinuous Transition

- Each threshold t_i is drawn independently from some distribution $F(x) = Pr[thresh \leq x]$
 - **Suppose:** Normal with $\mu=n/2$, variance σ

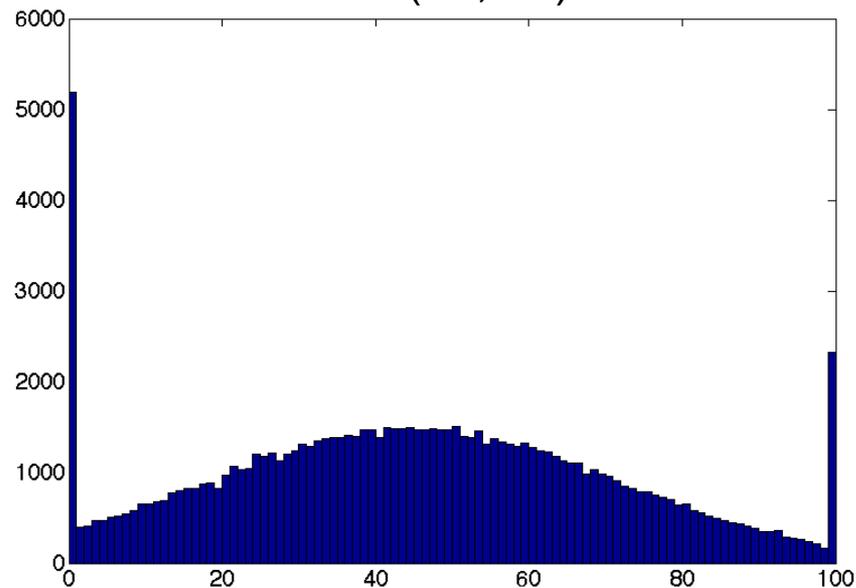
Small σ :

Normal(45, 10)

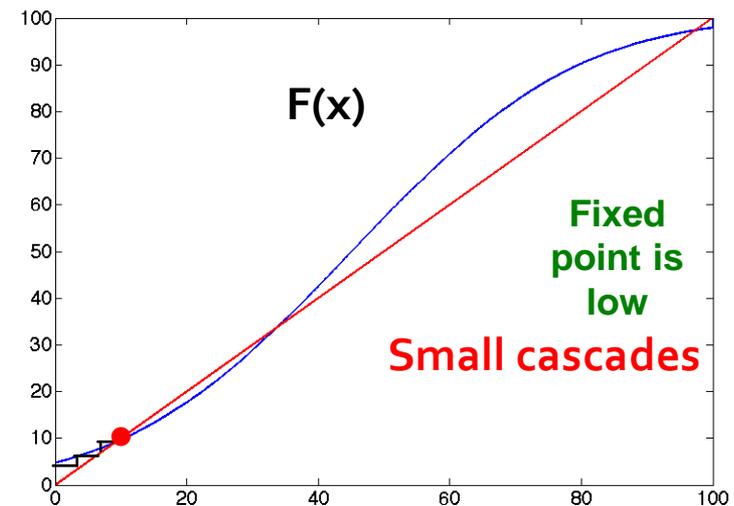
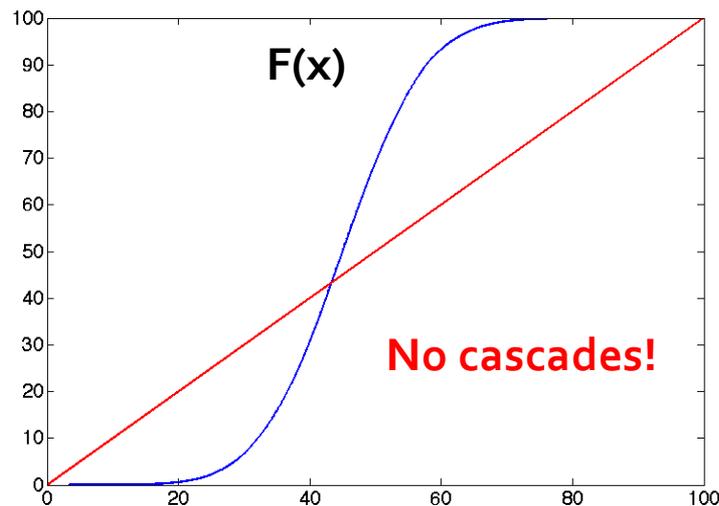
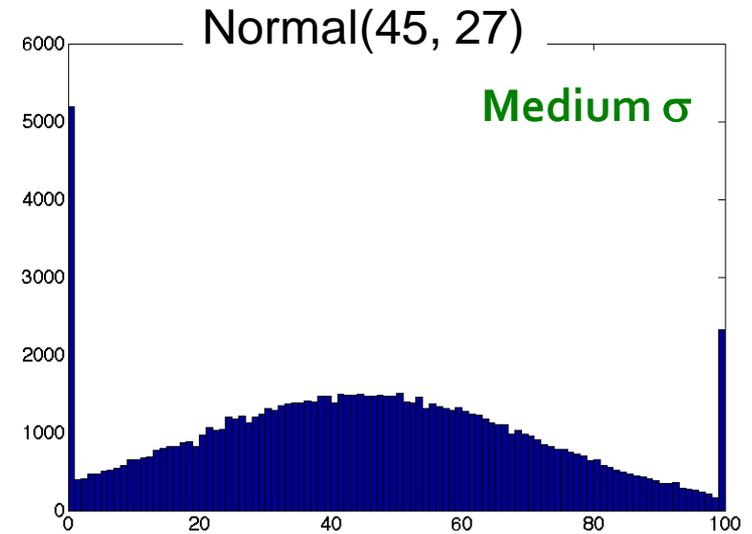
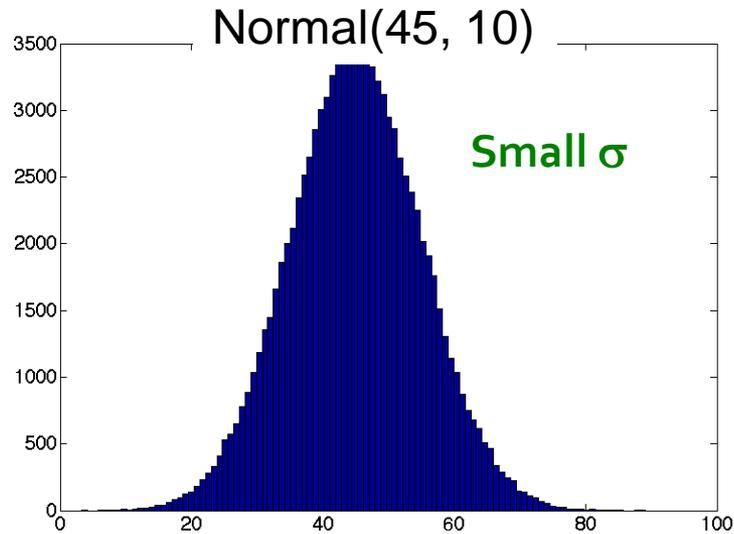


Large σ :

Normal(45, 27)

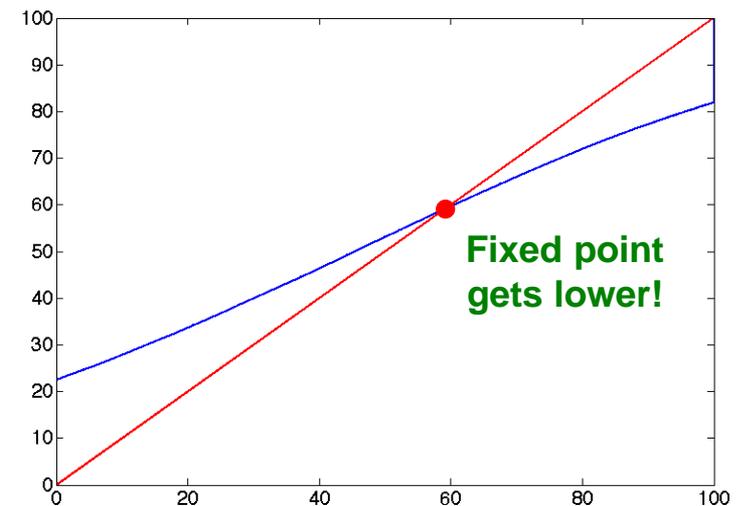
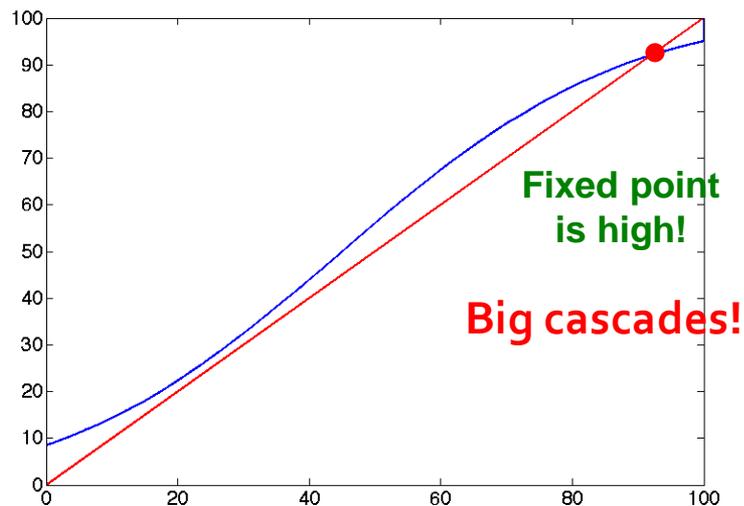
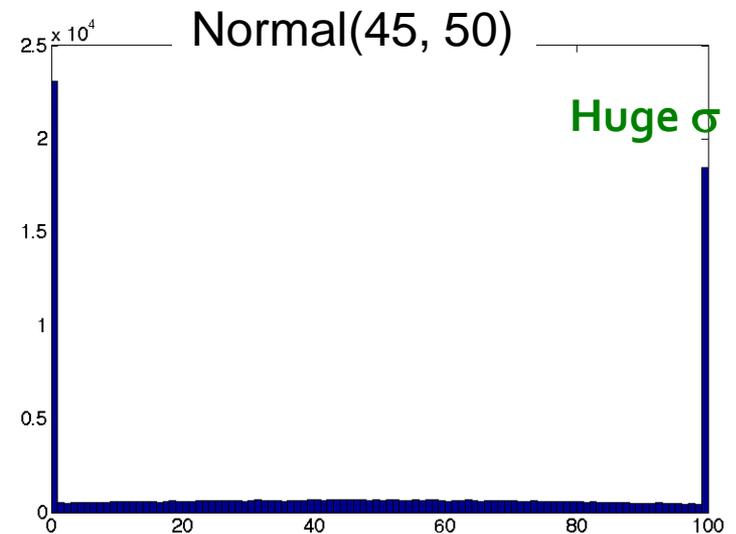
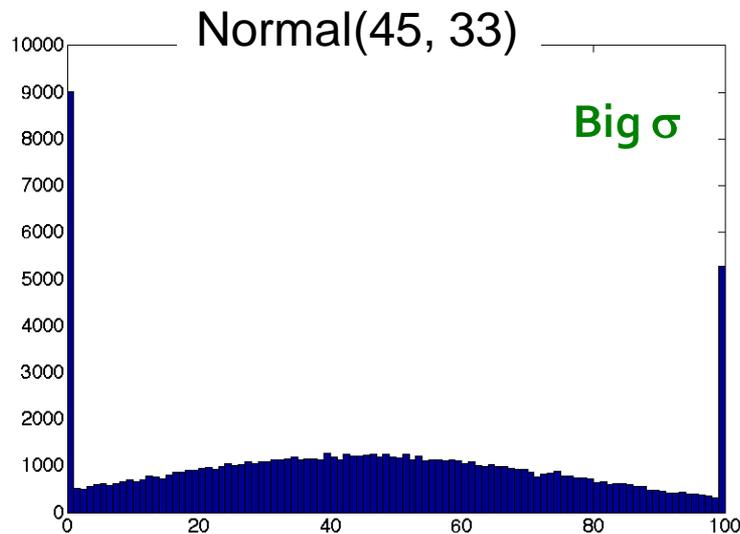


Discontinuous Transition



Bigger variance let's you build a bridge from early adopters to mainstream

Discontinuous Transition



But if we increase the variance the fixed point starts going down

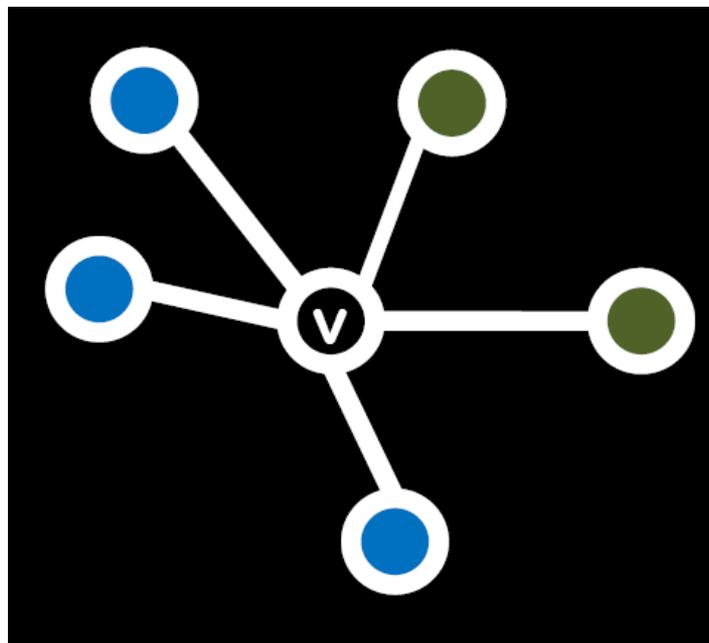
Weaknesses of the Model

- **No notion of social network:**
 - Some people are more influential
 - It matters who the early adopters are, not just how many
- **Models people's awareness** of size of participation **not just actual number of people participating**
 - Modeling perceptions of who is adopting the behavior vs. who you believe is adopting
 - Non-monotone behavior – dropping out if too many people adopt
 - People get “locked in” to certain choice over a period of time
- **Modeling thresholds**
 - Richer distributions
 - Deriving thresholds from more basic assumptions
 - game theoretic models

Decision Based Model of Diffusion

Game Theoretic Model of Cascades

- **Based on 2 player coordination game**
 - 2 players – each chooses technology A or B
 - Each person can only adopt **one** “behavior”, A or B
 - You gain more payoff if your friend has adopted the **same** behavior as you

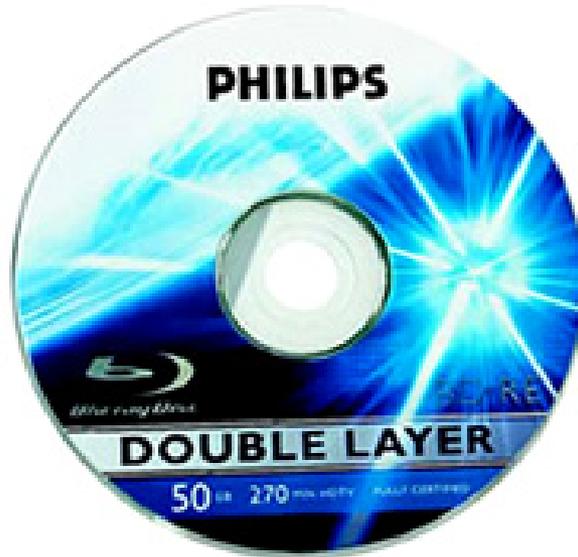


Local view of the network of node v

Example: VHS vs. BetaMax



Example: BlueRay vs. HD DVD



The Model for Two Nodes

- **Payoff matrix:**

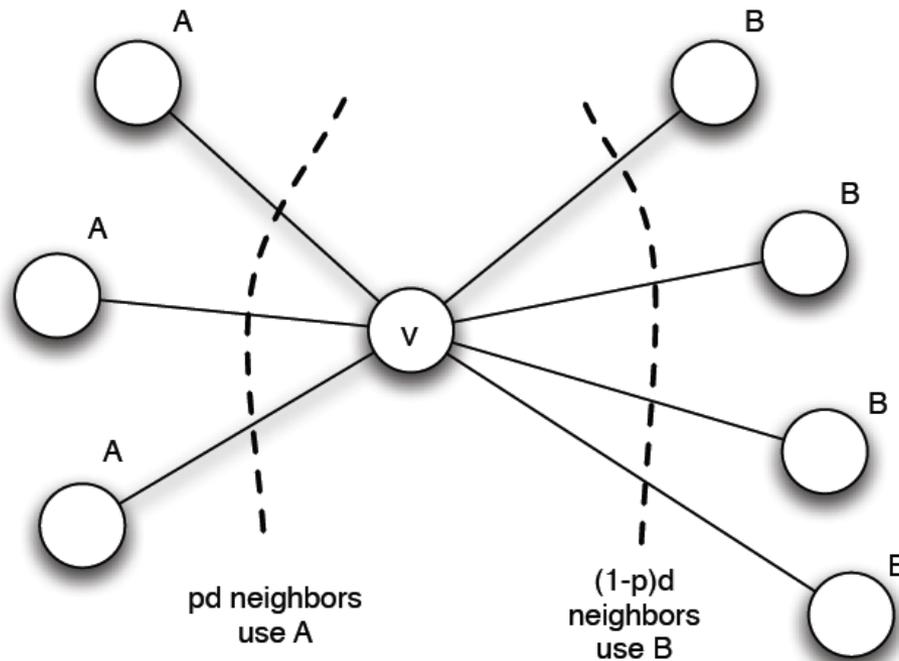
- If both **v** and **w** adopt behavior **A**, they each get payoff $a > 0$
- If **v** and **w** adopt behavior **B**, they reach get payoff $b > 0$
- If **v** and **w** adopt the opposite behaviors, they each get 0



- **In some large network:**

- Each node **v** is playing a copy of the game with each of its neighbors
- **Payoff:** sum of node payoffs per game

Calculation of Node v



Threshold:

v chooses **A** if

$$p > q = \frac{b}{a+b}$$

p ... frac. v 's nbrs. with A
 q ... payoff threshold

- Let v have d neighbors
- Assume fraction p of v 's neighbors adopt **A**
 - $Payoff_v = a \cdot p \cdot d$ if v chooses A
 - $= b \cdot (1-p) \cdot d$ if v chooses B
- **Thus: v chooses A if: $a \cdot p \cdot d > b \cdot (1-p) \cdot d$**

Example Scenario

- Scenario:

Graph where everyone starts with **B**

Small set **S** of early adopters of **A**

- Hard-wire **S** – they keep using **A** no matter what payoffs tell them to do

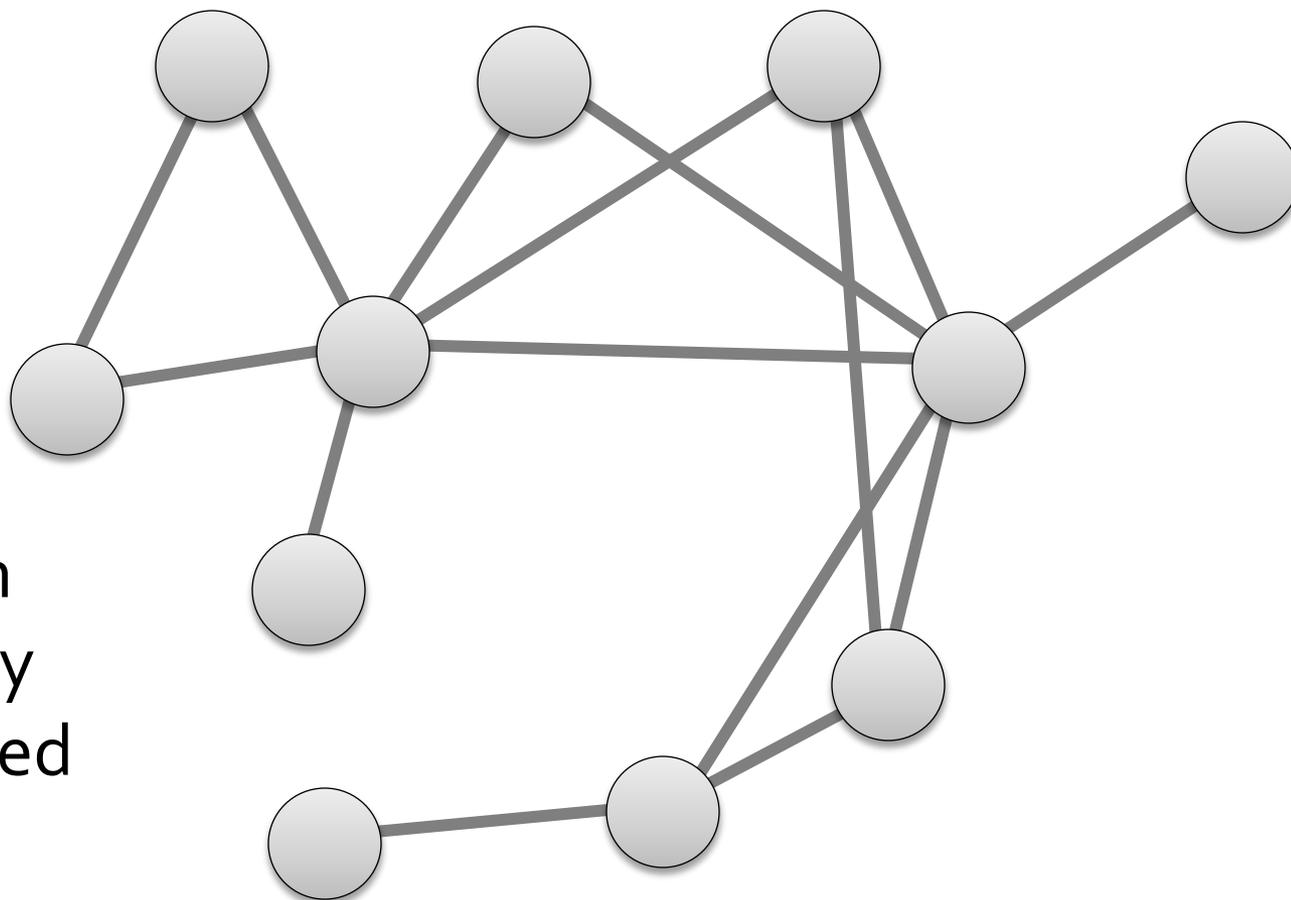
- **Assume payoffs are set in such a way that nodes say:**

**If more than 50% of my friends take A
I'll also take A**

(this means: $a = b - \epsilon$ and $q > 1/2$)

Example Scenario

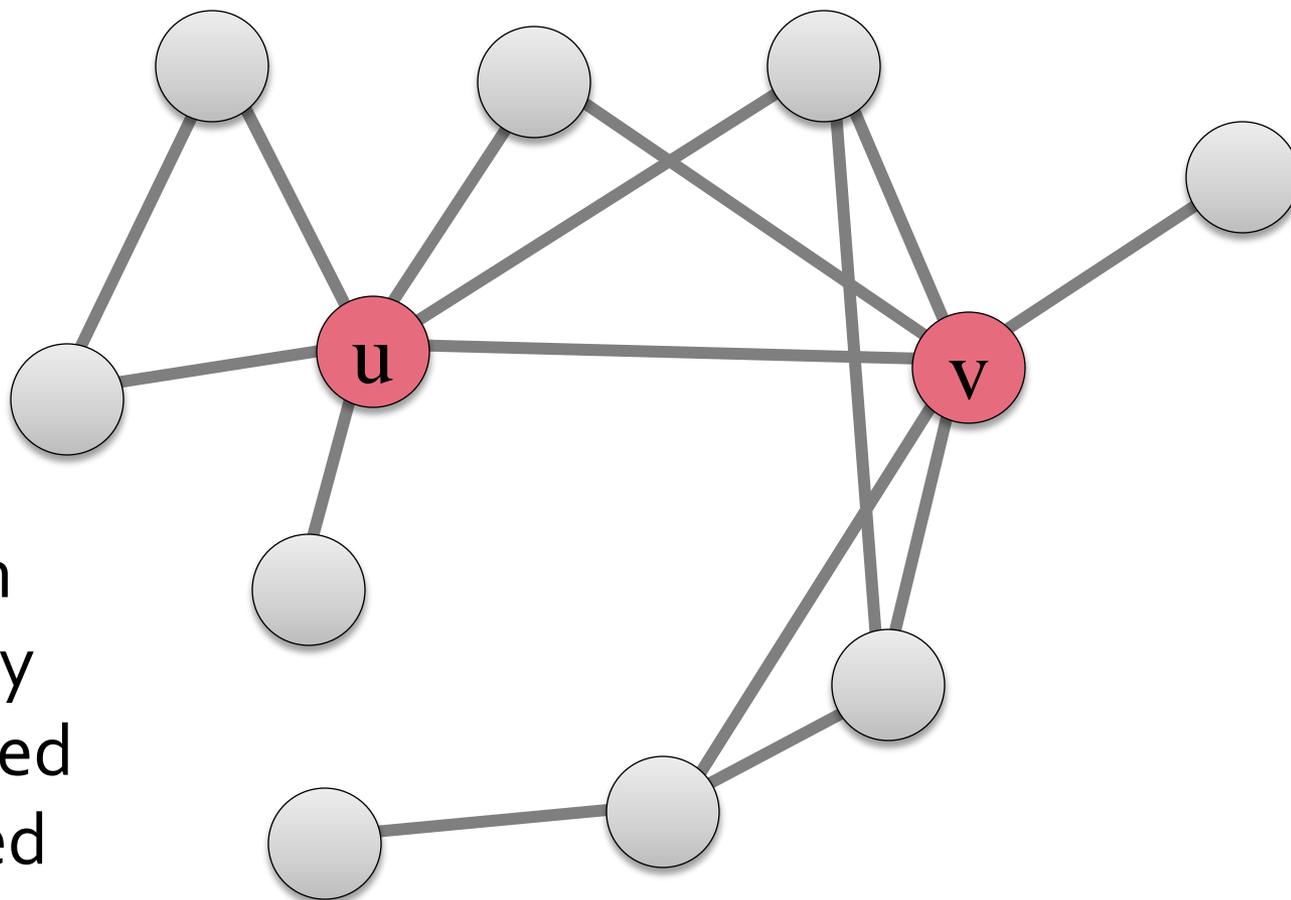
$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll be red

Example Scenario

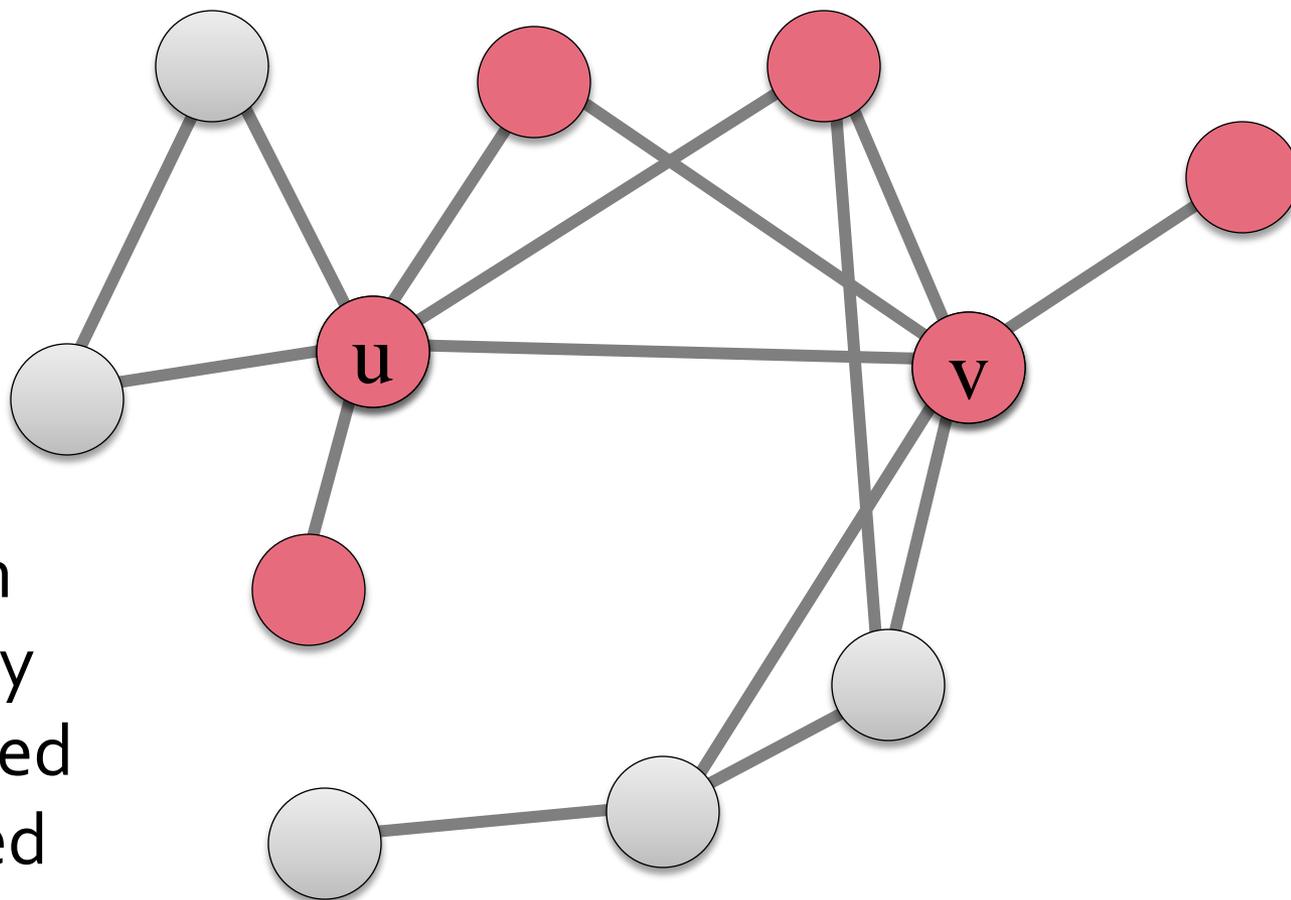
$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll also be red

Example Scenario

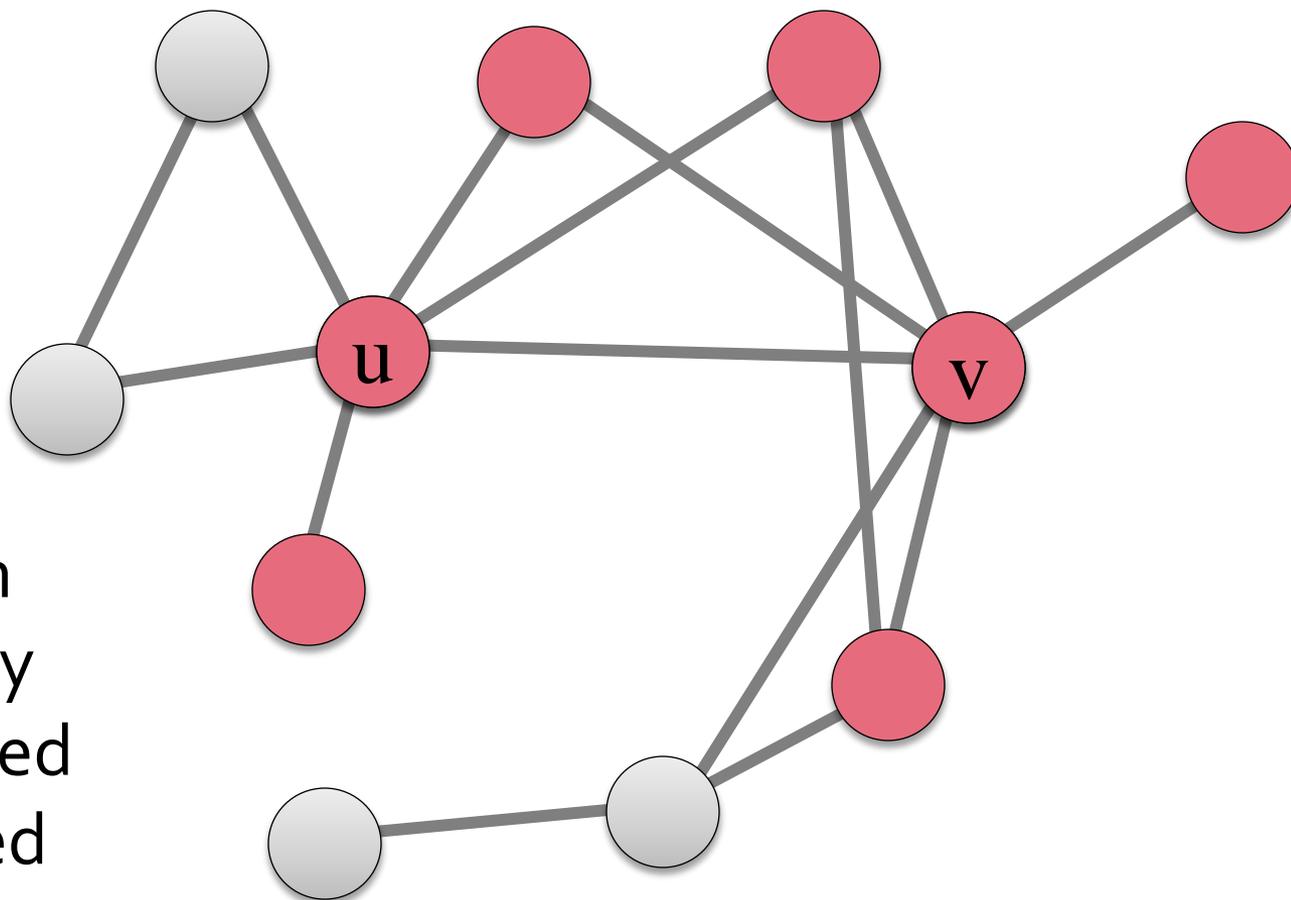
$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll also be red

Example Scenario

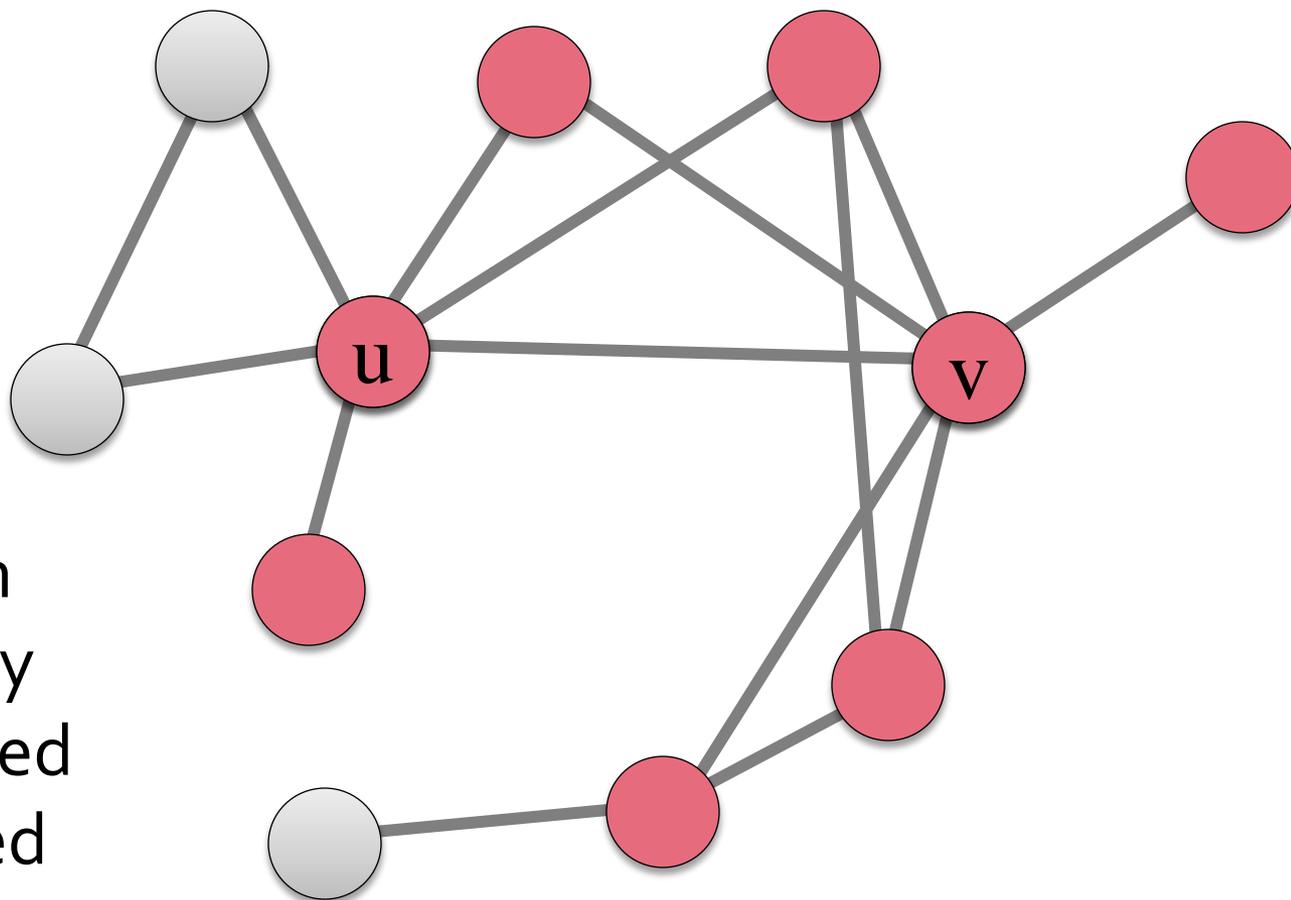
$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll also be red

Example Scenario

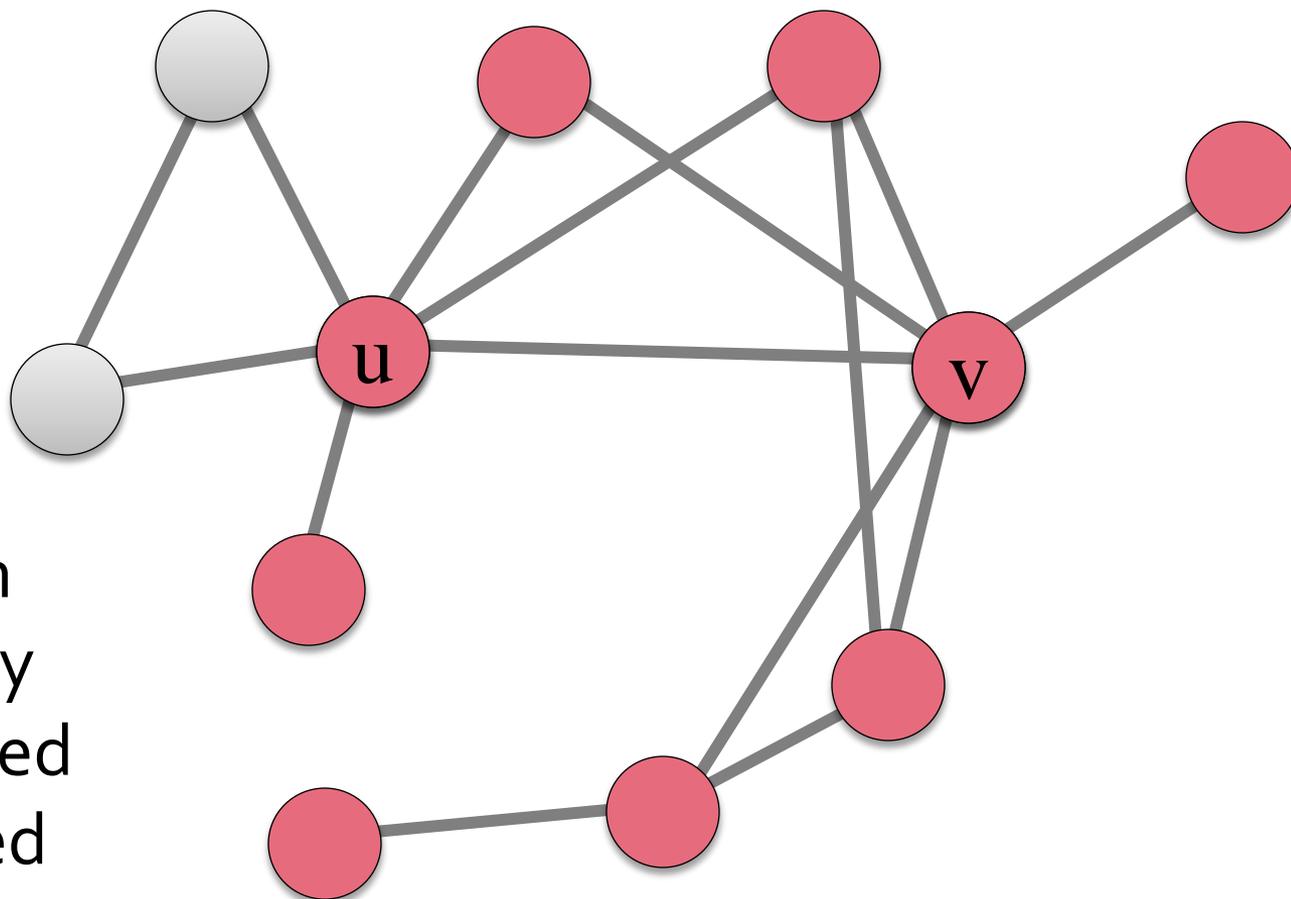
$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll also be red

Example Scenario

$$S = \{u, v\}$$



If **more** than
 $q=50\%$ of my
friends are red
I'll also be red

Monotonic Spreading

- **Observation: Use of A spreads monotonically**

(Nodes only switch $B \rightarrow A$, but never back to B)

- **Why?** Proof sketch:

- **Nodes keep switching from B to A: $B \rightarrow A$**

- Now, suppose some node switched back from $A \rightarrow B$, consider the **first** node u to do so (say at time t)

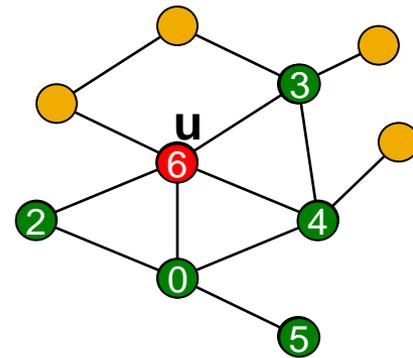
- Earlier at some time t' ($t' < t$) the same node u switched $B \rightarrow A$

- So at time t' u was above threshold for A

- But up to time t no node switched back to B , so node u could only have more neighbors who used A at time t compared to t' .

There was no reason for u to switch at the first place!

!! Contradiction !!



Infinite Graphs

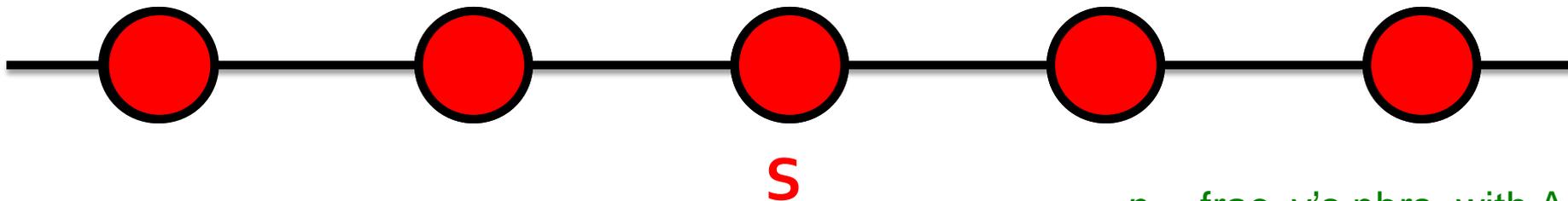
- Consider infinite graph G

- (but each node has finite number of neighbors!)

- We say that a finite set S causes a cascade in G with **threshold** q if, when S adopts A , eventually **every node in G adopts A**

- Example: **Path**

If $q < 1/2$ then cascade occurs



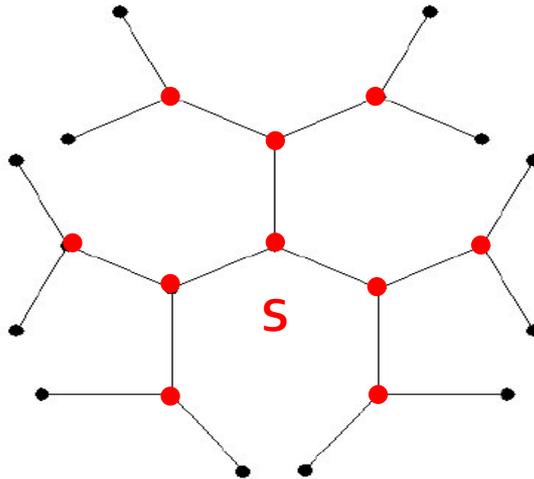
v chooses A if $p > q$

$$q = \frac{b}{a+b}$$

p ... frac. v 's nbrs. with A
 q ... payoff threshold

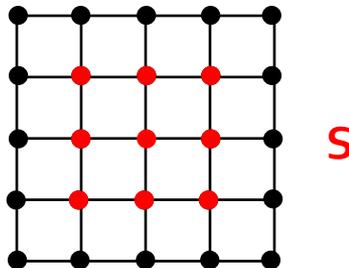
Infinite Graphs

- Infinite Tree:



If $q < 1/3$ then
cascade occurs

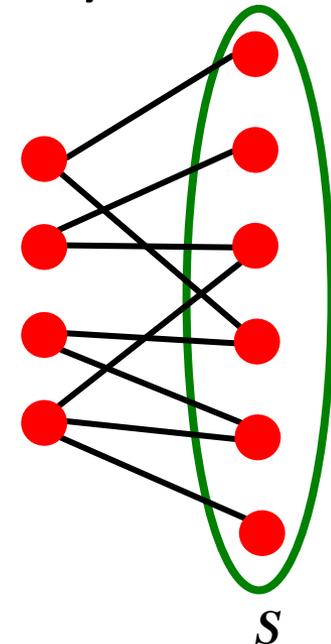
- Infinite Grid:



If $q < 1/4$ then
cascade occurs

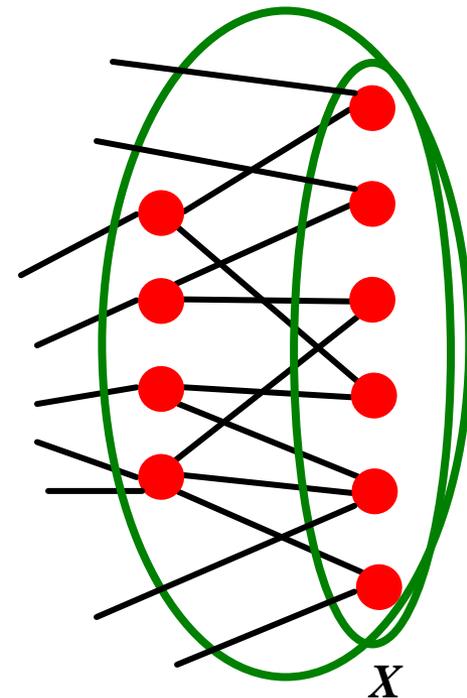
Cascade Capacity

- Def:
 - The **cascade capacity** of a graph \mathbf{G} is the **largest q** for which some **finite set S** can cause a **cascade**
- Fact:
 - There is no (infinite) \mathbf{G} where cascade capacity $> \frac{1}{2}$
- **Proof idea:**
 - Suppose such \mathbf{G} exists: $q > \frac{1}{2}$, finite S causes cascade
 - **Show contradiction:** Argue that nodes stop switching after a finite # of steps



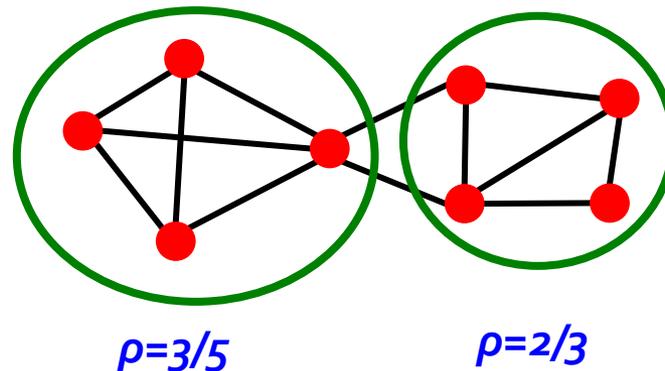
Cascade Capacity

- **Fact:** There is no \mathbf{G} where cascade capacity $> \frac{1}{2}$
- **Proof sketch:**
 - Suppose such \mathbf{G} exists: $q > \frac{1}{2}$, finite \mathbf{S} causes cascade
 - **Contradiction:** Switching stops after a finite # of steps
 - Define “potential energy”
 - Argue that it starts finite (non-negative) and strictly decreases at every step
 - “Energy”: = $|\mathbf{d}^{\text{out}}(\mathbf{X})|$
 - $|\mathbf{d}^{\text{out}}(\mathbf{X})| := \#$ of outgoing edges of active set \mathbf{X}
 - The only nodes that switch have a strict majority of its neighbors in \mathbf{S}
 - $|\mathbf{d}^{\text{out}}(\mathbf{X})|$ strictly decreases
 - It can do so only a finite number of steps



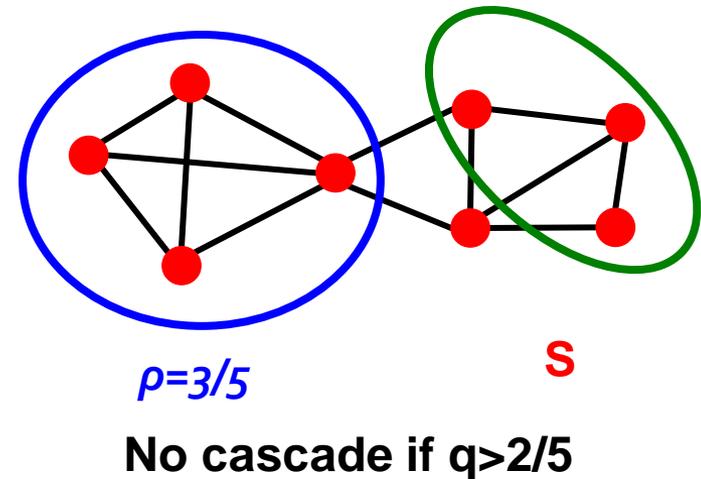
Stopping Cascades

- **What prevents cascades from spreading?**
- **Def: Cluster of density ρ** is a **set of nodes C** where each node in the set has at least ρ fraction of edges in C



Stopping Cascades

- Let S be an initial set of adopters of A
- All nodes apply threshold q to decide whether to switch to A
- **Two facts:**
 - 1) If $G \setminus S$ contains a cluster of density $>(1-q)$ then S can not cause a cascade
 - 2) If S fails to create a cascade, then there is a cluster of density $>(1-q)$ in $G \setminus S$



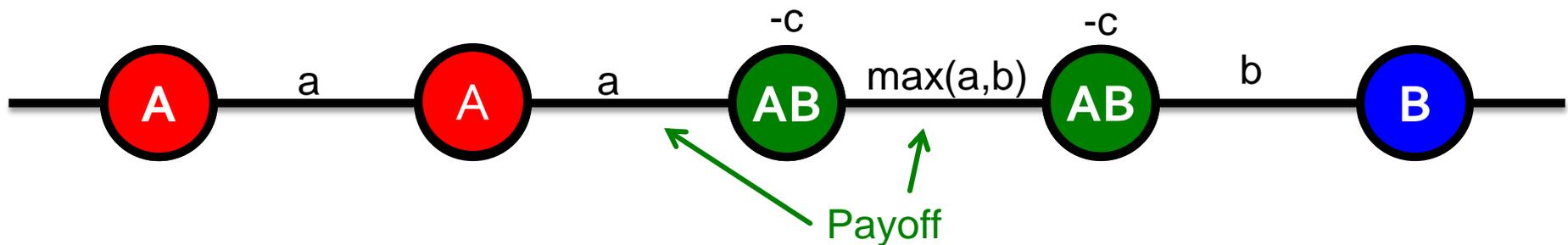
**Extending the Model:
Allow People to Adopt A and B**

Cascades & Compatibility

- **So far:**
 - Behaviors **A** and **B** compete
 - Can only get utility from neighbors of same behavior: **A-A** get **a**, **B-B** get **b**, **A-B** get **0**
- **Let's add an extra strategy "AB"**
 - **AB-A** : gets **a**
 - **AB-B** : gets **b**
 - **AB-AB** : gets **max(a, b)**
 - **Also:** Some **cost c** for the effort of maintaining both strategies (summed over all interactions)
 - Note: a given node can receive **a** from one neighbor and **b** from another by playing **AB**, which is why it could be worth the cost **c**

Cascades & Compatibility: Model

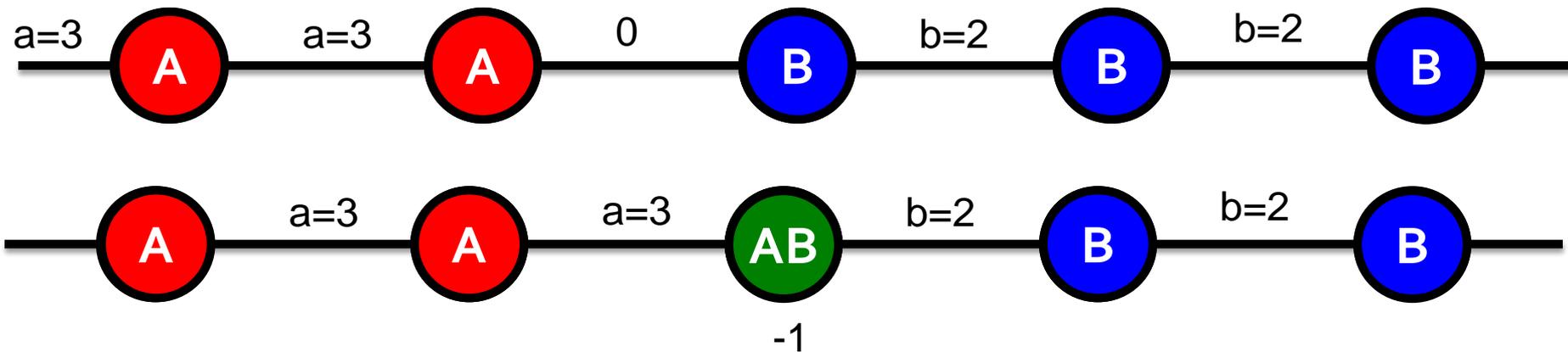
- Every node in an infinite network starts with **B**
- Then a finite set **S** initially adopts **A**
- Run the model for $t=1,2,3,\dots$
 - Each node selects behavior that will optimize payoff (given what its neighbors did in at time $t-1$)



- How will nodes switch from **B** to **A** or **AB**?

Example: Path Graph (1)

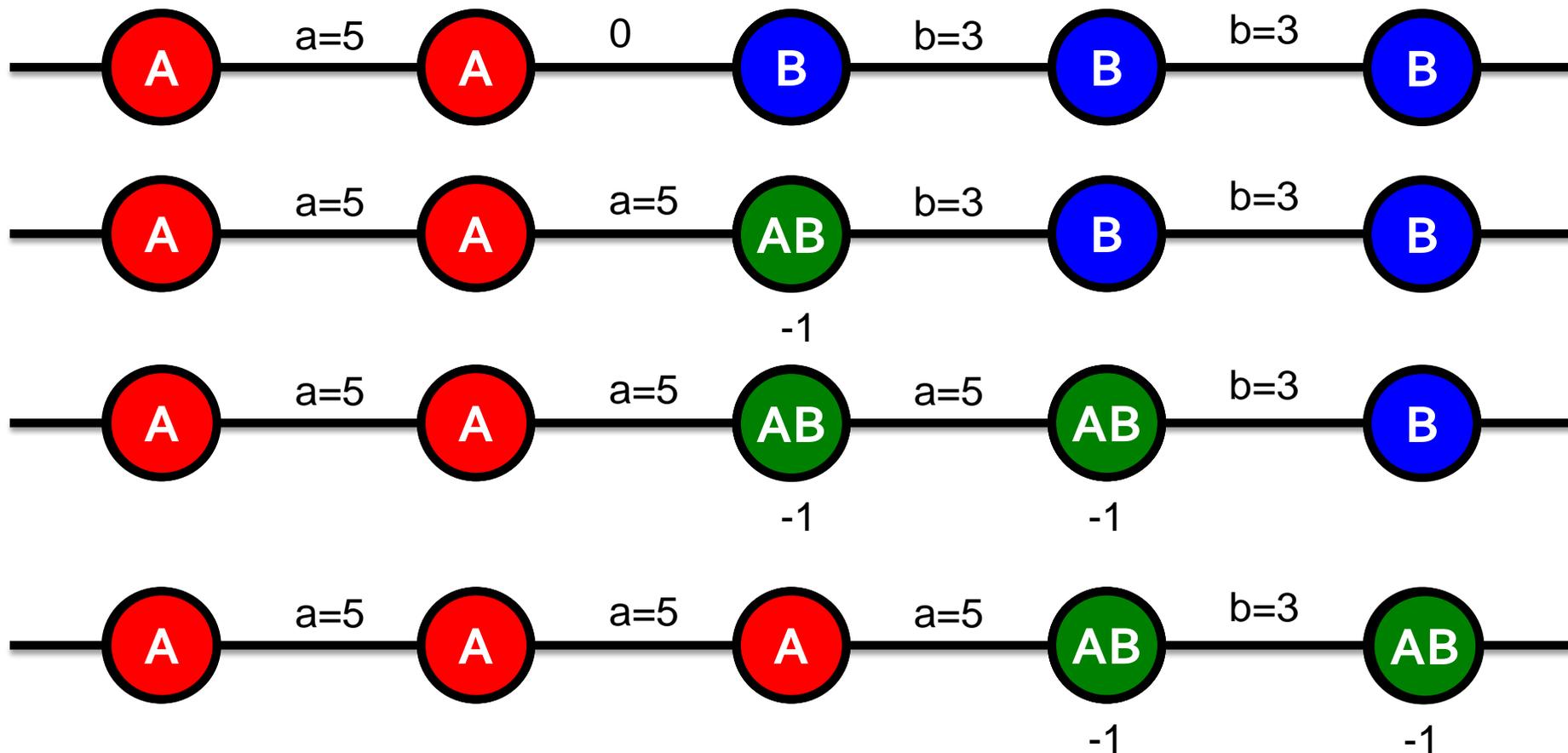
- **Path graph:** Start with all **B**s, $a > b$ (**A** is better)
- **One node switches to A – what happens?**
 - With just **A, B**: **A** spreads if $a > b$
 - With **A, B, AB**: Does **A** spread?
- **Example: $a=3, b=2, c=1$**



Cascade stops

Example: Path Graph (2)

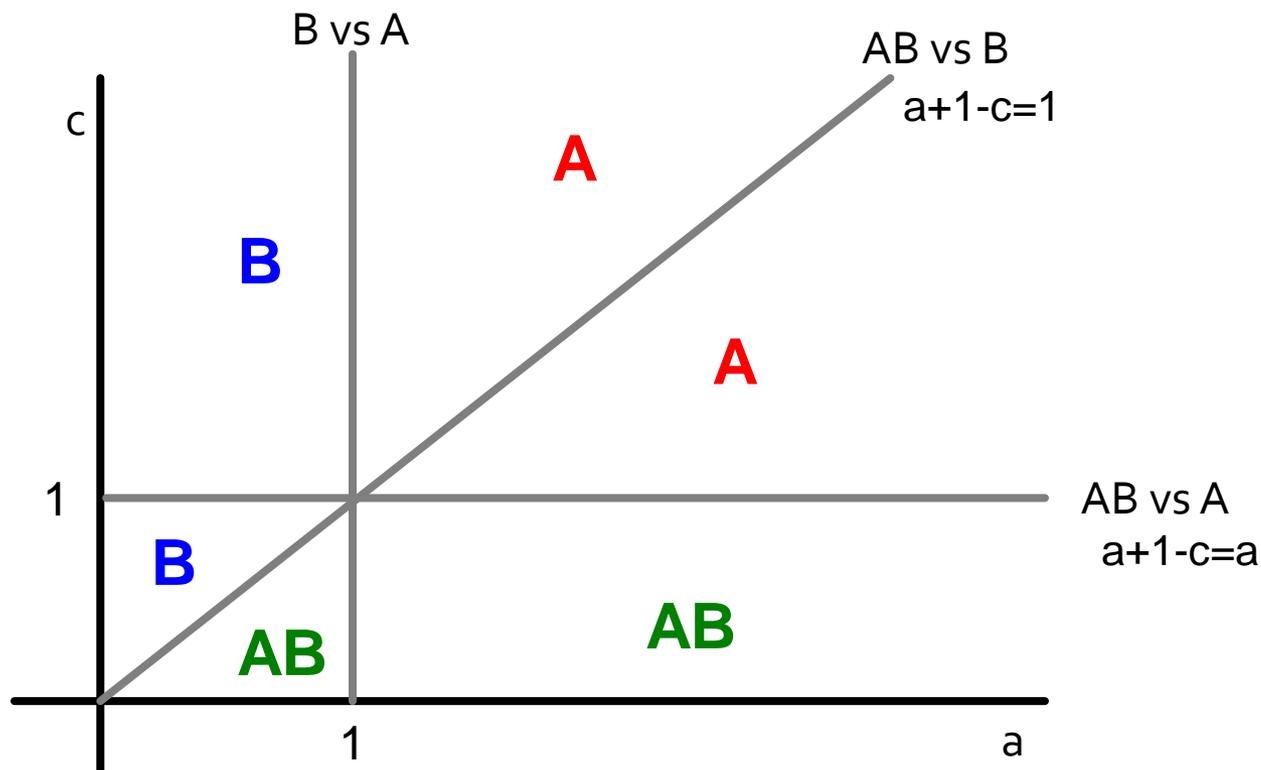
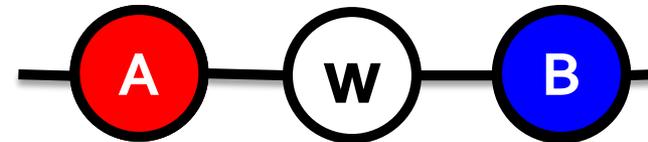
- Example: $a=5$, $b=3$, $c=1$



Cascade never stops!

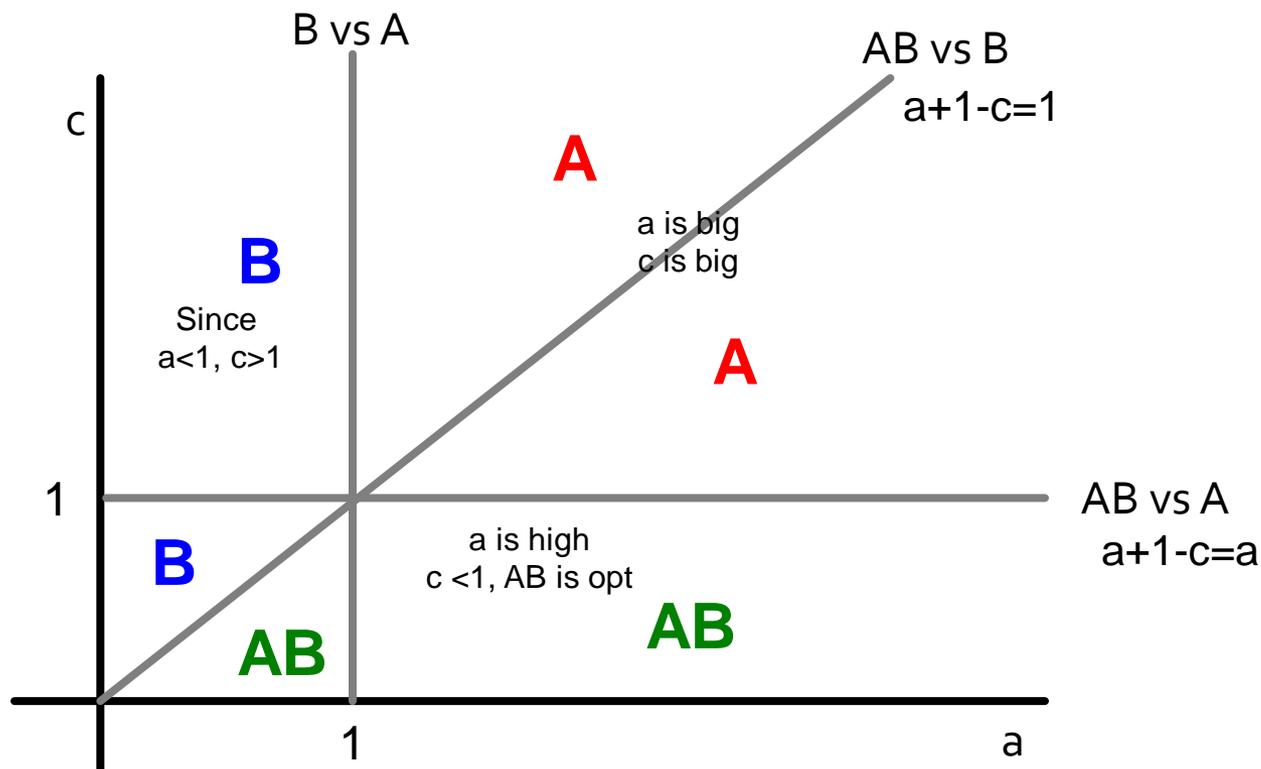
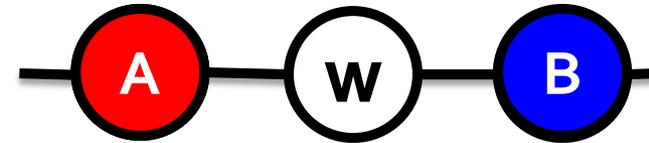
For what pairs (c,a) does A spread?

- Infinite path, start with all Bs
- Payoffs for w : A: a , B: 1 , AB: $a+1-c$
- What does node w in A- w -B do?



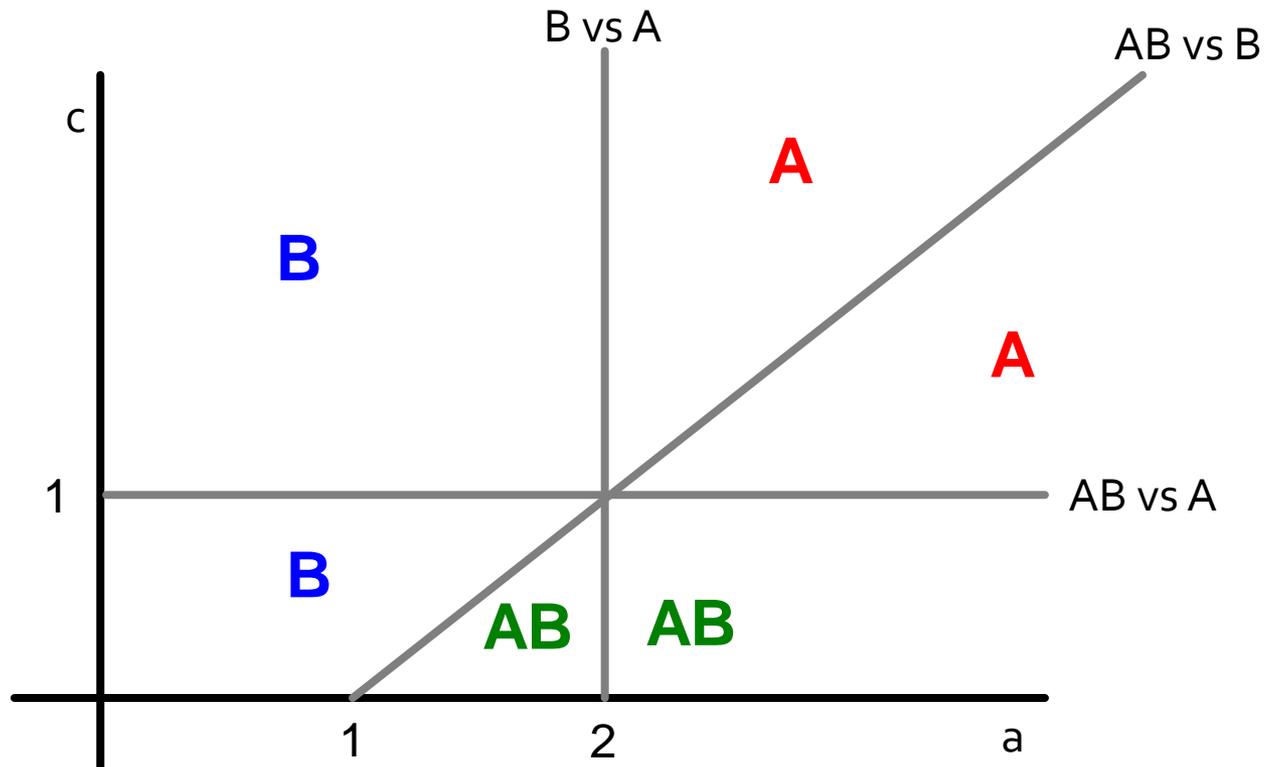
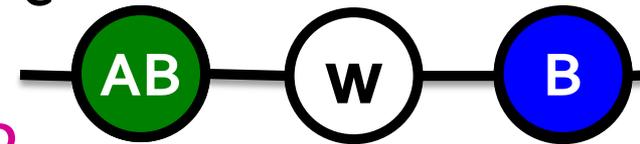
For what pairs (c,a) does A spread?

- Infinite path, start with all Bs
- Payoffs for w : A: a , B: 1 , AB: $a+1-c$
- What does node w in A- w -B do?



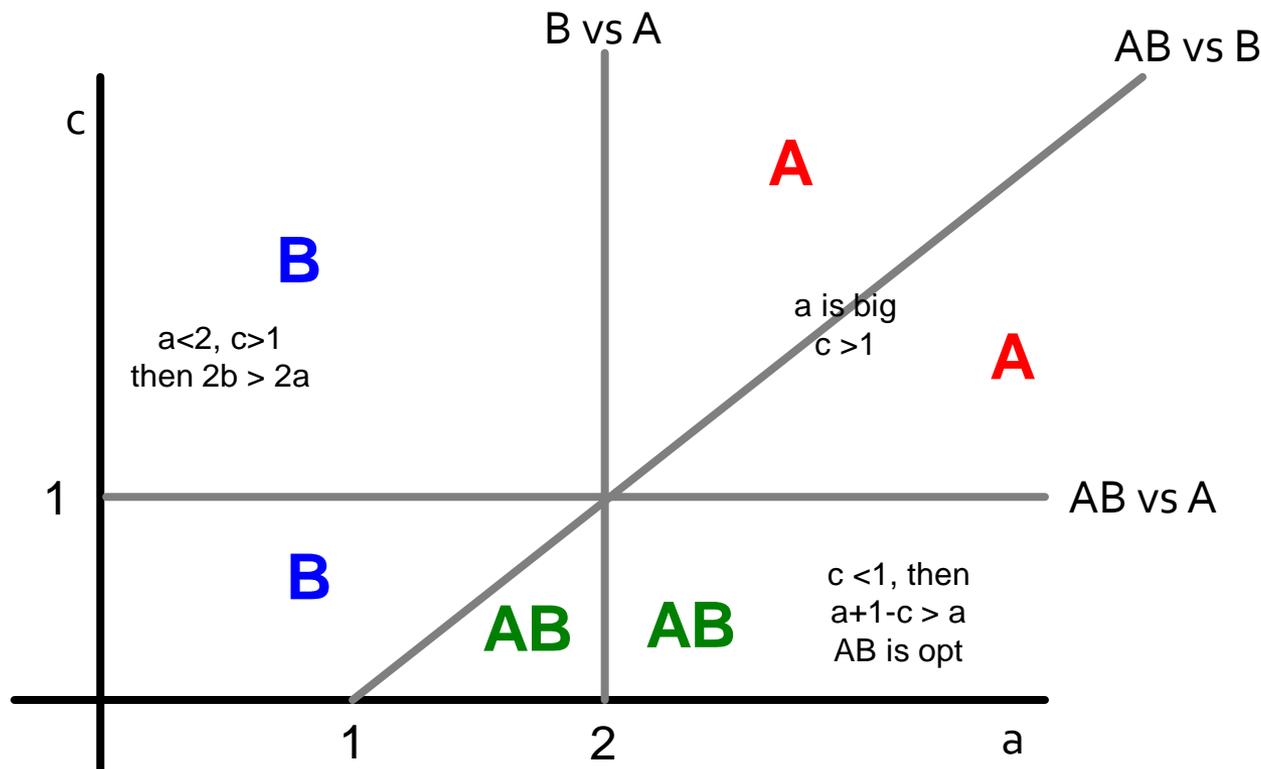
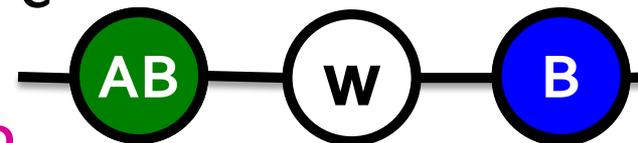
For what pairs (c,a) does A spread?

- Same reward structure as before but now payoffs for w change: **A**: a , **B**: $1+1$, **AB**: $a+1-c$
- Notice: Now also **AB** spreads
- What does node w in **AB-w-B** do?



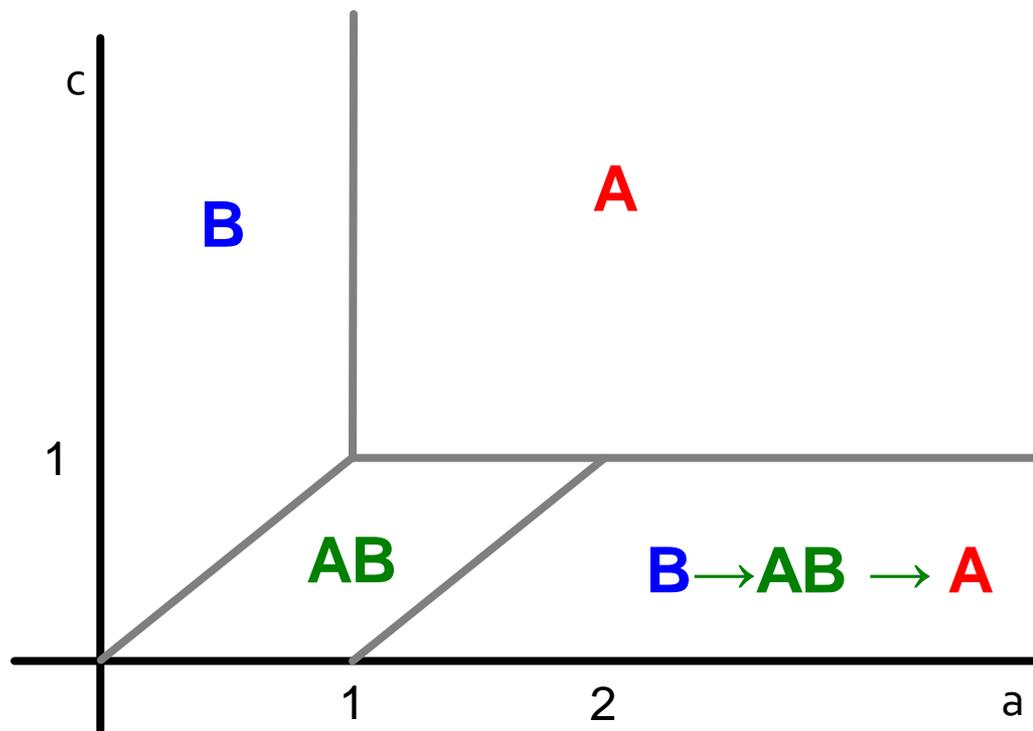
For what pairs (c, a) does A spread?

- Same reward structure as before but now payoffs for w change: **A**: a , **B**: $1+1$, **AB**: $a+1-c$
- Notice: Now also **AB** spreads
- What does node w in **AB-w-B** do?



For what pairs (c,a) does A spread?

- Joining the two pictures:



Lesson

- **B** is the default throughout the network until new/better **A** comes along. What happens?
 - **Infiltration:** If **B** is **too compatible** then people will take on both and then drop the worse one (**B**)
 - **Direct conquest:** If **A** makes itself **not compatible** – people on the border must choose. They pick the better one (**A**)
 - **Buffer zone:** If you choose an optimal level then you keep a static “buffer” between **A** and **B**

