

## Mathematics of Social Learning

### Monday January 6, 2014

- 8:00–8:55 *Check-In/Light Breakfast (Hosted by IPAM)*
- 8:55–9:00 *Welcome and Opening Remarks*
- 9:00–9:40 **Duncan Watts** (Microsoft Research)  
*Social Influence in Markets and Networks*
- 10:00–10:15 *Break*
- 10:15–10:55 **Kristina Lerman** (University of Southern California (USC))  
*Paying Attention: How Cognitive Biases Shape Social Behavior Online*
- 11:15–11:30 *Break*
- 11:30–12:10 **P. Jeffrey Brantingham** (University of California, Los Angeles (UCLA))  
*Crime, Criminality and Crime Control*
- 12:30–2:30 *Lunch (on your own)*
- 2:30–3:10 **Lada Adamic** (University of Michigan)  
*Rumor propagation on Facebook*
- 3:30–4:00 *Break*
- 4:00–5:00 *Lightning Poster Session*
- 5:00–6:00 *Poster Session & Reception (Hosted by IPAM)*

### Tuesday January 7, 2014

- 8:00–9:00 *Continental Breakfast*
- 9:00–9:40 **Alex 'Sandy' Pentland** (Massachusetts Institute of Technology)  
*Fast and Slow Social Learning*
- 10:00–10:15 *Break*
- 10:15–10:55 **Michael Doebeli** (University of British Columbia)  
*Epidemiological and multi-level selection models for cultural evolution*
- 11:15–11:30 *Break*

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- 11:30–12:10 **Moshe Hoffman** (Harvard University)  
*Evolution and Learning Dynamics of Costly Signals*
- 12:30–2:30 *Lunch (on your own)*
- 2:30–3:10 **Lisa Singh** (Georgetown University)  
*Do tool-using bottlenose dolphins exhibit social learning?*
- 3:30–4:00 *Break*
- 4:00–4:40 **Greg Ver Steeg** (University of Southern California (USC))  
*Minimal Assumption Tests for Contagion in Observational Social Network Studies*

### Wednesday January 8, 2014

- 8:00–9:00 *Continental Breakfast*
- 9:00–9:40 **Jure Leskovec** (Stanford University)  
*Paying Attention: How Cognitive Biases Shape Social Behavior Online*
- 10:00–10:15 *Break*
- 10:15–10:55 **Tina Eliassi-Rad** (Rutgers University)  
*Discovering Roles in Graphs: Algorithms and Applications*
- 11:15–11:30 *Break*
- 11:30–12:10 **Winter Mason** (Facebook)  
*Social Networks and Success in Online Games*
- 12:30–2:30 *Lunch (on your own)*
- 2:30–3:10 **Esteban Moro** (Universidad Carlos III de Madrid)  
*Are you are social keeper of a social explorer? Managing thousands of friends in the economy of attention*
- 3:30–4:30 *Break*
- 4:30–5:30 **Jon Kleinberg** (Cornell University)  
*Public Lecture: Bursts, Cascades, and Hot Spots: A Glimpse of Some On-Line Social Phenomena at Global Scales*
- 5:30–7:00 *Reception (Location: IPAM Lobby)*

## Thursday January 9, 2014

- 8:00–9:00 *Continental Breakfast*
- 9:00–9:40 **Peyton Young** (University of Oxford)  
*Innovation Diffusion in Social Networks*
- 10:00–10:15 *Break*
- 10:15–10:55 **James Fowler** (University of California, San Diego (UCSD))  
*Friendship and Natural Selection*
- 11:15–11:30 *Break*
- 11:30–12:10 **Jon Kleinberg** (Cornell University)  
*Cascading Processes and Network Structure*
- 12:30–2:30 *Lunch (on your own)*
- 2:30–3:10 **Sinan Aral** (Massachusetts Institute of Technology)
- 3:30–4:00 *Break*
- 4:00–4:40 **Cosma Shalizi** (Carnegie-Mellon University)  
*Paying Attention: How Cognitive Biases Shape Social Behavior Online*

## Friday January 10, 2014

- 8:00–9:00 *Continental Breakfast*
- 9:00–9:40 **Herbert Gintis** (Santa Fe Institute)  
*The stability of general equilibrium under a replicator dynamic*
- 10:00–10:15 *Break*
- 10:15–10:55 **Damon Centola** (University of Pennsylvania)  
*The Emergence of Convention: An Experimental Study of Social Order*
- 11:15–11:30 *Break*
- 11:30–12:10 **Seth Marvel** (University of Michigan)  
*A new method for ranking nodes in a directed graph*
- 12:30–2:30 *Lunch (on your own)*
- 2:30–3:10 **Jacob Foster** (University of California, Los Angeles (UCLA))  
*Toward an ecology of scientific knowledge: science, social learning, and cultural evolution*
- 3:30–4:00 *Break*

