

Reading list, INFO 115 The Social Web, Autumn 2017

Jennifer Golbeck (2013). *Analyzing the Social Web* (Paperback)
Morgan Kaufmann

Eli Pariser (2012). *The Filter Bubble* (Paperback)
Penguin

David S. Evans et al (2016). *The Matchmakers: The New Economics of Multisided Platforms*
(Paperback)
Harvard Business Review Press

Articles (uploaded to the course site):

- Mark Granovetter (1973). The Strength of Weak Ties. *American Journal of Sociology*. 78 (no. 6). 1360-1380
- W. W. Zachary (1977). An information flow model for conflict and fission in small groups, *Journal of Anthropological Research* 33, 452-473.
- Marc Smith et. al. (2014) *Mapping Twitter Topic Networks: From Polarized Crowds to Community Clusters*. PEW Research Center
- Jure Leskovec, Anand Rajaraman, Jeff Ullman (2014). Recommendation systems, pages 307-328. Chapter 9 in *Mining of Massive data Sets*, <http://www.mmds.org/>
- Goel, Watts and Goldstein (2012). The Structure of Online Diffusion Networks. *Proceedings of the 13th ACM Conference on Electronic Commerce*, 623-638
- Salganik and Watts (2009). Social Influence. The Puzzling Nature of Success in Cultural Markets. Chapter 14 in *The Oxford Handbook of Analytical Sociology*, edited by Hedstöm and Beaman. Oxford: Oxford University Press