

Reading list: INFO115 The Social Web. Autumn 2018

Books:

- Christopher Brinton and Mung Chiang. *The Power of Networks: Six Principles That Connect Our Lives*. Princeton University Press. 2016 (Brinton)
- Susan Greenfield. *Mind Change: How digital technologies are leaving their mark on our brains*. Rider. 2015 (Greenfield)
- David S. Evans and Schmalensee. *Matchmakers: The New Economics of Multisided Platforms*. Harvard Business Review Press (Evans)
- Cass Sunstein. *#Republic: Divided Democracy in the Age of Social Media*. Princeton University Press. 2018 (Sunstein)

Articles (uploaded to the course site):

- Mark Granovetter: 'The Strength of Weak Ties.'
- Goel, Watts and Goldstein (2012) 'The Structure of Online Diffusion Networks.' *Proceedings of the 13th ACM Conference on Electronic Commerce*, 623-638.
- Jure Leskovec, Anand Rajaraman, Jeff Ullman. 'Recommendation systems'. Chapter 9 in *Mining of Massive data Sets*, <http://www.mmds.org/>, pages 307-328
- 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.