Social Media and Social Influence

Reading Questions 18

Wednesday, Nov. 7th 2012

Reading Questions

1. Does the Bond et al. paper suggest that online social networks can induce behavioral changes in the absence of strong offline networks? Why or why not?

2. How do the authors construct their measure of close friends? And how might this construction be problematic?

3. Cha et al. introduce two different models of social influence: the theories of influentials and ordinary users. Compare them.

4. Does the paper’s evidence validate either theory?

(Optional) Generic Response

Respond to the paper following the guidelines on the front page of the course website (under ‘Submit Comments and Presenting Papers’).