

1. Record Nr.	UNINA9910781874703321
Titolo	I'll have what she's having [[electronic resource] ] : mapping social behavior / / Alex Bentley, Mark Earls, and Michael J. O'Brien ; foreword by John Maeda
Pubbl/distr/stampa	Cambridge, MA, : MIT Press, c2011
ISBN	0-262-29798-1 1-283-30288-8 9786613302885 0-262-29886-4
Descrizione fisica	1 online resource (160 p.)
Collana	Simplicity: design, technology, business, life
Altri autori (Persone)	BentleyR. Alexander <1970-> EarlsMark O'BrienMichael J <1950-> (Michael John)
Disciplina	303.3/2
Soggetti	Social learning Social interaction Social psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover ; CONTENTS; FOREWORD; PREFACE: IN KATZ'S DELI; 1 OUT OF THE TREES; PLAYBOY AND THE PLEISTOCENE; THE FOREST FOR THE TREES: THE SOCIAL SIDE OF THINGS; ORGANIZING OUR THINKING AS TREES; 2 RULES OF THE GAME; 3 COPYING BRAIN, SOCIAL MIND; MORE REALLY IS DIFFERENT; WHY COPY?; THE SOCIAL BRAIN: ORGANIZED IN TREES; THE SOCIAL MIND AND COLLECTIVE MEMORY; 4 SOCIAL LEARNING, EN MASSE; MODELS OF SOCIAL DIFFUSION; ANYONE FOR "LESS NUANCED"?; WHY "COLD FUSION" IS DIFFERENT; THE IDEA AND THE VIRUS; HEARD THAT NAME BEFORE?; TRADITIONS; 5 CASCADES; UNINTENDED CASCADES; "IMPACT" CASCADES NOT SOLID GROUNDTHINGS GET COMPLEX; WHEN POWER LAWS CASCADED; AVALANCHES AND WILDFIRES; CASCADES IN HIGHLY CONNECTED NETWORKS; TREES, AGAIN; LEARNING FROM CASCADES; 6 WHEN IN DOUBT, COPY; EXTENDING THE GAME; LONG TAILS; COPYCATS; HOW ARE PEOPLE COPYING?; 7 MAPPING COLLECTIVE

BEHAVIOR; A MAP WITH FOUR REGIONS; THE AGE OF "WHAT SHE'S  
HAVING"; BACK IN THE DELI; BIBLIOGRAPHY; INDEX

---