



Hamilton Institute

Modelling Adoption Behaviour in the Face of
Multiple Choices

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Abstract: Random-choice-with-innovation models offer a simplistic, yet sometimes surprisingly accurate, viewpoint on how consumers choose among multiple possible alternatives: e.g., what app to download, what YouTube video to watch, or what hashtag to use when tweeting? In this talk I review the mathematical basis of relevant branching processes models, with particular reference to our recent work on the popularity of memes on Twitter [Phys. Rev. Letters 112, 048701 (2014)], and extensions thereof.

Venue: Seminar Room, Hamilton Institute, Rye Hall, NUI Maynooth

Time: 2.00pm - 3.00pm

Travel directions are available at www.hamilton.ie