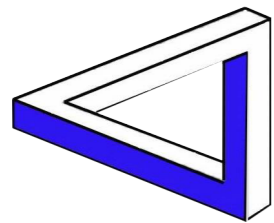


Timoteo Carletti

The mathematics of opinion spreading
in social networks

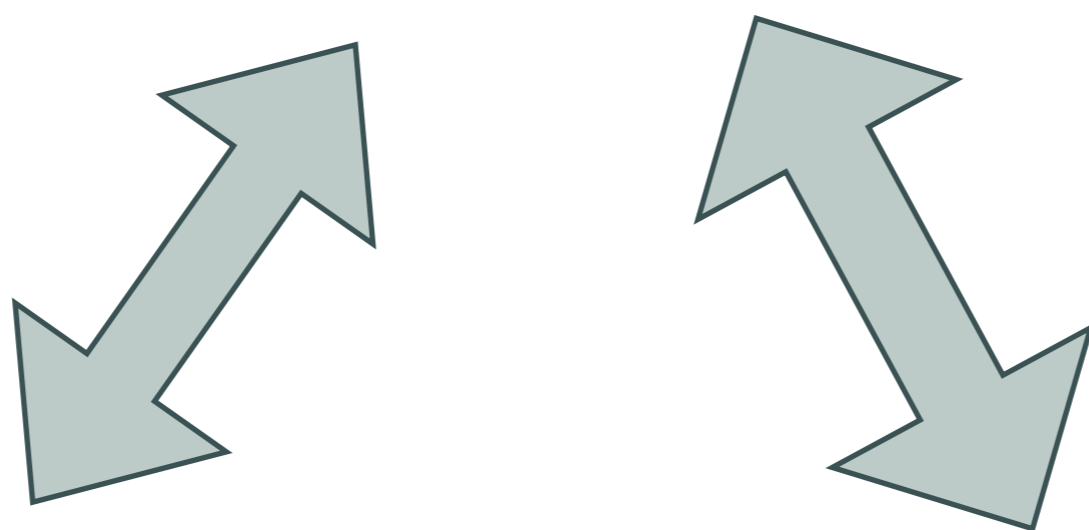


Department of mathematics
UNamur

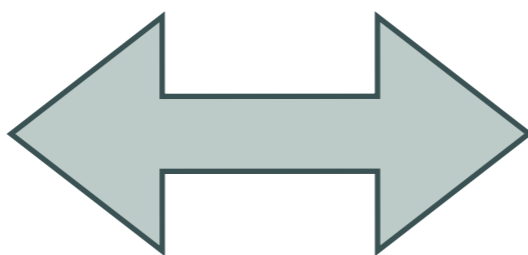


timoteo.carletti@unamur.be

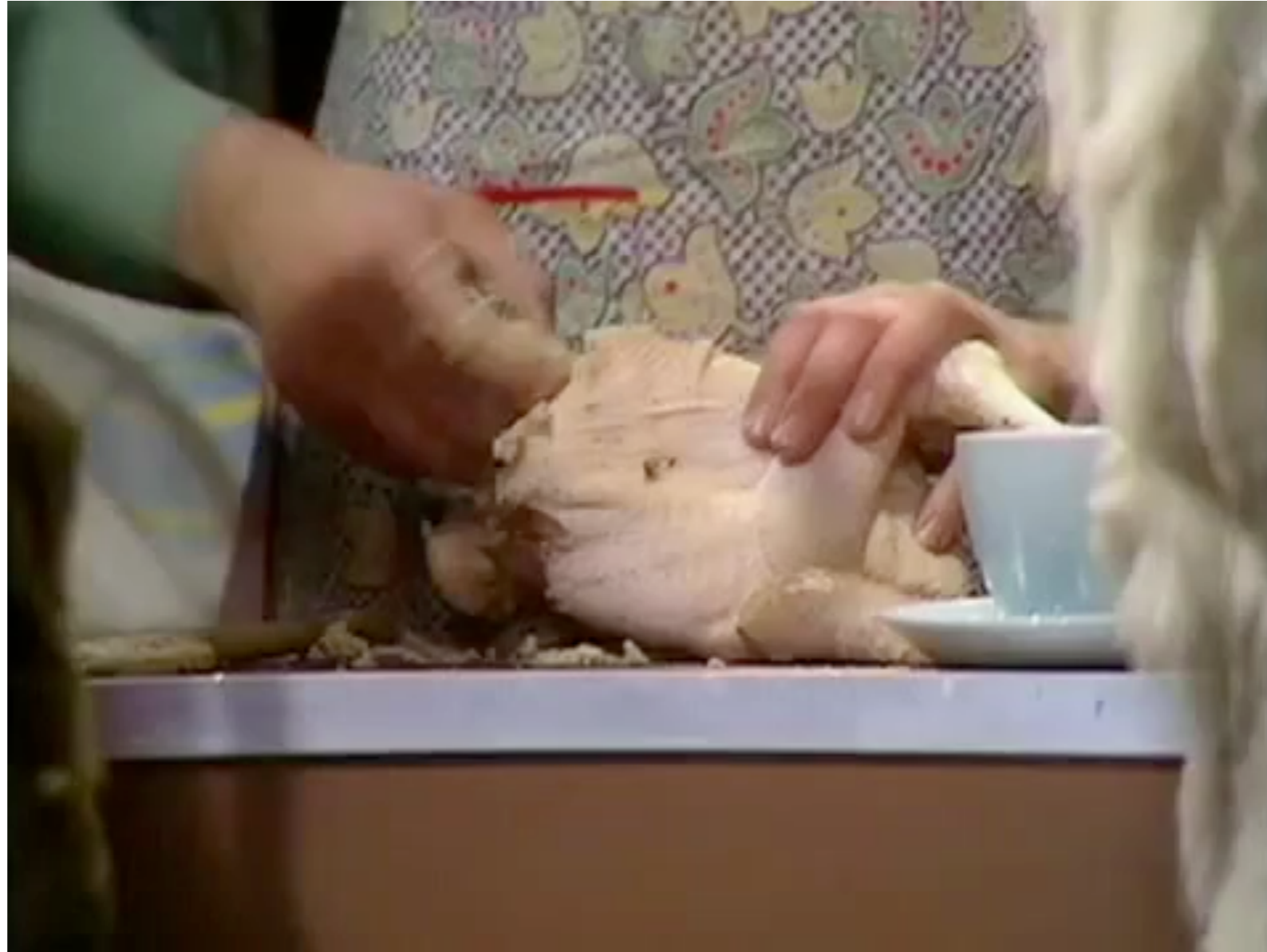
MODELS



DATA



ANALYSIS



“**Spam**” Monty Python sketch, (series 2, episode 12, 1970), by Terry Jones and Michael Palin.



SPAM[®]
BRAND



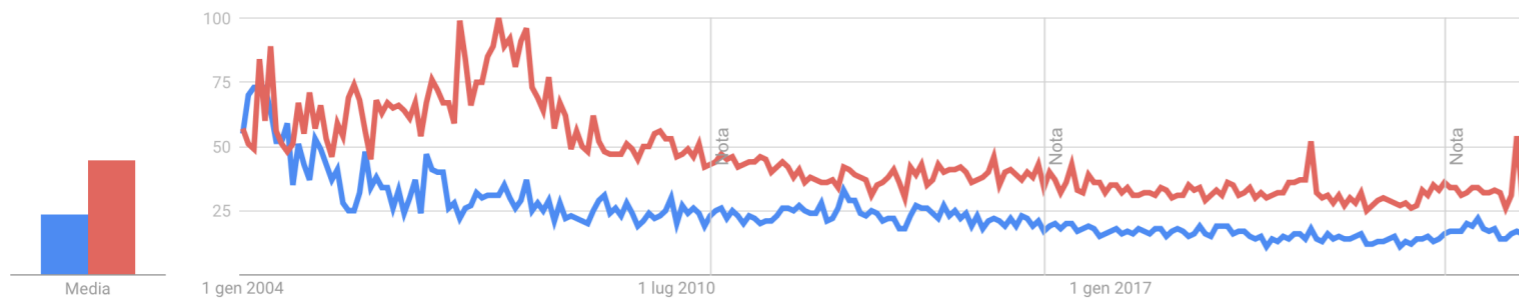
mail spam
Termine di ricerca

mail junk
Termine di ricerca

+ Aggiungi confronto

Stati Uniti ▾ 2004 - Presente ▾ Tutte le categorie ▾ Ricerca Google ▾

Interesse Nel Tempo ?



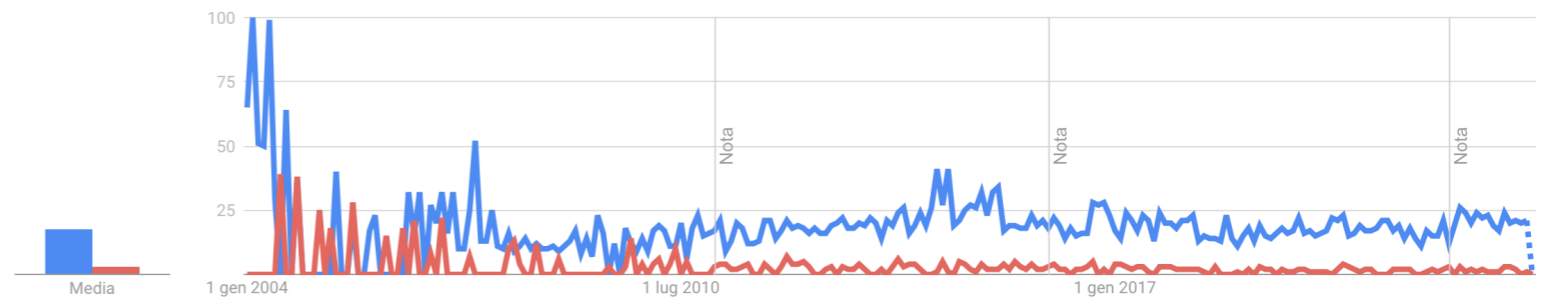
mail spam
Termine di ricerca

mail junk
Termine di ricerca

+ Aggiungi confronto

Italia ▾ 2004 - Presente ▾ Tutte le categorie ▾ Ricerca Google ▾

Interesse Nel Tempo ?





Welcome to
Thunderbird

Junk Settings

Selection

- Enable adaptive junk mail controls for this account

If enabled, you must first train Thunderbird to identify junk mail by using the Junk toolbar button to mark messages as junk or not. You need to identify both junk and non junk messages. After that Thunderbird will be able to mark junk automatically.

Do not automatically mark mail as junk if the sender is in:

- Collected Addresses
- Mac OS X Address Book
- Personal Address Book

- Bogofilter
- DSPAM
- POPFile
- SpamAssassin**
- SpamPal

- Trust junk mail headers set by

If enabled, Thunderbird will automatically consider messages marked by this external classifier as junk.

Destination and Retention

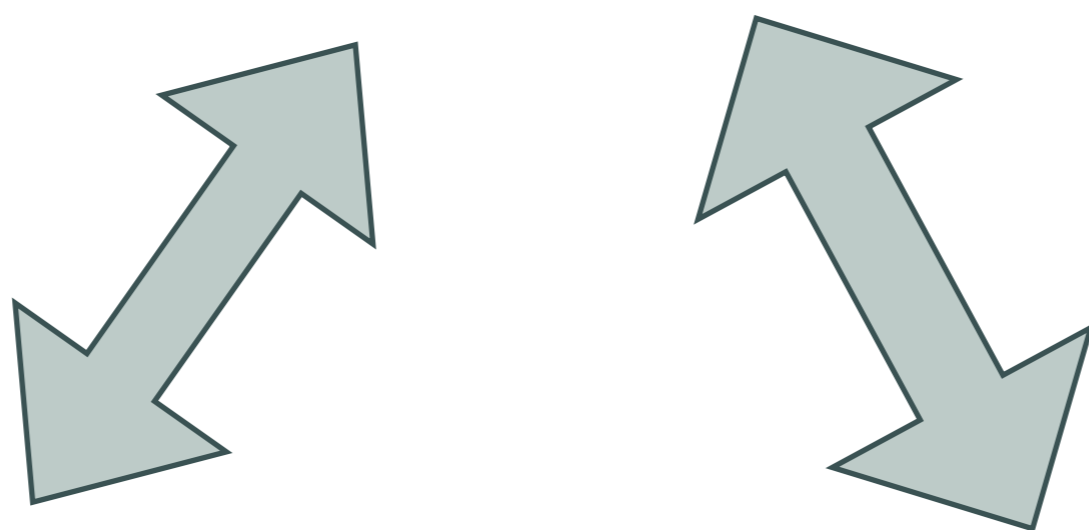
- Move new junk messages to:

"Junk" folder on: Local Folders

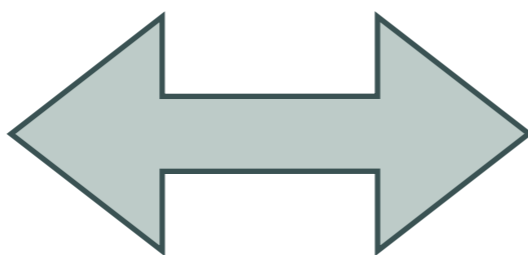
Other: Junk Email on timoteo.carletti@unamur.be

Automatically delete junk mail older than 14 days

MODELS



DATA



ANALYSIS



All models are wrong
but some are useful

Box, George E. P. (1979), "Robustness in the strategy of scientific model building", in Launer, R. L.; Wilkinson, G. N., Robustness in Statistics, Academic Press, pp. 201 –236.

What matters is the question you are interested in
and the level of precision you want to achieve.

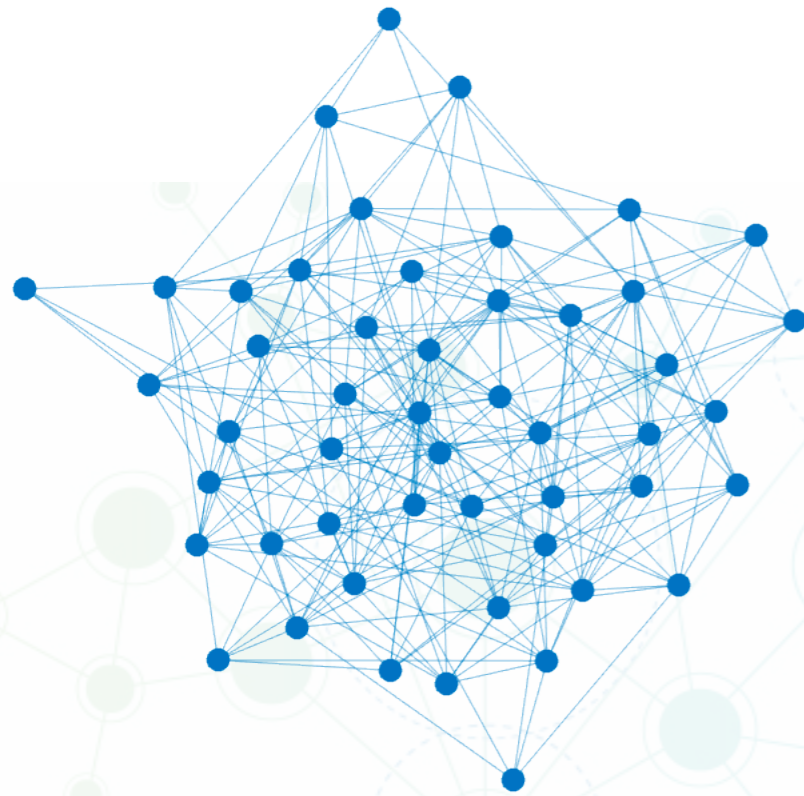
myself



social network

interaction rules

Random Network (Erdős–Rényi)



Every couple of nodes is connected with some probability

Scale Free Network

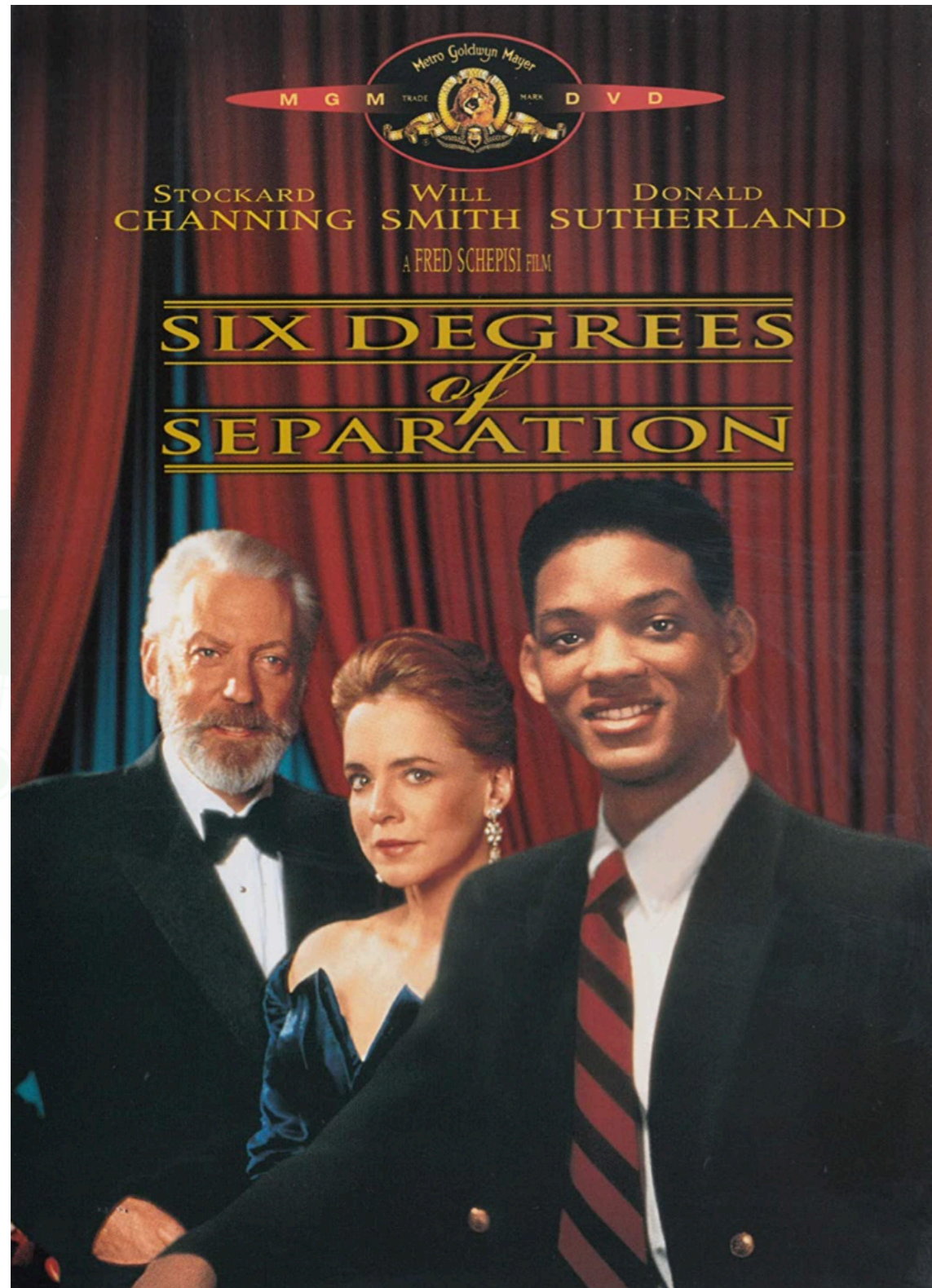


Few nodes have a large number of connections (hubs) while many nodes have just one or two connections

Small World network



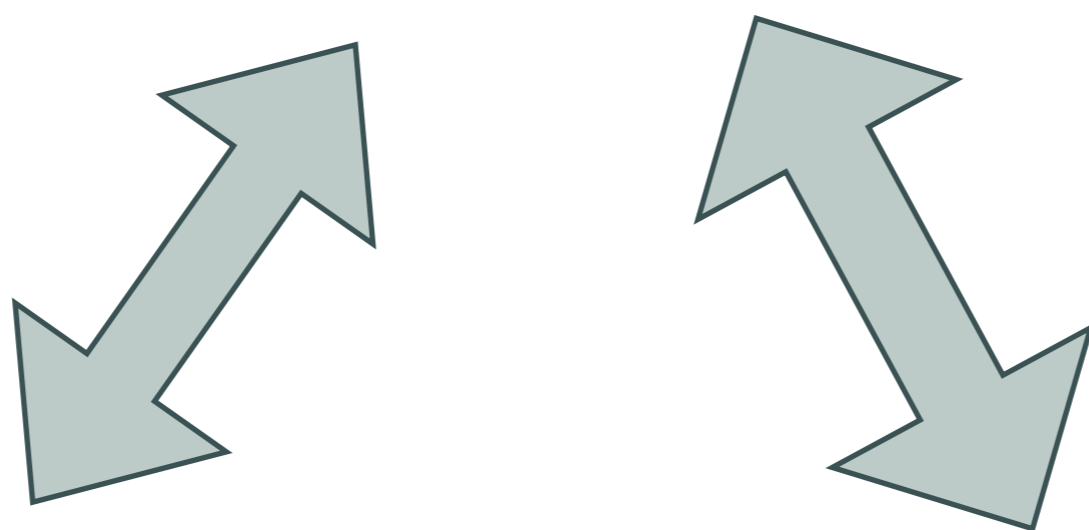
Every two nodes are “very close” each other



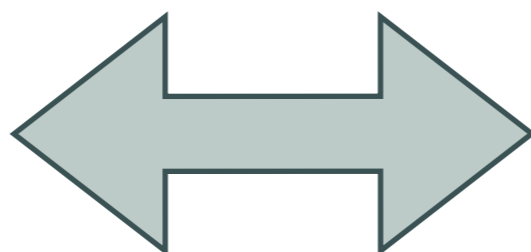
Small World network

Every two nodes are “very close” each other

MODELS



DATA



ANALYSIS

