

CS-234

Technologies for
Democratic society

Fall 2022

Week 3

Influence (social) —

— what is it?

when one person causes another's behavior
to change through normal interaction

— how does influence occur?

— person-to-person conversation

— mass media

— social networks (online)

— cultural / upbringing

— family, friends

— school / education

— historical events

— advertising?
— propaganda

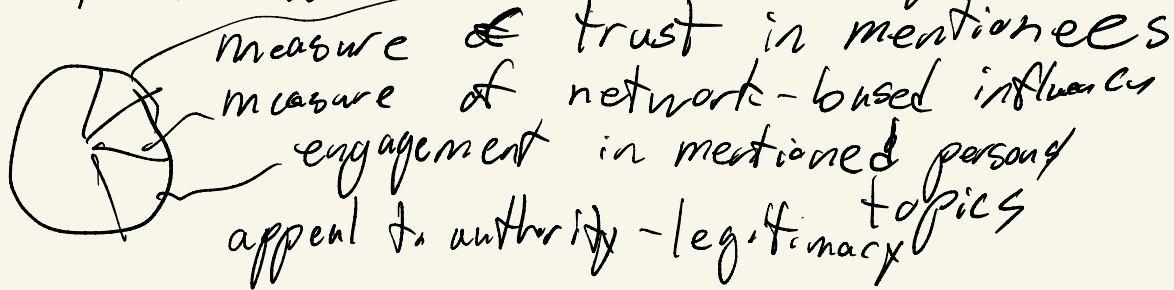
Influence - on the Internet

How to measure / model?

OSN: likes, followers, retweets, mentions

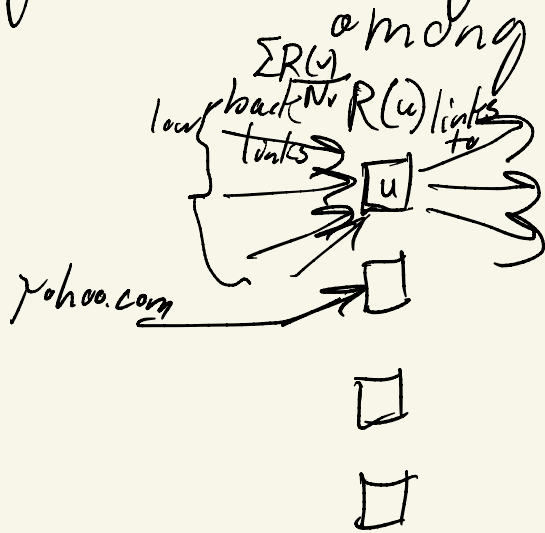
e.g. Twitter:

- Followers: measure of direct interest in person
- Retweets: measure interest (direct or indirect) by broader discussion community
- Mentions: solicit attention, opinion, retweets



Page Rank - Google

- web search before: Yahoo, Alta Vista
- Many people perceived Google to be "better". why?
- Page Rank - compute an influence metric among all (crawled) web pages



1. more backlinks \rightarrow more trust
2. more trusted backlinks \rightarrow "

linear optimization problem
 \rightarrow iterative solutions

Piketty

"Money talks" - buys influence

- advertising, corruption, campaign finance, ...
- capitalists, investment →
influencing where the jobs are, for what
- fear, uncertainty, desire for protection