

Social Networks
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How to Go Viral on Web
Lecture - 159
PseudoCores: Introduction

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We have studied about cascades, we have seen how people follow each other and this following can be in terms of behavior, can be in terms of adopting an idea, can be in terms of adopting a product. And, we looked at an entire chapter based on this concept of following each other and cascading and we also talked about epidemics.

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So, how do diseases spread from person to person and we have looked at various models for how we can model this like SIS model, SIR model etcetera. And, we have also talked about the subtle differences between the spread of an idea and the spread of a disease.

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So, we have seen that when a disease spreads there is no choice, when an idea spreads there is a choice. So, if an idea comes to you, you make a choice if you do not like the idea, you have the liberty to say no.

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I do not like this idea, but if it is a disease and somebody infected person comes to you and the contagion is happening, you cannot say I do not like this disease I am not going to take it. So, there you do not have any liberty. So, in this way the spread of a disease and the spread of an idea are different. Spread of an idea has become a complete research direction in its own; there are a lot of things we can study on the spreading of an idea.

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And today ideas spreads like anything unlike the past days. Why? Because today all the ideas they spread on internet. So, whether it is an image or it is an video or it is an text or

let us say it is about a riot that people want to do. Everything today spreads with the help of internet through Facebook, through twitter, through WhatsApp and all these platforms. So, first of all I would like to tell you about a term internet meme, most of you might have heard about it also.

So, internet meme is actually not a technical word, it is not anything, it is just anything which spreads through internet is called an internet meme. It can be a photo an image or video or text or anything whatever spreads through internet is called an internet meme. And, today this internet memes they carry the capability of changing your life unlike the past days; if you want to become popular you do not need to find a right platform anywhere else, you can just upload a video on internet and become popular.

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So, do you know the story of Justin Bieber? How Justin Bieber became Justin Bieber, the story is very interesting. So, initially in his when he was like 11 or 12 years old, he and his mom they used to record his videos. So, he used to sing at his school level or at his school levels and whenever he used to have a nice concert or nice singing they will record his video and they will post it on YouTube. And, when they post it on YouTube slowly the number of likes number of views started increasing.

And, then there was his producer or director which had his eyes on what is happening there. He looked there is a small, there is a talent a very small boy having this big talent and then he got and grab Justin Bieber and brought him to the singing industry. And,

today we do not also need a mentor like that to pull you out; you can mainly go and keep uploading your videos on internet. Your videos, pics or anything on internet and as it gains more and more number of likes you will become popular. So, we do not need anything else.