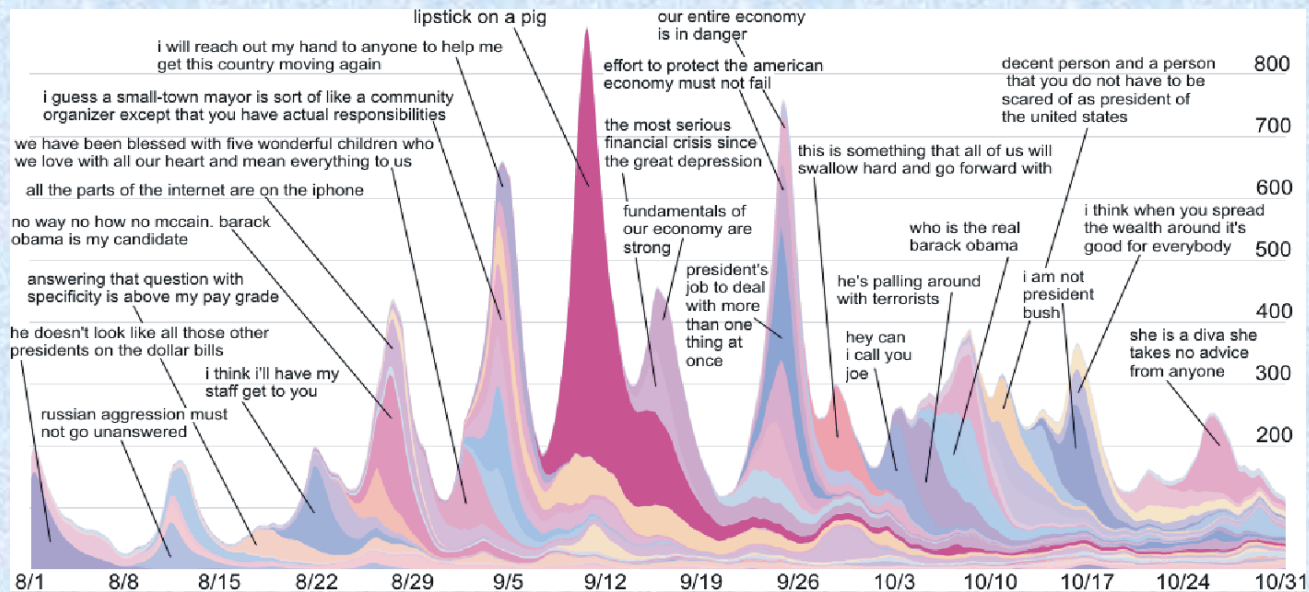


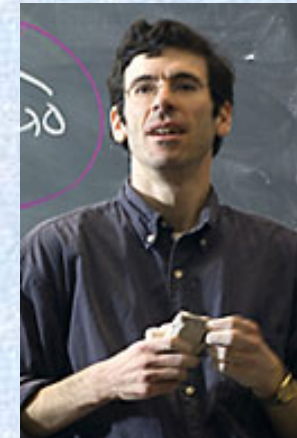
The Reese T. Prosser  
Mathematics Lecture Series  
Presents

# Mathematical Models of Social Media and the News Cycle



by  
**Jon Kleinberg**  
**Tuesday**  
**October 6, 2009**  
**7:00PM**  
**041 Haldeman**  
*Free and open to the public.*

**Abstract:** Increasingly, the information we experience on-line comes to us continuously over time, assembled from many small pieces, and conveyed through our social networks. This merging of information, networks, and flow over time requires new mathematical models for reasoning about the large-scale behavior of networks, drawing on analogies to biological notions including contagion and mutation.



Jon Kleinberg is the Tisch University Professor of the Computer Science Department at Cornell University.

The Reese Prosser Memorial Lectures were inaugurated in 2002 by the Department of Mathematics at Dartmouth College to honor their long time colleague Reese Prosser. This lecture series, endowed by the late Nancy Prosser and her family, is intended to introduce the general public to mathematical research related to their daily lives.