

1108-92-434

Winfried Just*, Department of Mathematics, Ohio University, Athens, OH 45701. *Transmission of infectious diseases and of catchy ideas.*

Transmission of ideas in human populations is not unlike transmission of infectious diseases and can be modeled in a similar way. Moreover, knowledge or beliefs about a certain disease may induce a behavioral response that can modify the probability of infection. There has been growing interest in the recent literature in modeling the interplay of the spread of a disease, the spread of awareness about the disease, and the behavioral response triggered by the awareness. This talk will highlight some research on this topic, including recent work of the presenter. (Received January 19, 2015)