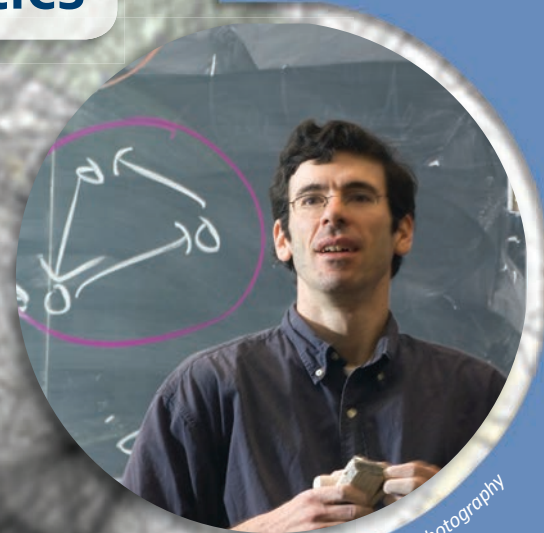The American Mathematical Society presents
The AMS Einstein Public Lecture in Mathematics

JON KLEINBERG

Tisch University Professor, Cornell University

Cornell University Photography

BURSTS, CASCADES, AND HOT SPOTS:
A GLIMPSE OF SOME ONLINE SOCIAL PHENOMENA AT GLOBAL SCALES

SATURDAY, OCTOBER 19, 2013
5 p.m. Graham Chapel
Washington University in St. Louis
Reception afterwards in Holmes Lounge

As an increasing amount of social interaction moves online, it becomes possible to study phenomena that were once essentially invisible: how our social networks are organized, how groups of people come together and attract new members, and how information spreads through society. With computational and mathematical ideas, we can begin to map the rich social landscape that emerges, filled with "hot spots" of collective attention, and behaviors that cascade through our networks of social connections.

Joe Angeles/WUSTL Photos

Jon Kleinberg is a leader in the effort to understand modern entities such as the World Wide Web and online social networks. He has received many awards and honors including a MacArthur "Genius" Grant and election to the National Academy of Sciences. Famous not only for his research, Kleinberg is also celebrated for his ability to explain his insightful results to anyone, regardless of their expertise.

Courtesy of Jon Kleinberg

Sponsored by the American Mathematical Society.
Hosted by the Department of Mathematics at Washington University in St. Louis.
This event is part of the AMS 2013 Fall Central Sectional Meeting, October 18-20.

www.ams.org/meetings/sectional/2204_events.html

125th Anniversary
AMS AMERICAN MATHEMATICAL SOCIETY

Trail of Flickr users in Manhattan from "Mapping the World's Photos." Crandall, Backstrom, Huttenlocher, and Kleinberg, International World Wide Web Conference, 2009.