

# Database

Entry Date	2021-01-27
Source	Granovetter, M. Threshold models of collective behavior. The American Journal of Sociology 83, 1420-1443 (1978).
Link	<a href="#">Link</a>
Source Type	Theory /Hypothesis
Domain	Groups
Subdomain1	In general
Subdomain2	Behaviour
Key Points	An interesting conceptual model suggesting that collective actions such as rioting may spread in a group based on chance interactions between individuals with different thresholds for this type of behaviour. Rioting starts when these connections occur in combinations favourable for the development of a cascade. It seems plausible that this may also occur in less dramatic forms of contagious human behaviour such as stock market and social media frenzies and other 'madness of crowds' Author references Solomon Asch's famous studies of group pressure to generate social conformity even in the face of clear objective evidence to the contrary
Citns	6,402