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EECS 372

Progress Report 2

* How do the agents behave/work?
  + Turtles currently randomly scatter themselves around the world (as opposed to moving one step away from their previous position from the last version of this model), “watch” the video that is represented by the patch they are on, and “share” it if they like it enough
  + Patches (videos) have their own length, number of times viewed, affect-level, and unique video id. The more times the video has been viewed, the darker the color of the patch.
  + Links have their own weights and the celebrity-influence slider puts a cap on the possible influence a “celebrity” can have on its social media network.
* How does the overall system behave/work?
  + Each turtle has a “recommended videos list” that has a list of all the videos its neighbors have shared with it. If this list is empty, the turtle watches a random video by going to a random xy coordinate. Otherwise, the turtle will look at all the recommended videos, pick the video that the turtle’s most influential friend recommended, and “watch” that video. If the video is shorter than the turtle’s attention span and has an affect-level of above 3 (on a scale of 1-5, with 5 being highest affect level), then there is an 80% chance that the turtle will share the video with its social media connections.
* Why did you give the agents these rules?
  + I wanted the turtles to move to random xy coordinated instead of moving forward one step like in the first version because the latter favored videos that were close to each other in proximity, which doesn’t happen in the real world.
  + I also made the turtle decide to watch the video recommended by their most influential friend because that demonstrates the normative influence aspect of the sharing of viral videos. (Look at reference link below for more details on this).
* Have you developed new measures for the output? Do you think your model currently provides a good description of the system’s behavior? Why or why not?
  + I have not measured output yet, but I plan to model what people are sharing the most and what types of videos are being shared the most.
  + I do not think it provides a good description of viral videos yet because in this current model, if it is run infinitely, any video could be considered a viral video (they are all watched so many times because there are a fixed number of patches). I believe that I must get more specific into the attributes of the video and the people sharing the video. But for this iteration, I wanted to keep it very simplistic for myself so I could easier concretize the abstract behaviors that I wanted such as “take recommendation from most influential friend.” In future iterations, I’d like this to be more random than always taking the recommendation of the influential friend.
* What questions do you have about your model?
  + How would I implement something like, “If a person has seen this video before, they will not share it again”
    - I have a unique video id for each video as well as a list attribute that each turtle has called “videos-seen,” but when I tried implementing this I got caught up in the syntax and got confused.
    - ;;if person has seen before, will not share again
    - ifelse filter [? == [video-id] of patch-here] videos-seen [
    - ;;do nothing
    - ] [
    - ;;they have not seen this video, watch the video
    - ]
* Briefly list your next steps for improving the model.
  + Get people to avoid videos they have seen before
  + Make videos that don’t get enough views die off so new videos can be made
  + Find some academic papers to study what trends I should be looking for my model to output
* What conclusions can you draw from the model’s output?
  + Nothing yet

Reference Link: <http://www.sciencedirect.com/science/article/pii/S0747563213001192>