

## CISTalks

Time: **2023-07-12T13:00**

Location: **BBBF Meeting Room (304A), Yeditepe University**

Open to the public. All are invited.

# A Cultural Market Model

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## Abstract

Cultural market is the market of items such as songs, books, movies, open software. They are easily reproduced so that anyone can consume. One expects that high “quality” items become successful in this market. Salganic-2006 investigates dynamics of this market by creating an artificial music market on the web [1]. They provide evidence that “increasing the strength of social influence increased both inequality and unpredictability of success”. They conclude that high quality is not the only factor to become successful. To predict which item will be successful is shown to be very difficult. Increasing social influence has an impact on the success. In [2], we propose a model for cultural markets. In the model, social pressure is a model parameter that can be adjusted so that effects of various pressure values can be investigated. In high pressure cases success and quality relation is broken. High quality items become much more successful than what is expected. Concept of “quality” is also discussed during the talk.

[1] M. J. Salganik, P. S. Dodds, and D. J. Watts, “Experimental study of inequality and unpredictability in an artificial cultural market,” *Science*, vol. 311, no. 5762, pp. 854–856, 2006.

[2] A. Herdagdelen and H. Bingol, “A cultural market model,” *International Journal of Modern Physics C*, vol. 19, no. 2, pp. 271–282, 2008.

## Biography

*Education:* Ankara Science Highschool, 1977; BS: METU Electrical Engineering, 1982; MS: Syracuse U. Computer Engineering, 1985; PhD: Syracuse U. Computer Engineering, 1987.  
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