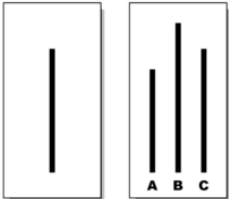
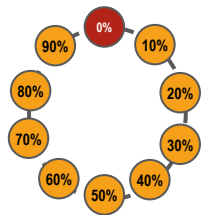


3 Principles of Cascades

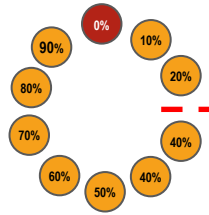


Local Majorities

Majorities don't just rule they also influence. This is especially true of local majorities.



Example 1

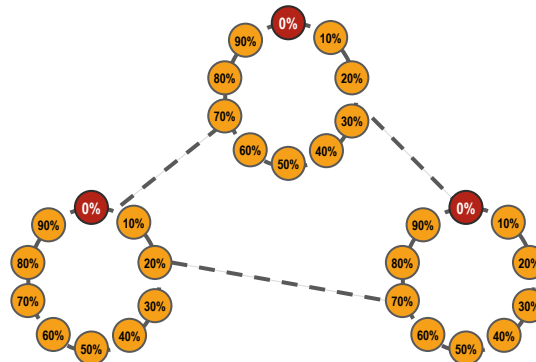


Example 2

Saturated Clusters

Threshold Model of Collective Behavior

Because people differ in their resistance thresholds to any given idea, it matters where you start. You want to find people who are already enthusiastic about change and empower them.



Weak Ties Drive Cascades

Because there are connection between groups, saturated clusters can help nearby groups meet their thresholds and drive a cascade

Small groups, loosely connected, united by a shared purpose