

Cambridge University Press & Assessment 978-0-521-19727-4 — Behavior Dynamics in Media-Sharing Social Networks H. Vicky Zhao , W. Sabrina Lin , K. J. Ray Liu Copyright information More Information

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi - 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9780521197274

© Cambridge University Press 2011

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2011

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging in Publication data

Zhao, H. Vicky, 1976-

 $Behavior\ dynamics\ in\ media-sharing\ social\ networks\ /\ H.\ Vicky\ Zhao,\ W.\ Sabrina\ Lin,\ K.\ J.\ Ray\ Liu.$

p. cm.

Includes bibliographical references and index.

ISBN 978-0-521-19727-4 (hardback)

1. Social networks. 2. Consumer behavior. 3. Human behavior. 4. Game theory. I. Lin, W. Sabrina,

1981- II. Liu, K. J. Ray, 1961- III. Title.

HM742.Z46 2011

302.30285'675 - dc22 2011006139

ISBN 978-0-521-19727-4 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.