

JOKE, PHILOSOPHY, SOFTWARE

BAD NEWS ARE GOOD NEWS

12.04.2013

[e! Science News](#) reports a new study in [EPJ Data Science](#) by Marcel Salathé showing that anti-vaccination sentiments spread more easily than pro-vaccination sentiments.

We find that the effects of neighborhood size and exposure intensity are qualitatively very different depending on the type of sentiment. Generally, we find that larger numbers of opinionated neighbors inhibit the expression of sentiments. We also find that exposure to negative sentiment is contagious

Read the full paper for the tricky design – at least the results fully underpin daily life experience. It's certainly much easier to do Twitter than [Facebook studies](#) on the other hand these rather short messages are certainly not the main channel of many great "opinionated" people.

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