Recommendations

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PAPERS

PATTERNS OF INFLUENCE IN A RECOMMENDATION NETWORK

THE DYNAMICS OF VIRAL MARKETING
VIRAL MARKETING
ADVERTISEMENTS
Figure 8: Probability of buying a book (DVD) given a number of incoming recommendations.
1. Hotmail
$50,000 on traditional marketing

BUT

growth of zero to 12 million users in 18 months
2. **Gmail**

The **ONLY** way to sign up was through referral.
Patterns of influence in product purchases follow LONG TAIL