

NETWORK SCIENCE

Volume 1

Number 2

CONTENTS

Editorial

What we publish

ANN MCCRANIE AND STANLEY WASSERMAN 123

Articles

Engineering social contagions: Optimal network seeding in the presence of homophily 125

SINAN ARAL, LEV MUCHNIK AND ARUN SUNDARARAJAN

The decomposed affiliation exposure model: A network approach to segregating peer influences from crowds and organized sports 154

KAYO FUJIMOTO, PENG WANG AND THOMAS W. VALENTE

Characterizing ego-networks using motifs 170

PÁDRAIG CUNNINGHAM, MARTIN HARRIGAN, GUANGYU WU AND DEREK O'CALLAGHAN

A variable neighborhood search method for a two-mode blockmodeling problem in social network analysis 191

MICHAEL BRUSCO, PATRICK DOREIAN, PAULETTE LLOYD AND DOUGLAS STEINLEY

Commentary

Commentary: Measuring the shape of degree distributions 213

JENNIFER M. BADHAM

Commentary: Teach network science to teenagers 226

HEATHER A. HARRINGTON, MARIANO BEGUERISSE-DÍAZ, M. PUCK ROMBACH, LAURA M. KEATING AND MASON A. PORTER

End Note

Network maps of the human brain's rich club 248

OLAF SPORNS AND MARTIJN P. VAN DEN HEUVEL

Erratum

Portrait of Political Party Polarization – ERRATUM 251

JAMES MOODY AND PETER J. MUCHA

Manuscript Submission Guidelines

Manuscripts for consideration for *Network Science* should be submitted electronically, using the Manuscript Central System at <http://journals.cambridge.org/NWS>. This system will allow authors to benefit from faster review and earlier, online publication. Authors who are unable to submit online should contact the NWS Editorial Office (at networkscience@cambridge.org) for assistance.

For more detailed instructions for contributors please go to <http://journals.cambridge.org/NWS/contributors>.

EDITORS

Lada Adamic, Information Science, University of Michigan, USA

Ulrik Brandes, Computer Science and Mathematics, University of Konstanz, Germany

Noshir Contractor, Communication, Engineering, and Management, Northwestern University, USA

Sanjeev Goyal, Economics, University of Cambridge, UK

Garry Robins, Psychology and Political Science, University of Melbourne, Australia

Thomas Valente, Public Health and Medicine, University of Southern California, USA

Alessandro Vespignani, Physics, Northeastern University, USA

Stanley Wasserman (Coordinating Editor), Statistics and Sociology, Indiana University, USA



Cambridge Journals Online

For further information about this journal please
go to the journal web site at:

journals.cambridge.org/nws

CAMBRIDGE
UNIVERSITY PRESS