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Opinion Dynamics in Online Social Media

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Propositions:

1. Opinion dynamics in online social media result from a complex social process that cannot be understood by only studying the individual parts of the system in isolation.
2. Personalization algorithms may curb instead of induce political polarization in online social media, because they prevent exposure of certain opinions to the individual user that would trigger repulsive influence in that user.
3. Research on social influence should carefully consider the bounds of opinion scales in both theory construction and measurement.
4. The property of social media to immediately broadcast messages to a user's complete set of contacts (one-to-many communication) contributes to cultural isolation and opinion polarization in the network at large.
5. The isolating effects of one-to-many communication are particularly strong in clustered networks.
6. Research on the role of social bots in the spreading of (mis)information underestimates the effect of bots when focusing attention on bot's influence only on its followers whilst ignoring users who are indirectly connected to the bot.
7. Low activity rates of social bots and weak connectivity to human social media users are poor indicators for social bots' abilities to influence public debate.
8. Comparison of competing agent-based models through model alignment and a gradual increase of model complexity is critical for the advancement of theoretical knowledge.
9. Rigorous formal modeling of complex systems is instrumental in helping computational social science leverage the full potential of large-scale observational data on human behavior.
10. *Intuition is not a very good guide for predicting what even a very simple dynamic model will produce.*
-Robert Axelrod
11. Oslo has more than one airport.