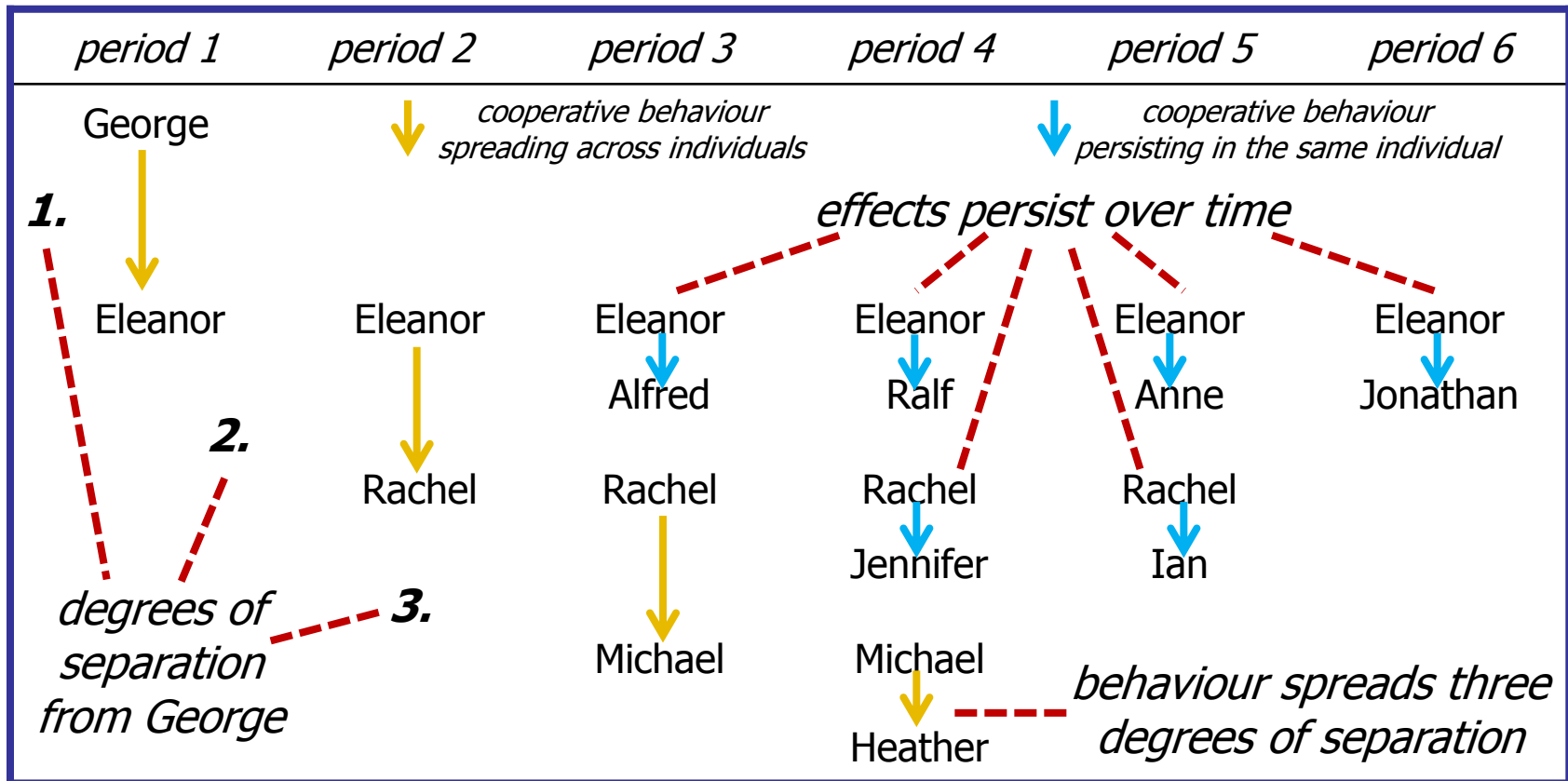


cooperative behaviour cascades

this diagram illustrates how one person's generosity (or meanness) in a 'public goods' money game affects the behaviour of a series of people that the original person will never meet



Fowler J & Christakis N. "Cooperative behavior cascades in human social networks"
 Proc Natl Acad Sci USA 2010; 107(12): 5334-8