A Cultural Market Model

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ABSTRACT

Social interactions and personal tastes shape our consumption behaviors of cultural products. In this study, we present a computational model of a cultural market and we aim to analyze the behavior of the consumer population as an emergent phenomena. Our results suggest that the final market shares of the cultural products dramatically depend on the consumer heterogeneity and social interaction pressure. Furthermore, the relation between the resulting market shares and the social interaction is robust with respect to a wide range of variation in the parameter values and the type of topology.