How did Facebook grow?

Did Twitter, LinkedIn, WeChat and others grow in the same way?
A Network-Based Universal Growth Law

IEEE Circuit and System Distinguish Lecture

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ABSTRACT:
The growth of the user population of a newly launched product or service is often considered as being controlled by multiple factors like deployment of appropriate business strategy, quality of the product, market readiness, and luck! Recent research in network science has provided convenient access to the construction of models that can describe collective human behaviour. Here, we discuss a model, based on construction of a networked community and two fundamental behaviour of decision making, that can universally describe the growth of the user population of any newly launched product or service. This model can be extended to a variety of practical growth applications. This talk will highlight the role of data, combined with the use of appropriate theory, in many areas of applied research.

BIOGRAPHY:
C. K. Michael Tse obtained the BEng(Hons) and PhD degrees from the University of Melbourne, Australia. He is Professor of Electronic Engineering with Hong Kong Polytechnic University. His research interests include power electronics, nonlinear systems, and network applications. In 2005 he was elected IEEE Fellow. Prof. Tse received numerous prizes including IEEE Transactions Best Paper Prizes, Gold Medals at Geneva International Invention Exhibitions and Grand Prize at Silicon Valley International Inventors Festival. He was conferred honorary professorships by a few Australian and Chinese universities and was awarded distinguished fellowships by a few Australian and Canadian universities, including the Professor-at-Large Fellow by University of Western Australia and Distinguished International Research Fellow by the University of Calgary. He was appointed IEEE Distinguished Lecturer three times. He serves/has served as Editor-in-Chief for IEEE Transactions on Circuits and Systems II, IEEE Circuits and Systems Magazine, as Editor for a few other journals.

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