The Hipster Effect

Problem A
Team: Jeffrey Abhsie, Andre Griffin, Dylan White
Coach: James Stewart
College: Southern Arkansas University

Problem A

Our model represents how easily people switch between different trends, especially those who go out of their way to stay out of the mainstream.

Namely, the Hipster Effect is the result of enough people resisting the mainstream to become a new conformity themselves.

Simple Terms

———

Trend: A general direction that something is developing or changing in. In terms of this problem, this will refer to social trends.

Mainstream: The ideas, attitudes, or activities that are regarded as normal or conventional; or the dominant trend.

Simple Terms

———

Hipster: a person who follows the latest trends and fashions, especially those regarded as being outside the cultural mainstream.

Conformist: A person who has no trouble accepting what is mainstream.

Hypothesis

———

The definition of Hipster is quite contradictory. By definition, they stay out of the mainstream, but eventually, their trends become mainstream themselves over time.

Basically, in the process of trying to be different, they all become the same.

Unity

———

Our model was created in Unity, a Game Development Software. We represented a spread of trends by word of mouth through a sample of 100 simple objects that are interacting with one another through collision. Each Game Object has randomly assigned traits: Hipster, Mainstream, Conformist, and Nonconformists. We represented the world state as either Mainstream or Hipster by counting how many Game Objects were either Mainstream or Hipster.

Conclusion

———

From the model, we can conclude that even when a large majority occurs, there will never be a situation where everyone is mainstream or hipster for very long. The world state will always seek to balance themselves over time.

      Overall, our hypothesis was not completely correct as the world state did not influence as much as we predicted.

Additional Problem

———

2.) How would our model change with two trends instead of one?

     The Hipster group will always switch to whichever trend is the least popular. With three groups, Trend A, Trend B, and the Hipster Trend. Whichever color has the least amount of followers will attract more Hipsters, leading to an influx for that trend. But once that trend becomes popular, Hipsters will latch on to a new minority out of the trends, creating a cycle.