

# THE SPREAD OF CONTAGION

VUCA is a model used to understand the forces of change that could affect an environment. These 4 metrics can be used to describe and analyze the virtual realms catalyst for spreading information.

## VOLUME

competitive analysis of how much ones brand is taking part in the online space

## REACH

potential unique viewers a post could have

## IMPRESSIONS

how many times a post shows up in someones timeline

## EGAGEMENT

likes, comments, shares, clicks

## VOLATILITY

## UNCERTAINTY

## COMPLEXITIES

## AMBIGUITY

### STANDARD DEVIATION

the dispersion of a data set relative to its mean

### CYCLOMATIC COMPLEXITY

is a software metric used to indicate the complexity of a program

### AMBIGUITY (IN LAW)

patent and latent ambiguity

## TRUTH TABLES

A table showing the truth or falsity of a proposition.

P	Q	$P \wedge Q$
T	F	F
T	T	T
F	T	T
F	F	T

This table mathematically reasons whether or not a statement is logically valid. Truth is not 50/50 when analyzing information produced by my data set this will help me determine the percentage of its truth value.

Volatile – change is rapid and unpredictable in its nature and extent.

Uncertain – the present is unclear and the future is uncertain .

Complex – many different, interconnected factors come into play, with the potential to cause chaos and confusion.

Ambiguous – there is a lack of clarity or awareness about situations.