# MATHEMATICAL MODELS FOR THE STUDY OF THE PROPAGATION OF NOVEL SOCIAL BEHAVIOR Apr. 1968 REFERENCES 

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3. Stuart C. Dodd, "Testing Message Diffusion from Person to Person," Public Opinion Quarterly, Vol. 16, pp. 247-262, 1952.
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## CURIOUS PROPERTY OF ONE FRACTION

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It is well known that an integral fraction, with no more than three digits above the line and three below, gives the best possible approximation of the famous mathematical constant " e ".

This fraction is $878 / 323$. In decimal form $(2,71826 \cdots)$ it yields the correct value for "e" to four decimal places.

If the denominator of this fraction is subtracted from the numerator the difference is 555 .

Now, the iterated cross sum of the numerator is 5 and the same cross sum of the denominator is 8 . The ratio $5 / 8$ gives the best possible approximation to the "Golden Ratio" with no more than one digit in the numerator and one in the denominator.

