

## **Tipping Point Chpt. 1 Discussion Questions**

1. Gladwell argues that some social trends take off quickly at “tipping points” (Larry and Trish will draw a visual for this scenario on the board). Do all trends behave this way? How else might the curve on the board look for more “conventional” trends?
2. Can you think of concrete examples of social trends from your own experience that were conventional in nature? What about some that “tipped” all of a sudden? Is there a connection between the behavior of conventional trends and ones that tipped suddenly?
3. What are the main factors laid out in Chpt. 1 that affect tipping points? (review: infectious agents themselves change, those who transmit these agents, the role of the environment)
4. What are the characteristics of epidemics that Gladwell asks us to think about? (review: contagious nature, little causes have big effects, change happens suddenly.)
5. Let’s think now about individual people who can make a big difference. Can you think of examples from your own experience?
6. Can any of us be one of “the few people” who can help create a tipping point for change?
7. Are you hooked yet by this book? Why or why not? What about his rhetoric do you find effective or ineffective in drawing you in?