In social systems, there is competition for prestige, recognition, awards, social status, popularity, leadership, wealth, fame, etc. What makes the difference in the achievement of these objectives? Is there any pattern behind success? For example, why an hashtag on twitter becomes popular, a song enters the hit parade, or a scientific paper becomes highly cited?

This course will review quantitative studies aimed at measuring, predicting and understanding performance in real social competitive arenas, ranging from social media to financial markets, from professional sports to scientific and technological innovation.