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HOW TO USE THE NETLOGO PROGRAM "Media_Simulation_Code.nlogo"

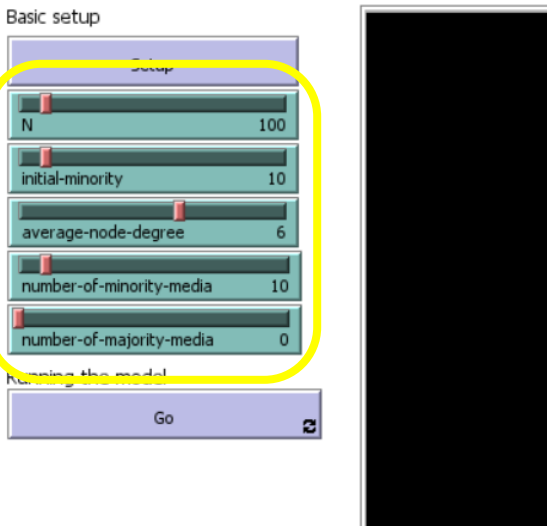
SETTING UP NETLOGO

1. Install the latest version of NetLogo in your computer. You may download the software from: http://ccl.northwestern.edu/netlogo/download.shtml.

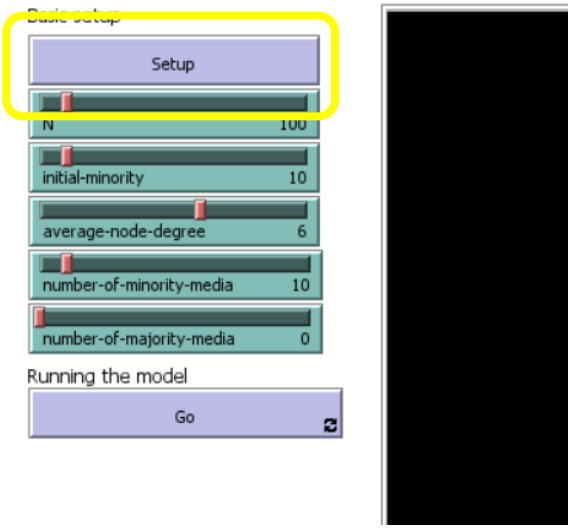
2. Once completely installed, you can now double click on the program file 'Media_Simulation_Code.nlogo' to open it.

SETTING UP THE WORKING SIMULATION

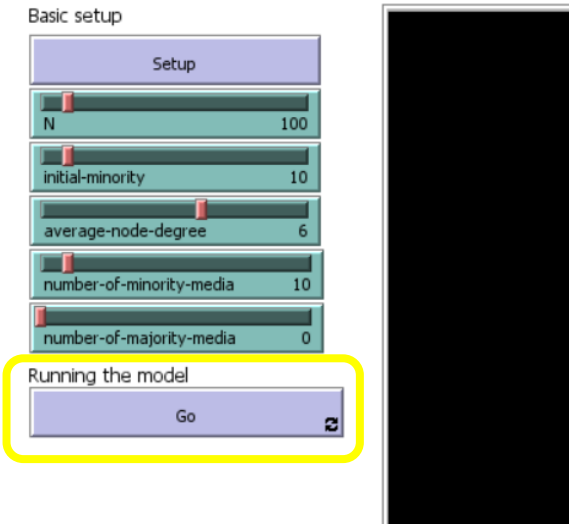
1. Open the program file 'Media_Simulation_Code.nlogo'.
2. Modify the parameters of the simulation using the sliders on the left side of the blank square area.



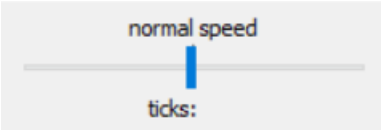
3. Click the "Setup" button to generate the network for the simulation.



4. Click the "Go" button to start the simulation. (Note: The simulations automatically stop once the preference for either opinion becomes zero.)



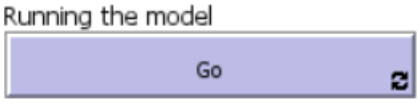
Remark: If you want the simulation to perform faster (or slower), there is a slider above (with texts "normal speed" written above the slider and "ticks:" written below the slider) that changes the speed of the simulations. Sliding to the right makes the simulations perform faster, while sliding to the left makes the simulations slower.



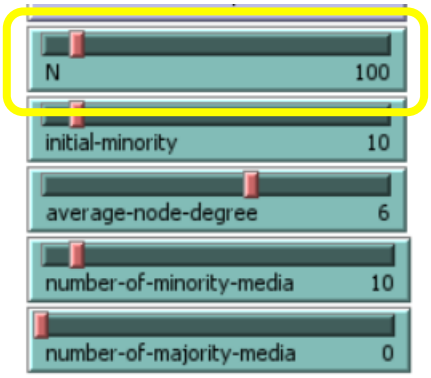
BASIC SETUP FUNCTIONS (left side of the blank square area):

1. "Setup" Button - generates the working network on the blank square area using the parameters specified from the five sliders under this button.

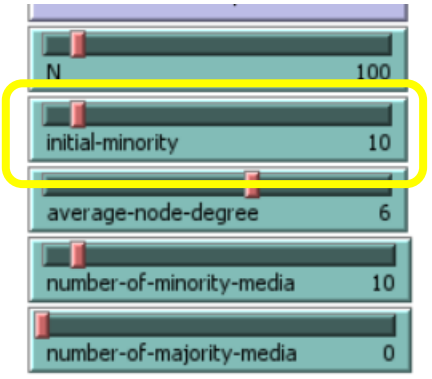
2. "Go" Button - executes the simulation until the preference for either minority or majority opinion becomes zero (two monitors below the "Opinion Shares" plotting graph: beside the "plotting-interval" slider).



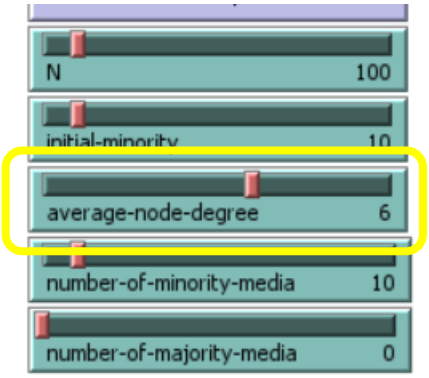
3. "N" Slider - denotes the number of the population to be used in the simulation. It is currently set to 100 nodes (or in NetLogo terms, turtles), but the range of this slider is from 0 to 1000 nodes.



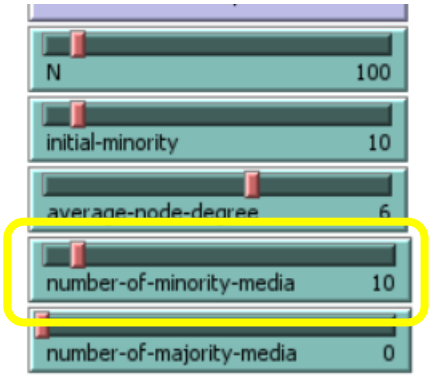
4. "initial-minority" Slider - denotes the number of initial minority non-media nodes present in the network. This slider is currently set to 10 minority non-media nodes, but its values may range from 0 to 100 nodes. Its complement (subtracted from the N-population) will be assigned to the majority non-media nodes.



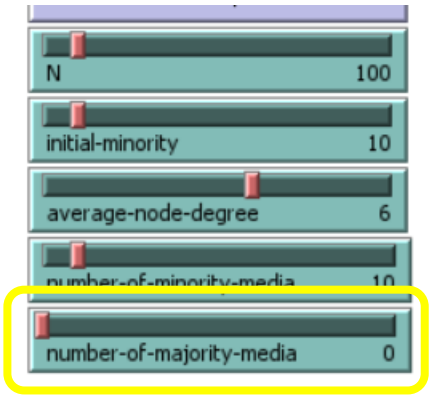
5. "average-node-degree" Slider - denotes the value of the average node degree in the network. This slider is currently set to 6, but the range of values are from 0 to 10.



6. "number-of-minority-media" Slider - denotes the number of minority media present in the network. It is currently set to 10 minority media nodes, but the range of the slider is from 0 to 100 nodes.

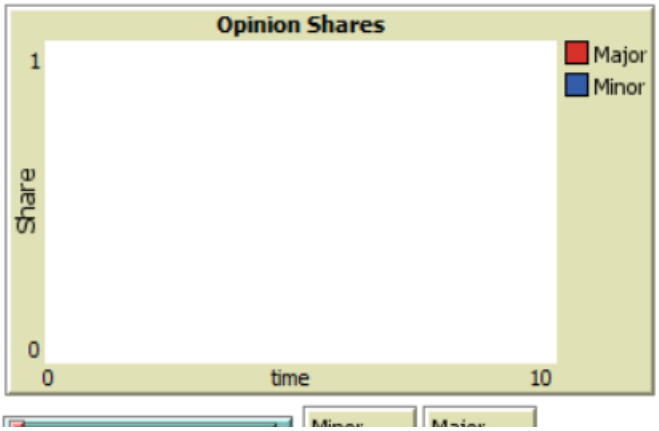


7. "number-of-majority-media" Slider - denotes the number of majority media present in the network. It is currently set to 0 majority media nodes, but the range of the slider is from 0 to 100 nodes.



ADDITIONAL FUNCTIONS (right side of the blank square area):

1. "Opinion Shares" Plotting Graph - plots the preferences for each opinion (red for the majority and blue for the minority) per timestep (or tick) of the simulation. (Note: This graph automatically stops plotting values once one of the opinion monitors display a zero.)



2. "`plotting-interval`" Slider - denotes the interval at which the preferences are plotted on the graph above this slider. The range of values for this slider is from 1 to 1000.

3. "Minor" and "Major" Monitors - displays the current preference values for the minority and the majority opinions, respectively. This also displays when the preference for either opinion becomes zero.