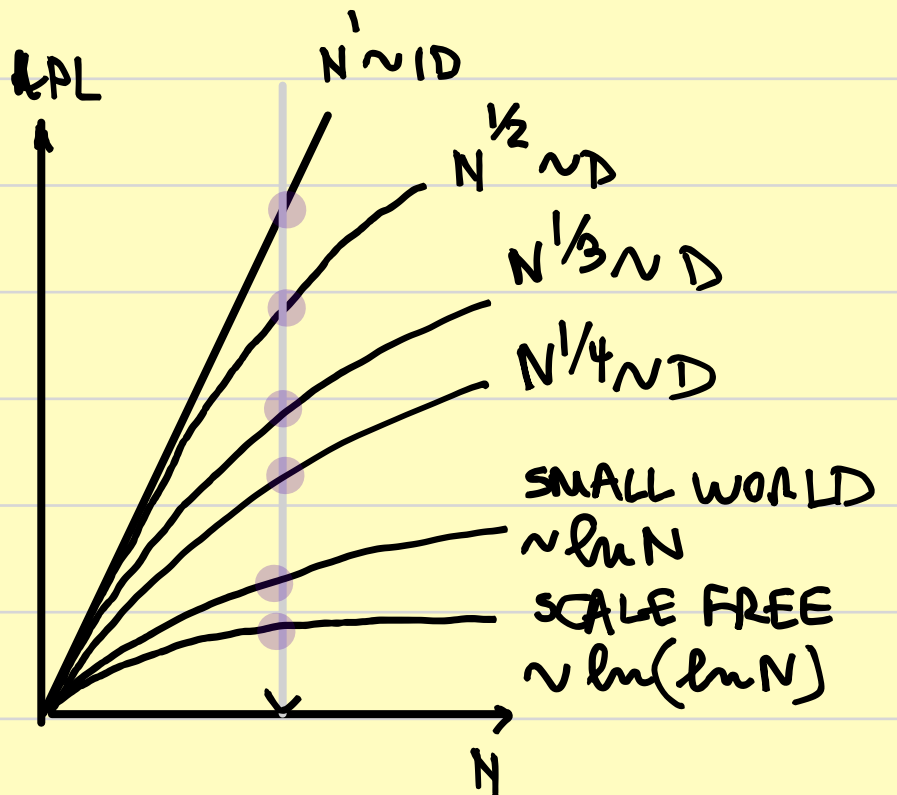
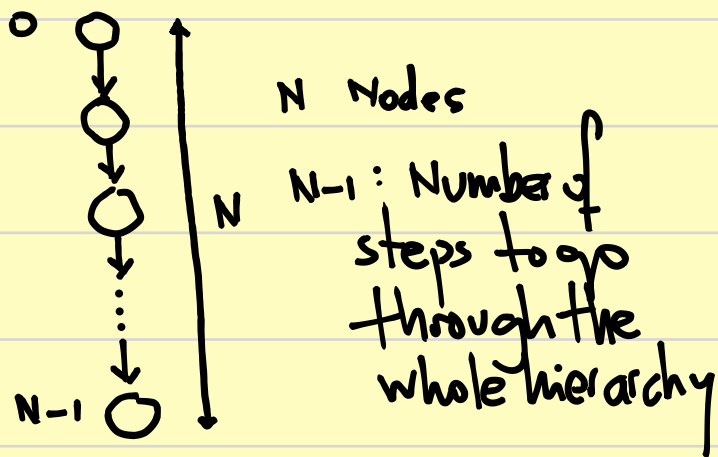
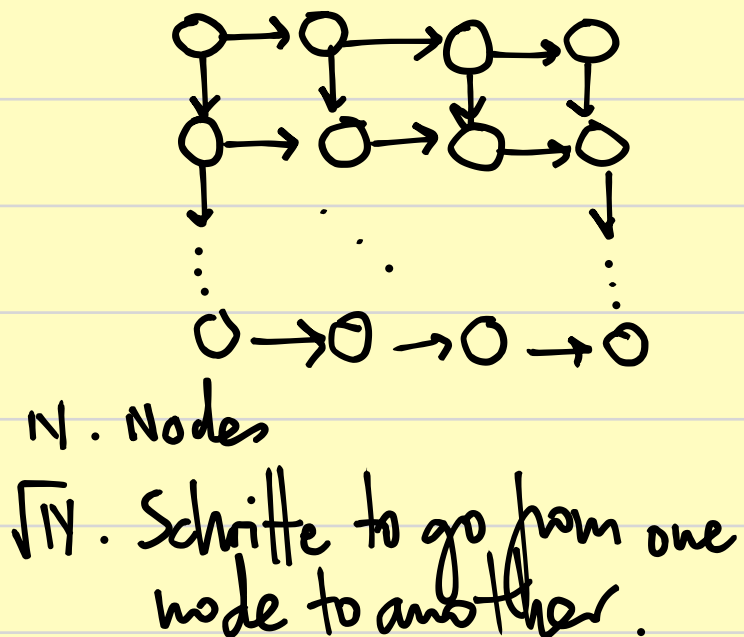


Business Network Structures (BNS) quantify & compare

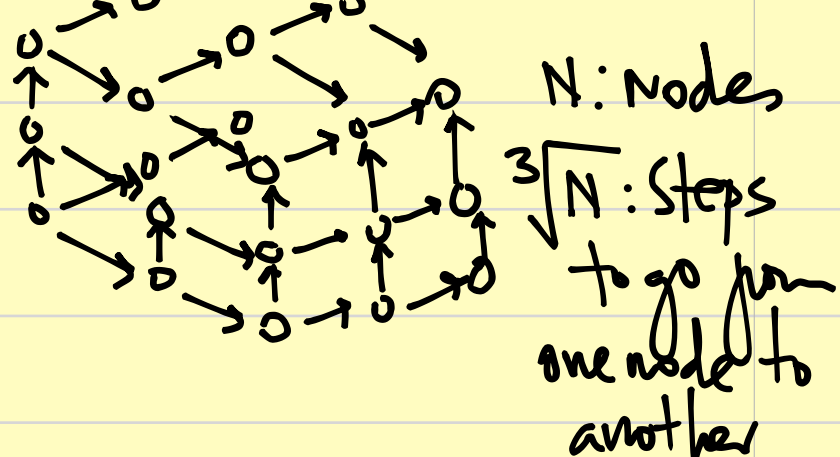
1 DIMENSIONAL BNS . Hierarchical Pure



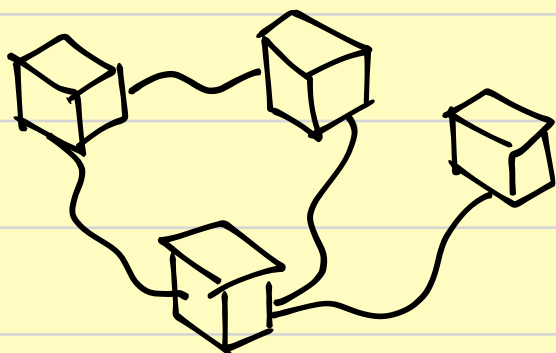
2 DIMENSIONAL BNS .



3 DIMENSIONAL BNS



4 DIMENSIONAL BNS



N : Nodes

$N/4$: Steps to go from one node to another

Mathematical formalization of complex network dynamics
Description of spreading Phenomena within complex networks.

2 Assumptions:

1. Individual nodes can be in two different states
(S) susceptible. not yet infected
(I) infected.
2. Each individual can infect anyone else.
(HOMOGENEOUS MIXING HYPOTHESIS)

I SUSCEPTIBLE · INFECTIOUS · SUSCEPTIBLE (SIS) Model

We consider a behavioural pattern like a "disease" that spreads in a population distributed in a network and we allow for individuals to "forget" the behavioural pattern and abandon it.

Parameter: I.I. $i(t)$: the fraction of infected individuals compared to the total.

$$i(t) = \frac{\# \text{ infected } (t)}{\# \text{ total } (t)}$$

I.2. β : rate of infection: speed at which individuals get infected.

I.3. $\langle k \rangle$: average number of neighbours an individual has in the network.

Average network degree.

I.4. $\mu \cdot i(t)$: rate of forgetfulness: speed at which individuals forget

The differential equation that describes the dynamics of infection in this network is:

$$\frac{di(t)}{dt} = \text{SPEED OF CONTAGIOUSNESS} - \text{SPEED OF FORGETFULNESS}$$

$$= \beta \langle k \rangle i(t) (1 - i(t)) - \mu i(t)$$

Infection
Rate

How well
individuals
are connected

fraction
of infected
individuals

fraction of
not infected
individuals

Forgetfulness
Rate

$$\dots \quad i(t) = \left[1 - \frac{\mu}{\beta \langle k \rangle} \right] \cdot C \cdot \frac{e^{(\beta \langle k \rangle - \mu)t}}{1 + C e^{(\beta \langle k \rangle - \mu)t}}$$

$$C = \frac{i(t=0)}{1 - i(t=0) \frac{\mu}{\beta \langle k \rangle}}$$

what happens when $t \rightarrow \infty$?

$$\lim_{t \rightarrow \infty} i(t) = \lim_{t \rightarrow \infty} \left[1 - \frac{\mu}{\beta \langle k \rangle} \right] \cdot C \cdot \frac{e^{(\beta \langle k \rangle - \mu)t}}{1 + C e^{(\beta \langle k \rangle - \mu)t}} =$$

$$= 1 - \frac{\mu}{\beta \langle k \rangle} = 1 - \frac{1}{R_0}$$

$R_0 \equiv$ Reproductive Number $\equiv \frac{\beta \langle k \rangle}{\mu} =$ Number of people being infected by an individual in a period of time.

$R_0 = \frac{\beta \langle k \rangle}{\mu}$

\leftarrow Infection Rate β * connectivity $\langle k \rangle$
 \leftarrow Forgetfulness μ

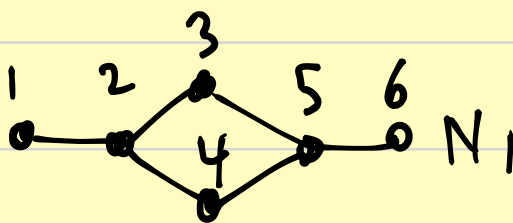
$R_0 > 1$: $\beta \langle k \rangle > \mu$: we get infected faster than we get cured : spread of virus

$R_0 < 1$: $\beta \langle k \rangle < \mu$: we get cured faster than we get infected : virus dies out

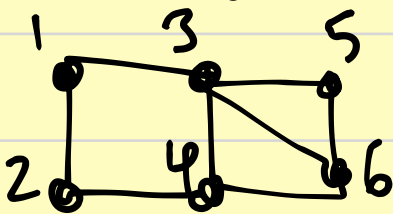
Beispiel:

$$\beta = 0'1$$

$$\mu = 0'2$$



$$\langle k_1 \rangle = \frac{1+3+2+2+3+1}{6}$$



N_2

$$\langle k_2 \rangle = \frac{2+2+4+3+2+3}{6}$$

Explanation:

- If $R_0 \uparrow \uparrow$ because $\beta \uparrow \uparrow \rightarrow$ Infection rate is high
 Action: bring $\langle k \rangle$ down!

- if $R_0 \uparrow \uparrow$ because $\langle k \rangle \uparrow \uparrow \rightarrow$ people are connected to each other intensively
ACTION: bring β down!

- if $R_0 \uparrow \uparrow$ because $\mu \downarrow \downarrow \rightarrow$ People recover slowly
ACTION: develop vaccine!

II We allow individuals to transmit the disease ONLY to those they are in contact with.
This is a more realistic approach than SIS.

Parameter: II.1. i_k : fraction of nodes with degree k that are infected among all others with degree k .

$$i_k = \frac{\# \text{ infected nodes with degree } k}{\# \text{ nodes with degree } k}$$

II.2. θ_k : Fraction of infected neighbours from a susceptible node with degree k .

$$\frac{di_k}{dt} = \beta \cdot i_k (1 - i_k) \cdot \theta_k - \mu \cdot i_k$$

The condition for global spread of the behavioural pattern is given when the time to achieve \bar{e} fraction of the population infected is described by τ (characteristic time):

$$\tau = \frac{\langle k \rangle}{\beta \langle k^2 \rangle - \mu \langle k \rangle}$$

$\langle k^2 \rangle \equiv \text{heterogeneity} \equiv \text{standard deviation of the degree distribution!}$

$\tau > 0$: condition for global spread is met.

This means that τ exists.

This means $\beta \langle k^2 \rangle - \mu \langle k \rangle > 0$

This condition is equivalent to:

$$\lambda = \frac{\beta}{\mu} > \frac{\langle k \rangle}{\langle k^2 \rangle} = \lambda_c$$

This depends on the virus

These depend on the structure of the network

This means: high λ means $\beta \uparrow$ (high infec. rate)
 $\mu \downarrow$ (low wreness rate)

Special case: for scale free networks $\langle k^2 \rangle = \infty \rightarrow \lambda_c = 0$

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