

Data Science Research Project

Agent-based Modelling for Market Diffusion Research

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ABSTRACT

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1 Introduction and Literature Review

1.1 Introduction

This project aims to investigate the market diffusion of a new product using agent-based modelling. The project will focus on the adoption of a new product by consumers and the impact of different marketing strategies on the diffusion process. The research will explore how agents interact with each other and make decisions based on their preferences and the information they receive. The project will also investigate the effect of social networks on the diffusion process and how they influence the adoption of the new product.¹

¹Luzie Helfmann and others, "Modelling Opinion Dynamics under the Impact of Influencer and Media Strategies," *Scientific Reports*, 13.1 (2023), 19375–76 <<https://doi.org/10.1038/s41598-023-46187-9>>.

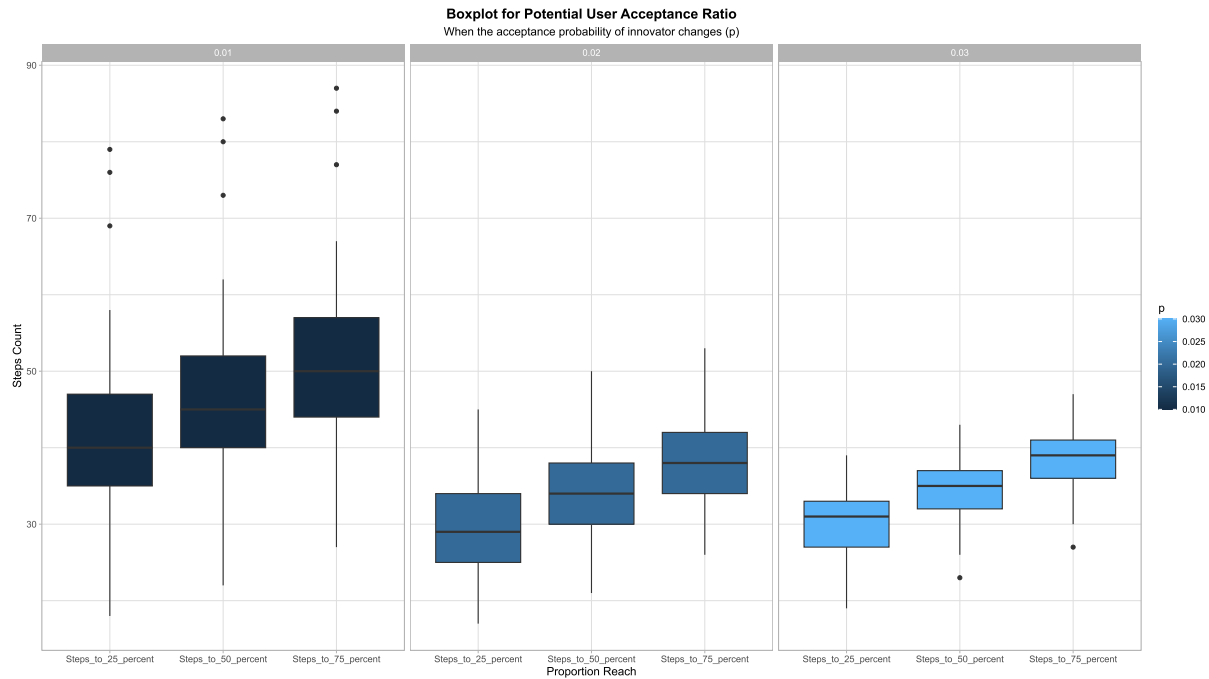


Figure 1: Test of svg image 123

References

Helfmann, Luzie, Nataša Djurdjevac Conrad, Philipp Lorenz-Spreen, and Christof Schütte, “Modelling Opinion Dynamics under the Impact of Influencer and Media Strategies,” *Scientific Reports*, 13.1 (2023), 19375–76 <<https://doi.org/10.1038/s41598-023-46187-9>>