## On the effects of network structure and committed minority placement in promoting social diffusion ADDITIONAL FIGURES

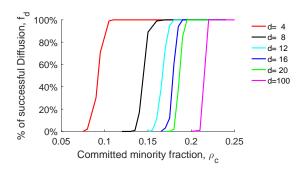


Fig. 1: Simulation results for Research Question 1, the fraction of successful diffusions on ER networks with different average degree  $\,d\,$ 

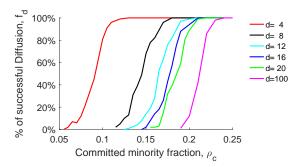


Fig. 2: Simulation results for Research Question 1, the fraction of successful diffusions on BA networks with different average degree  $\,d\,$ 

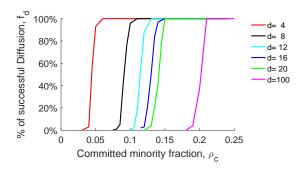


Fig. 3: Simulation results for Research Question 1, the fraction of successful diffusions on WS networks with different average degree  $\,d\,$ 

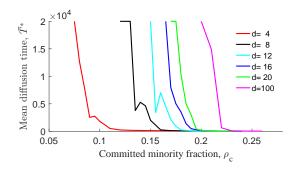


Fig. 4: Simulation results for Research Question 1, mean diffusion time on ER networks with different average degree  $\boldsymbol{d}$ 

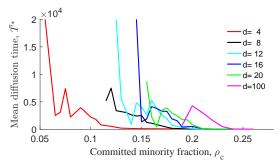


Fig. 5: Simulation results for Research Question 1, mean diffusion time on BA networks with different average degree  $\boldsymbol{d}$ 

1

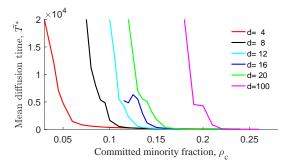


Fig. 6: Simulation results for Research Question 1, mean diffusion time on WS networks with different average degree  $\boldsymbol{d}$ 

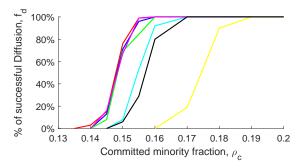


Fig. 7: Simulation results for Research Question 2, Fraction of successful diffusions for different centrality-based ranking on RR networks.

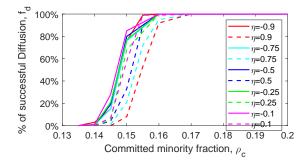


Fig. 8: Simulation results for Research Question 2, Fraction of successful diffusions for Bonacich centrality-based ranking with different attenuation factors on RR networks.

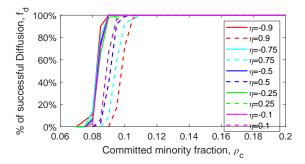


Fig. 9: Simulation results for Research Question 2, Fraction of successful diffusions for Bonacich centrality-based ranking with different attenuation factors on ER networks.

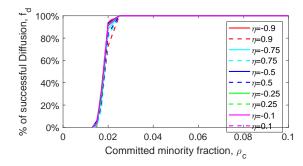


Fig. 10: Simulation results for Research Question 2, Fraction of successful diffusions for Bonacich centrality-based ranking with different attenuation factors on BA networks.

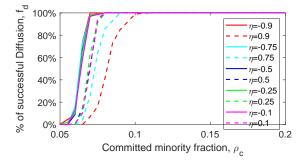


Fig. 11: Simulation results for Research Question 2, Fraction of successful diffusions for Bonacich centrality-based ranking with different attenuation factors on WS networks.

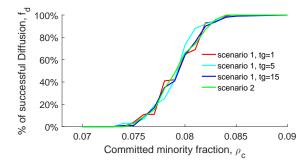


Fig. 12: Simulation results for Research Question 3. Fraction of successful diffusions for different scenarios whereby committed minority are introduced over time on ER network.

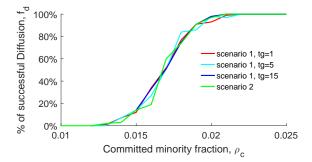


Fig. 13: Simulation results for Research Question 3. Fraction of successful diffusions for different scenarios whereby committed minority are introduced over time on BA network.

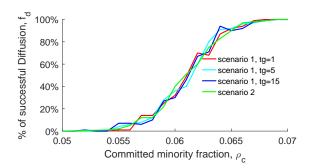


Fig. 14: Simulation results for Research Question 3. Fraction of successful diffusions for different scenarios whereby committed minority are introduced over time on WS network with c=0.25.

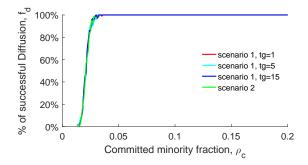


Fig. 15: Simulation results for Research Question 3. Fraction of successful diffusions for different scenarios whereby committed minority are introduced over time on WS network with c=0.6.

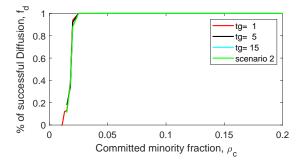


Fig. 16: Simulation results of the case study. In (a), we report the fraction of successful diffusions for different scenarios whereby committed minority are introduced over time.