

Multiparameter Model for Innovation Diffusion with Varying Influenceability

What we know

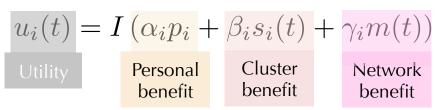
Large cascades of influence are driven not by opinion leaders but by a critical mass of easily influenced individuals (Watts & Dodds, JCR **34**, 441–458 (2007))

What we want to know

How does the influenceability of brokers effect the spreading withing and between communities?

Model

Based on McMullen et al, *SIADS* **12,** 515–535 (2013)



$$I \in [0.5, 2]$$
 (Influenceability)

$$s_i(t) = \frac{1}{k_i} \sum_{j=1}^{N} A_{ij} x_j(t)$$

$$m(t) = \frac{1}{M} \sum_{i}^{M} x_i(t)$$

