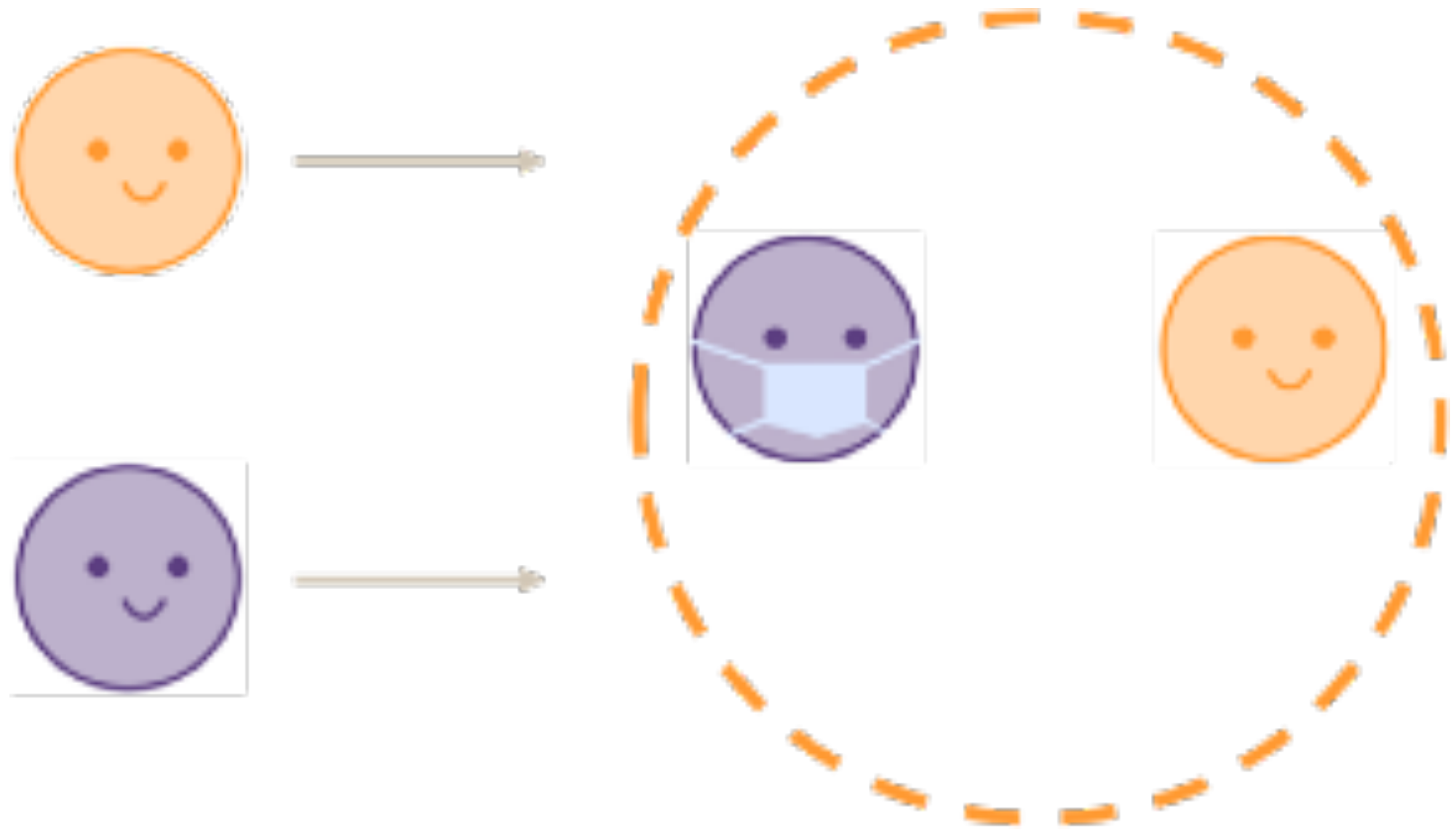
20

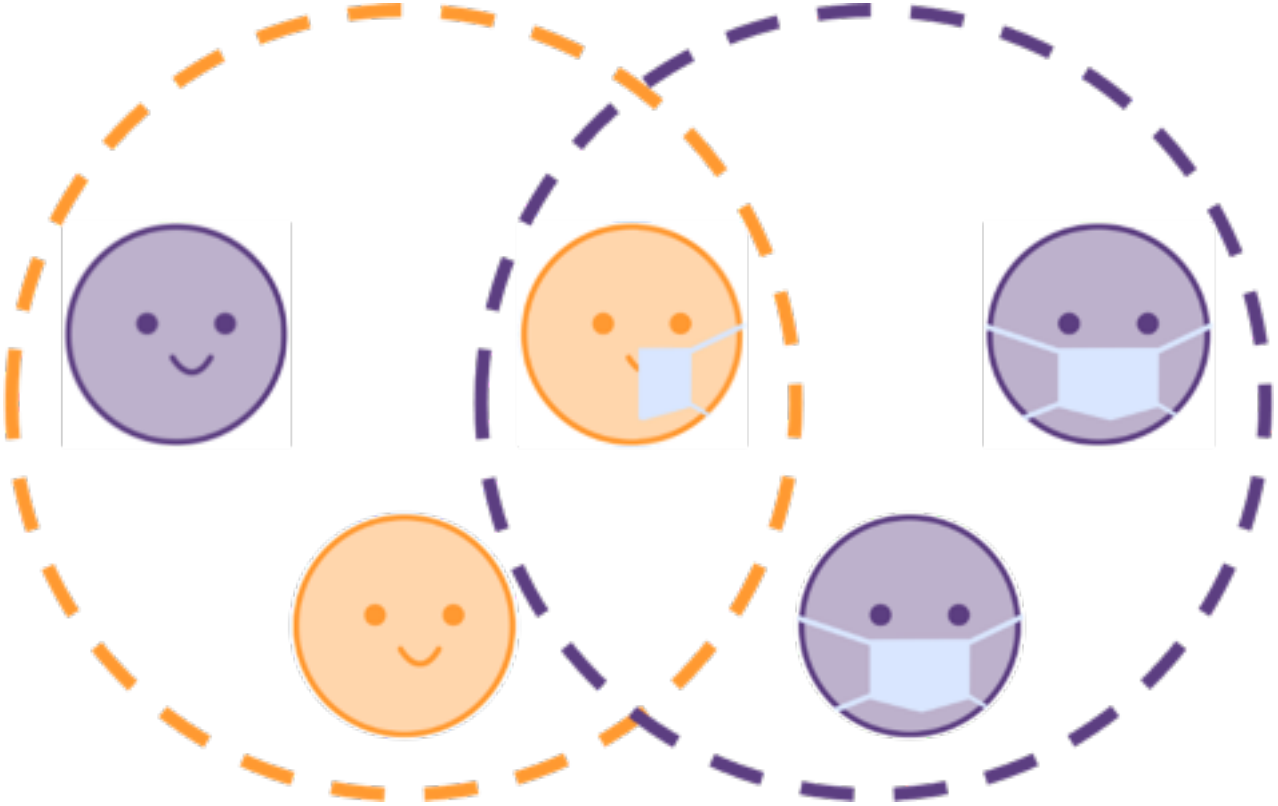
Context-sensitive behavior



Two types of individuals

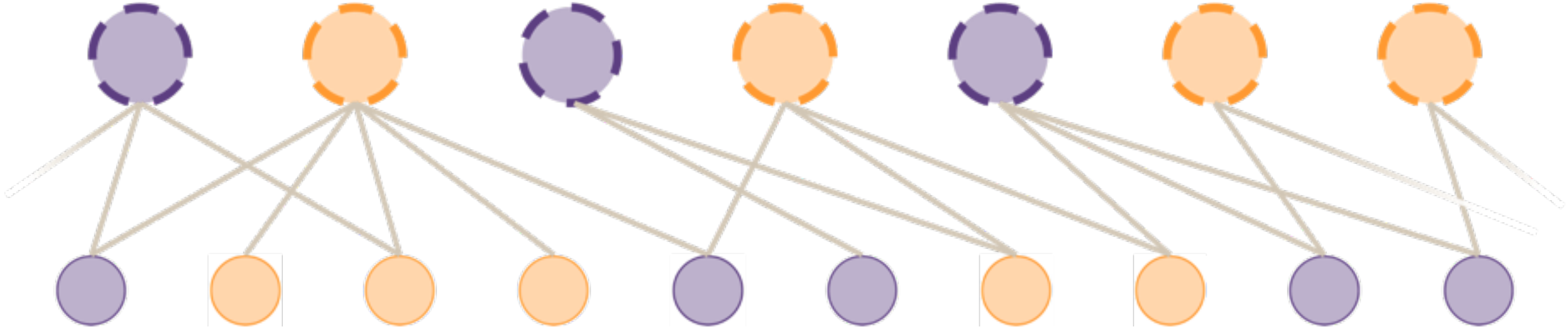
- **Active**: try to reduce transmission risk (e.g. prophylactic measures)
- **Passive**: do not bother

Groups are assembled randomly with a prescribed level of homophily



The transmission rate within each groups depends on its composition

- majority rule (50% + 1)
- arbitrary threshold
- “purity” rule



Same framework as before, but with two types of nodes, and with a transmission rate that depends on the composition of groups (composition remains constant over time, for the time being…).

Context-sensitive behavior

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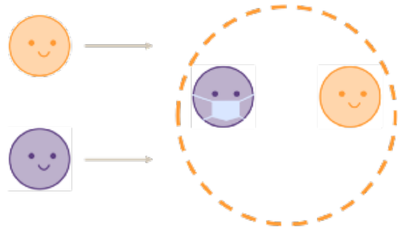

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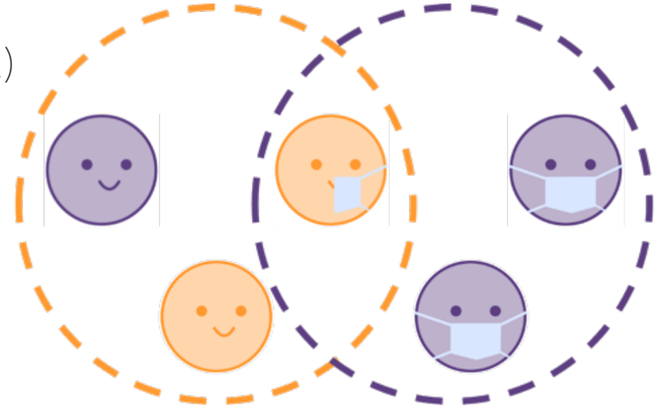

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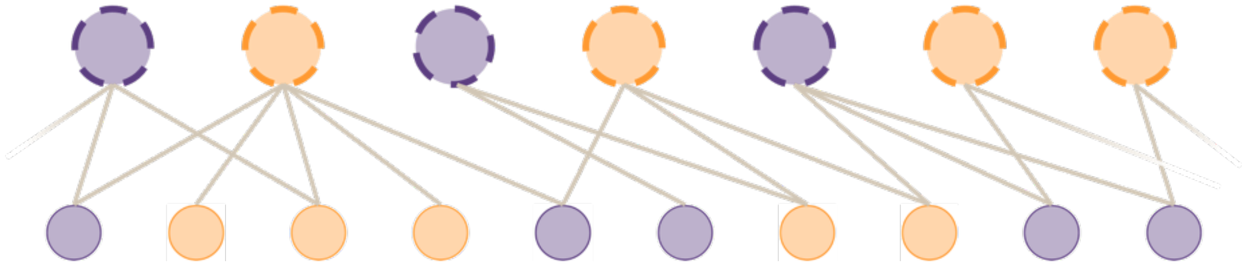

Context-sensitive behavior

Message #1: Increasing homophily favors the least influential group.