



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

Lecture with Computer Exercises: Modelling and Simulating Social Systems with MATLAB

Project Report

Insert Title Here
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Name 1 & Name 2

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Agreement for free-download

We hereby agree to make our source code for this project freely available for download from the web pages of the SOMS chair. Furthermore, we assure that all source code is written by ourselves and is not violating any copyright restrictions.

Name 1

Name 2

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1 Abstract

2 Individual contributions

3 Introduction and Motivations

Human behaviour is chiefly governed by societal and environmental influences. Social interactions, nurture and upbringing account for an individual's identity, their choices and way of life, which gives rise to the notion that sociological and behavioural phenomena could be transmitted via social networks in a manner not unlike a viral contagion.

Traditionally, the term "contagion" is associated with strictly epidemiological factors, i.e. infectious diseases or viruses that spread through networks by human contact. In a similar vein, we can extend this connotation by considering a "social contagion" as a behavioural pattern that propagates interpersonally through a *social* network via interaction. Thus, social contagions have the ability to become quintessential determinants for an individual's health and mental well-being. Based on this premise, it enables us to study behavioural phenomena using network analytics and classic epidemiological models, albeit most of those will be subject to slight modifications in order to be compatible with the problems we are concerned with.

One such instance of a recent issue we are facing is the prevalence of obesity in modern society, which may be regarded as an epidemic in its own right. As of 2017, approximately 40% of the Swiss population is overweight and a further 10% is obese. In juxtaposition to figures of 1992, this represents a full 100% increase in the last 25 years. This issue is not limited to Switzerland, by all means – We observe similar trends, if not starker ones, throughout the rest of the globe (in fact, Switzerland holds up comparatively well in that regard). Hitherto, the obesity epidemic cannot be adequately explained by genetic factors (genetics may merely affect one's predisposition towards obesity) and the epidemic permeates through all ages and socioeconomic groups. Hence, as we are lacking congenital or medical explanations to expound this sudden upsurge, this allows our theory of a social contagion to step to the fore.

We hypothesise that an individual's attitude towards obesity and one's habits change as those around them do. For instance, a person's tolerance for weight-gain may be increased if they converse with multiple contacts that are also obese and group activities like eating-out or smoking may be forced upon an individual by

means of peer pressure. Furthermore, if a child has obese parents, this might reflect in the child's upbringing and diet.

In the following, we devise a model to simulate these aforementioned considerations on the basis of a social network that will be representative of the demographics of Switzerland. We will try interpolate between the figures we observe from 1992 and 2017 and moreover, attempt to make a prediction for the "disease" process in the years to come. Ideally, we will want to confirm the correlation between the spread of obesity and social influence, or in the very least, showcase social contagions and the modelling of those as a viable consideration for a plethora of behavioural phenomena and pseudo-epidemics.

4 Description of the Model

The model we are using is a modification upon the so-called SIS-model, conventionally used in the mathematical modelling of epidemiology. Similar to a regular infection, our population can enter two different states, "susceptible" and "infectious" individuals, respectively. The reason for choosing this model as opposed to alternatives like the SIR-model is due to the fact that our individuals cannot grow immunity and enter a "recovered" state upon recuperation - an individual recently recovered from obesity is still as vulnerable to relapse as any other individual who never contracted the disease.

The SIS-model acts upon a network which we will model with a connected graph of agents, where every connection represents a social connection, e.g. "friendship" or "family", with the caveat that for simplicity, we do not differentiate between different types of relations. Contracting obesity from a friend is thus equally as likely as contracting it from a relative which is not the most realistic assumptions - studies do show that transmissions vary depending on the type of relation two individuals have. This will need to be kept in mind when evaluating the results of the simulation.

The main modification we have to make to the traditional SIS-model is that the spread is no strictly limited to transmission. Thus, beside the "transmission" and "recovery" rates, we need to introduce one additional rate, which is the "spontaneous rate". As the name suggests, at any given time, a single agent may develop obesity spontaneously independent of the state of those around them, since naturally, obesity is as much a personal issue as it is a social one. Furthermore, by introducing this rate, we ensure that the disease will never die out within our population, which is in line with reality.

In our model, the spontaneous rate will serve as a base rate for every agent upon initialisation. Depending on the transmission rate and number of infectious contacts an individual has, the spontaneous rate will increase, hence it is cumulative over the number of infected contacts an agent possesses. The recovery and transmission rates will remain static in our model and will only be set at the beginning of the simulation. In other words, the rate for recovery does not increase with the number of non-obesity contact, nor does the rate of transmission.

5 Implementation

6 Simulation Results and Discussion

7 Summary and Outlook

8 References