Diffusion of innovation within an agent-based model: Spinsons, independence and advertising

Maria Kowalczyk, Anna Szymanek, Patryk Wielopolski

Wrocław Univeristy of Technology and Science

Introduction

Diffusion of innovation - information

Model presentation

Model presentation

2D Lattice simulation

Comparison (Fig. 6) GIF!

Concentration in time

Concentration

Concentration

$$c_t = \frac{N_{\uparrow}(t)}{N}$$

where

- $N_{\uparrow}(t)$ - number of adopted people, i.e. spinsons with opinion $= 1$
- N - number of people in network

2D Lattice results

Comparison - Fig. 7 (left)

Complete graph results

Comparison (errors) - Fig. 10 (left)

Watts-Strogatz results

Our work - simulation

Barabasi-Albert results

Our work - simulation

Comparison of models

Market penetration level

Valley of death

Valley of death and $h^*(p)$ description

2D Lattice results

Comparison - Fig. 9 (left) Simulations

Complete graph results

Comparison - Fig. 10 (right) Theoretical results

Watts-Strogatz results

Our work - simulation

Barabasi-Albert results

Our work - simulation

Comparison of models

Try to find universal h

	p		
Graph	0.05	0.1	0.2
2D Lattice grid			
Complete graph			
Watts-Strogatz			
Barabasi-Albert			

Conclusions

Conclusions

content...

Thank you for your attention!