

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism



## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism

## Research on Incentive Mechanism Based on Loss Aversion And Reciprocal Altruism in Social Network

Abstract: Mobile social network is a social network system composed of individuals with mobile devices as the carrier. It is mainly a community composed of nodes with similar interests. Sharing messages, data transmission and forwarding in the network can not only get more from it. Information can also disseminate information that is known to the public. Compared with the traditional network, the source and destination nodes in the network have unstable end-to-end connections. Due to the selfishness of individuals in mobile social networks, it is necessary to establish an incentive mechanism to make information spread more effectively in the network.

The existing mobile social network incentive mechanism mostly designs the utility function based on the situation that the node is completely rational. The research results of behavioral economics prove that the individual is not completely rational in decision-making, and only considers that the economic utility will deviate from the actual. Aiming at these problems, this paper introduces loss aversion and reciprocal altruism