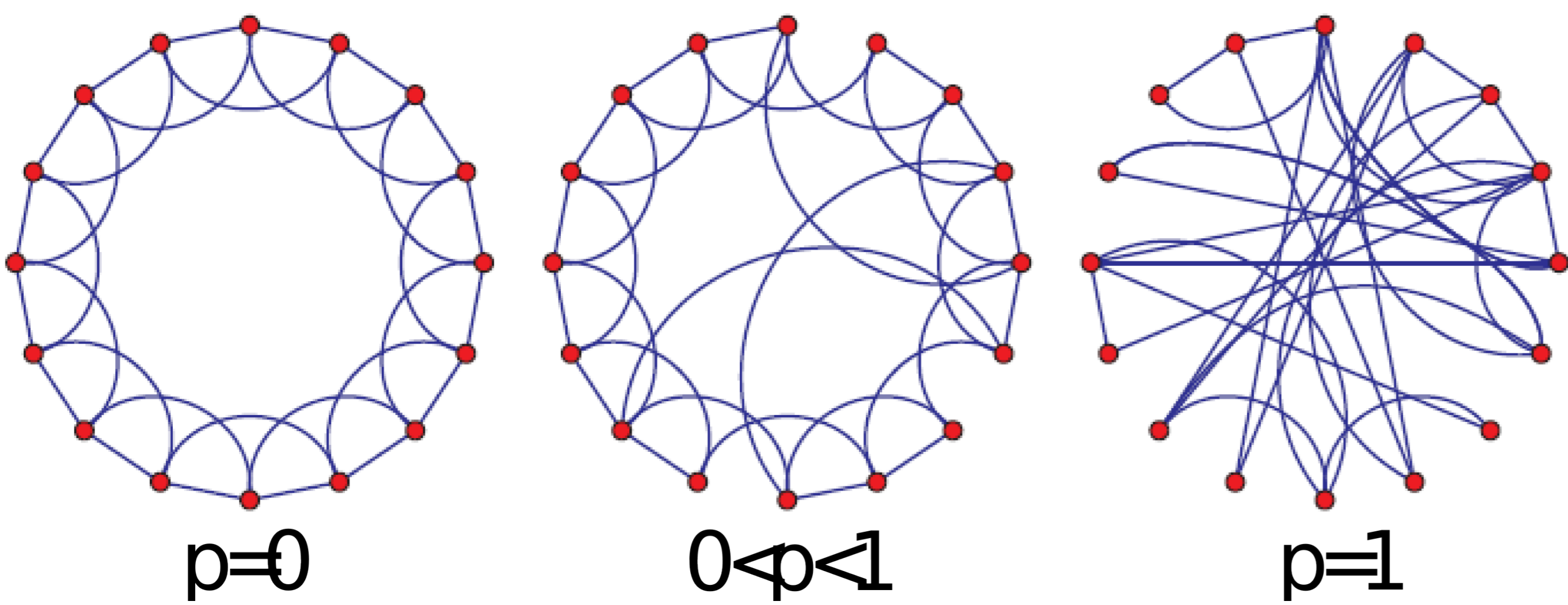




## The Model

In this opinion formation model (Bagnoli, 2009), an individual can change its opinion by influence of their neighborhood. The opinions are represented by spins  $\sigma_i \in \{0, 1\}$ . The interactions between the individuals follow a Watts-Strogatz small-world (SW) model, with a fraction  $p$  of random edges. The opinion formation model is of Ising type, with antiferromagnetic pair interactions modeling anticonformism, and ferromagnetic plaquette terms modeling the social norm constraints.



## Dynamics

The influence of the neighbors is given by

$$h_i = \frac{\sum_{ij} a_{ij} \sigma_j}{k_i}$$

where  $a_{ij}$  comes from the adjacency matrix and  $k_i$  is the number of neighbors of the  $i^{\text{th}}$  individual. The individuals change its opinion according the following rules:

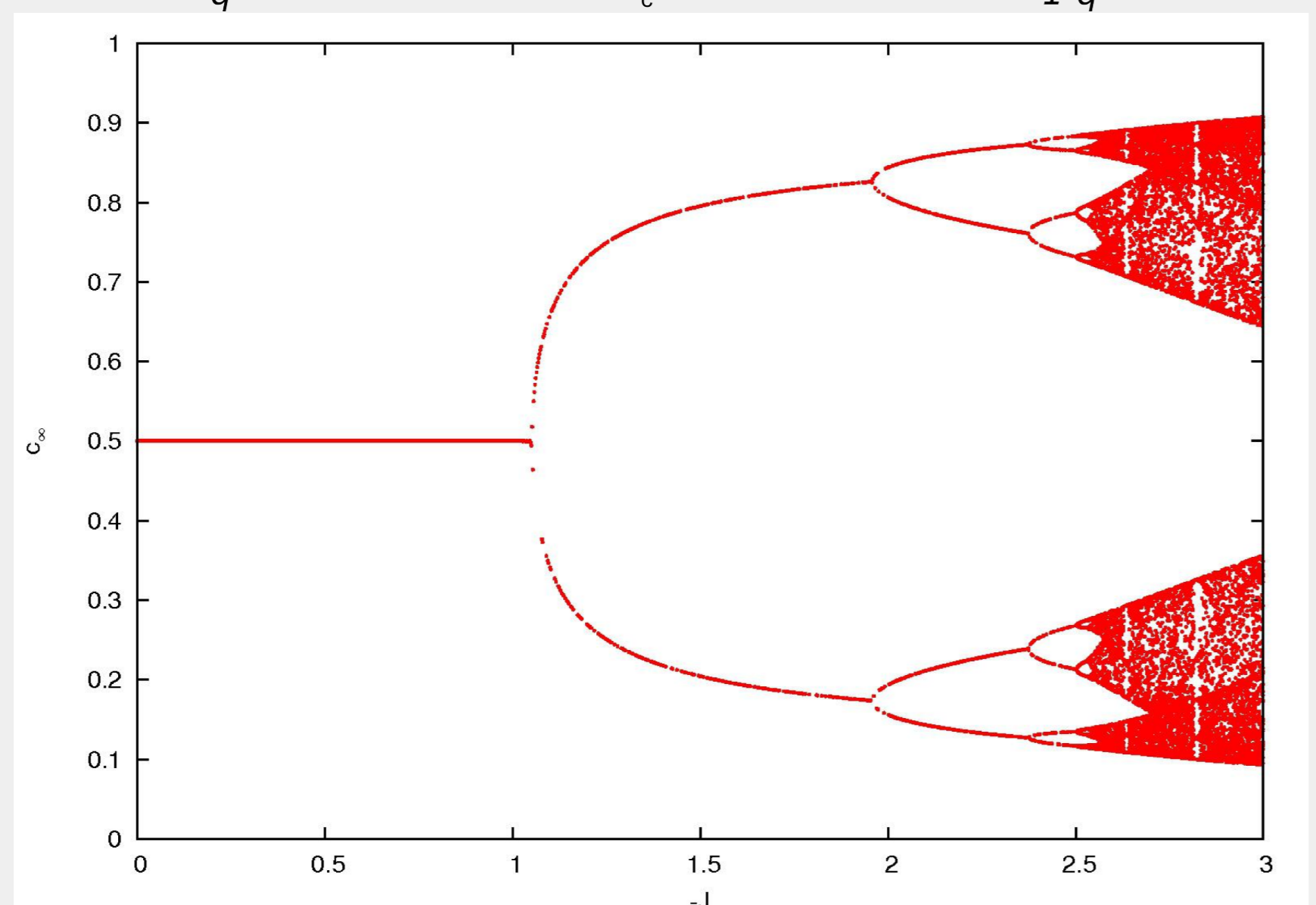
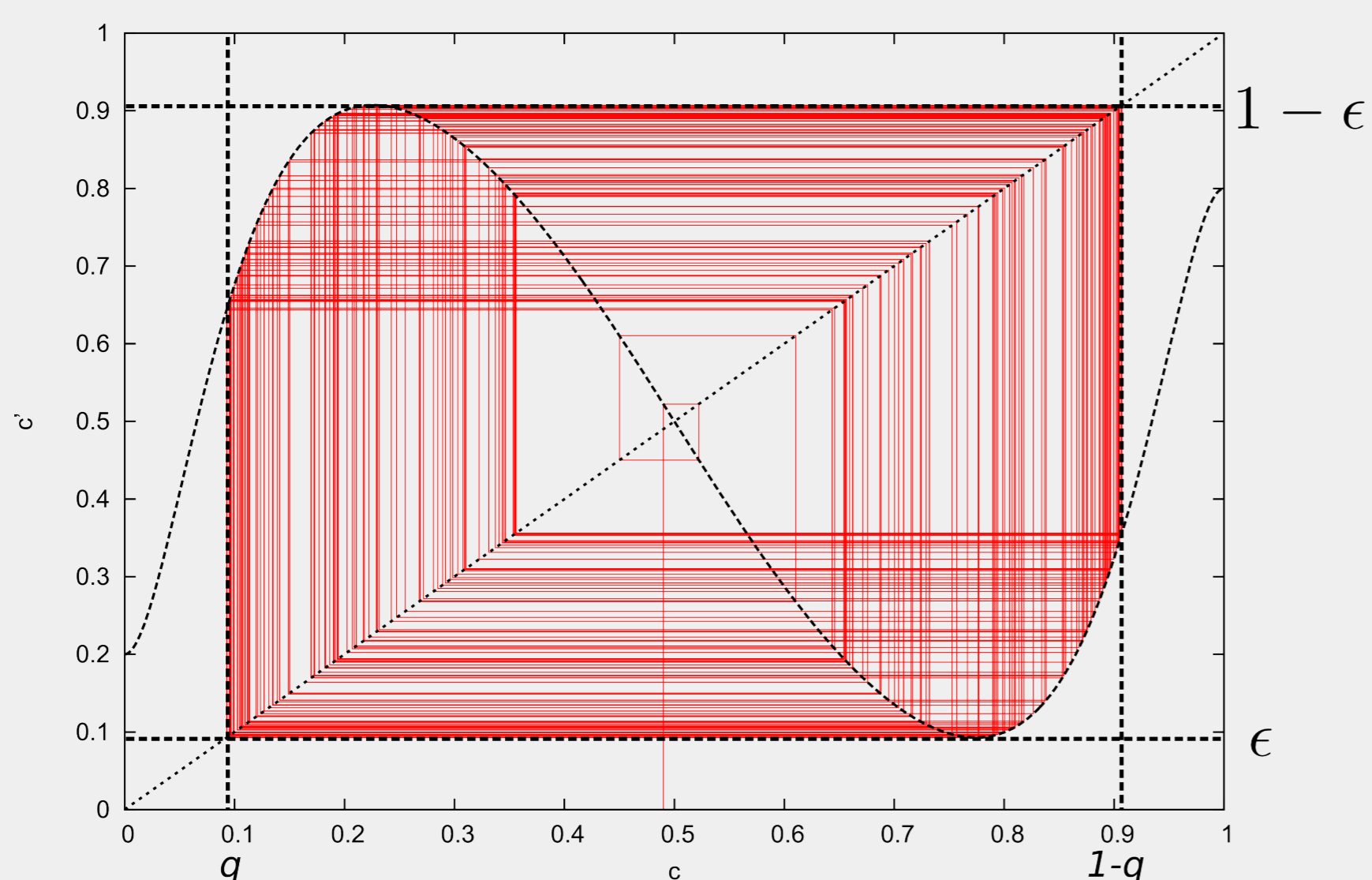
$$\tau(\mathbf{1}|h) = \begin{cases} \epsilon & \text{if } h < q \\ (1 + \exp(-2J(2h - 1)))^{-1} & \text{if } q \leq h \leq 1 - q \\ 1 - \epsilon & \text{if } h > 1 - q \end{cases}$$

The quantity of interest is  $c = \sum \sigma_i$ , the density of active sites.

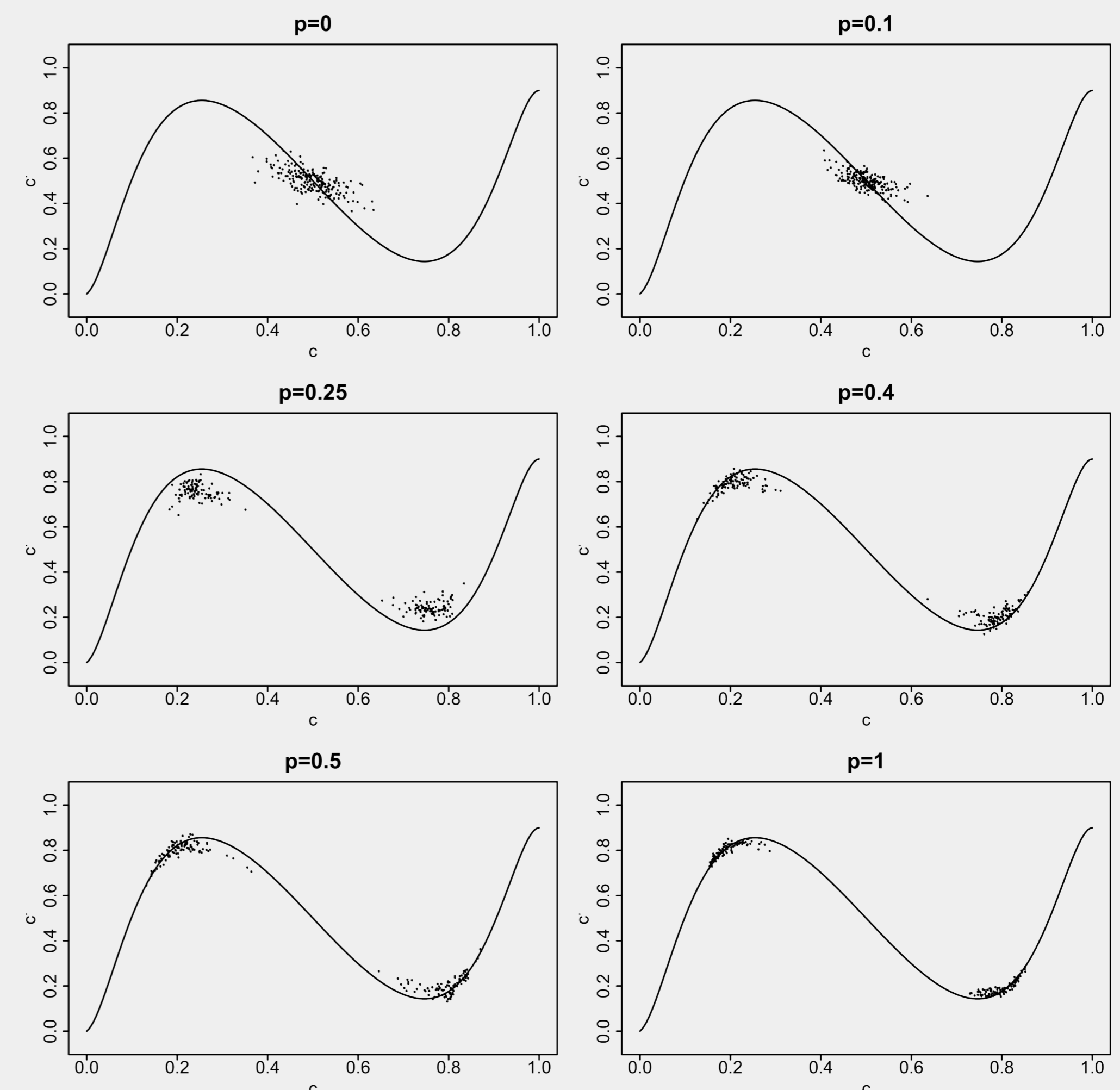
## Special Limits

- ▶ For  $\epsilon = 0$  (infinite plaquette terms) we have the absorbing states  $\mathbf{s} = \mathbf{0}$  and  $\mathbf{s} = \mathbf{1}$  if the social pressure is above (below) the threshold  $1 - q$  ( $q$ ), respectively.
- ▶  $J > 0$  or ferromagnetic interactions model a conformistic society while for  $J < 0$  (anti-ferro) model an anti-conformistic society. Whereas in the ferromagnetic case leads to two absorbing states, the anti-ferro leads to an active phase where the former absorbing states are unstable.
- ▶  $q = 0$  and  $q = 1$  represents the kinetic Ising model.

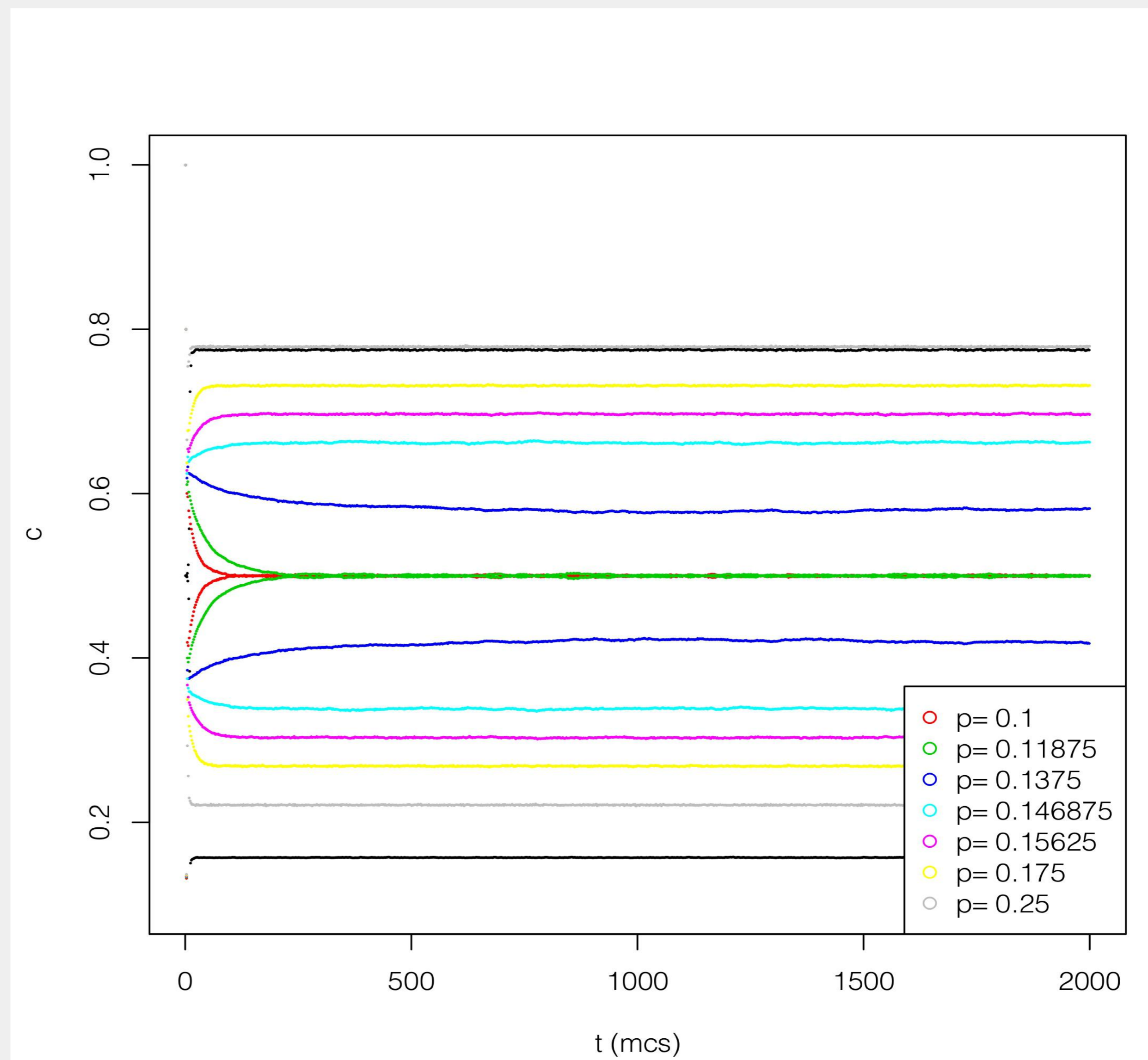
## Mean Field



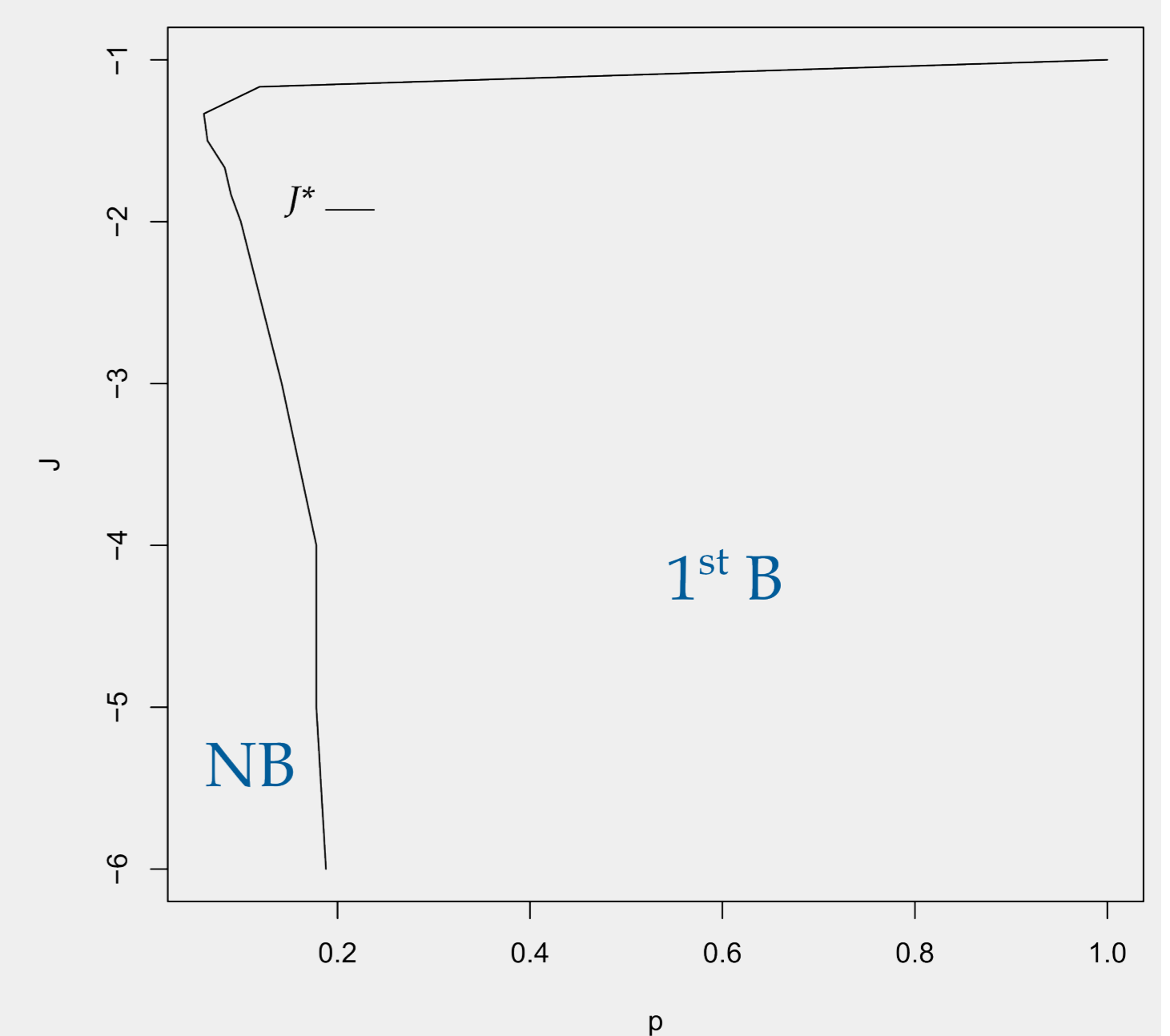
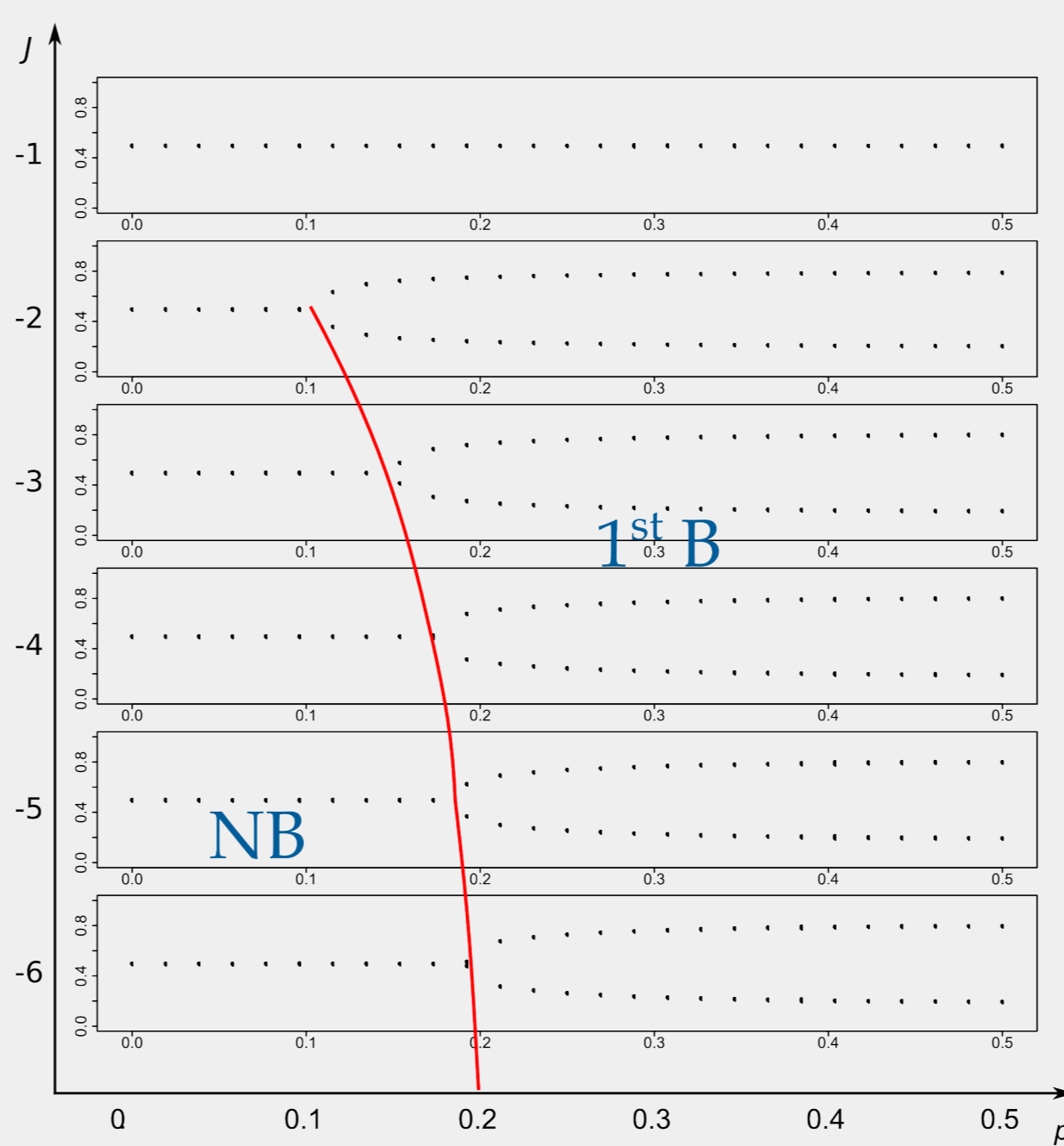
## Results in a SW network



## Time Evolution



## First Bifurcation



$$N = 5 \cdot 10^5, K = 20, \epsilon = 0.1, q = 0.1$$

## Conclusions

- ▶  $p = 1$  approaches the mean field predictions;
- ▶ Bifurcation points takes a long simulation to equilibrium;
- ▶ Phase diagram suggests a small  $p$  value for the  $J^*$  value predicted in the mean field approach.
- ▶ The geometrical transition observed by Argollo et. al at  $p = 0$  does not appears to be modified by opinion dynamics.

## References

- ▶ Watts, D.J.; Strogatz, S.H. (1998). Collective dynamics of 'small-world' networks. Nature 393 (6684): 409–10
- ▶ F. Bagnoli, F. Franci and R. Rechtman, Phys. Rev. E 71, 046108 (2005)
- ▶ Bagnoli, F., Barnabei, G., Rechtman, R. 2009, arXiv:0909.0117
- ▶ M. Argollo de Menezes, C. F. Moukarzel and T. J. P. Penna. Europhys. Lett. 50 574, (2000).