Why do fads easily spread out?
Why are political opinions difficult to spread out?
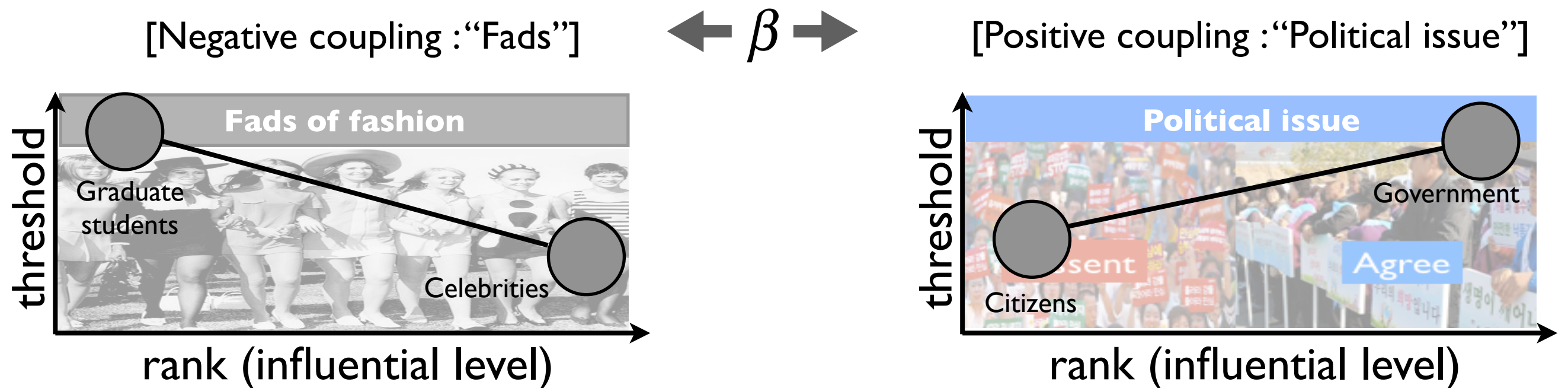

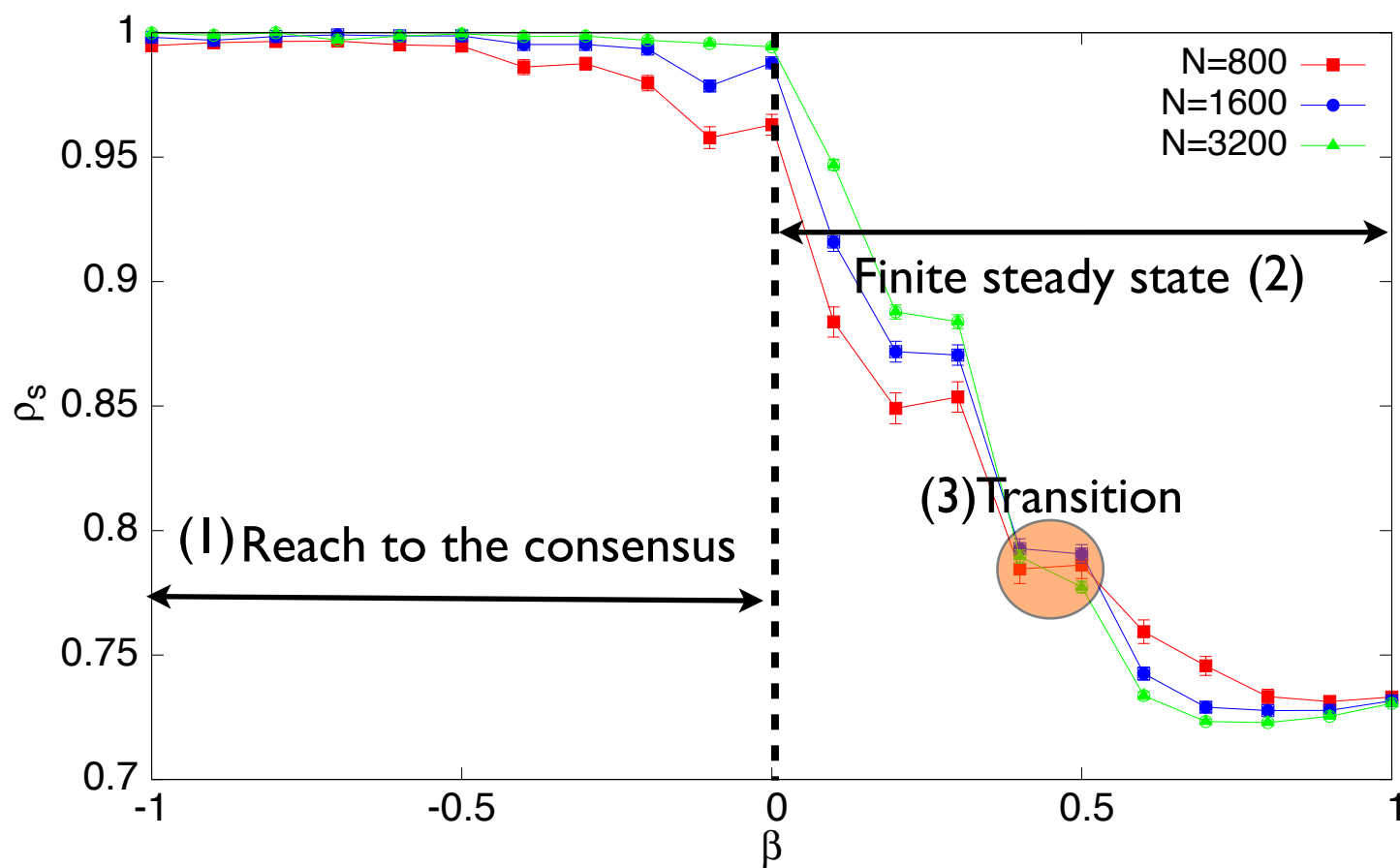Fads of Fashion

Political opinion

Coupling between influential level (degree) and threshold could be the reason for the difference.

- Setting a coupled network with threshold and influential level
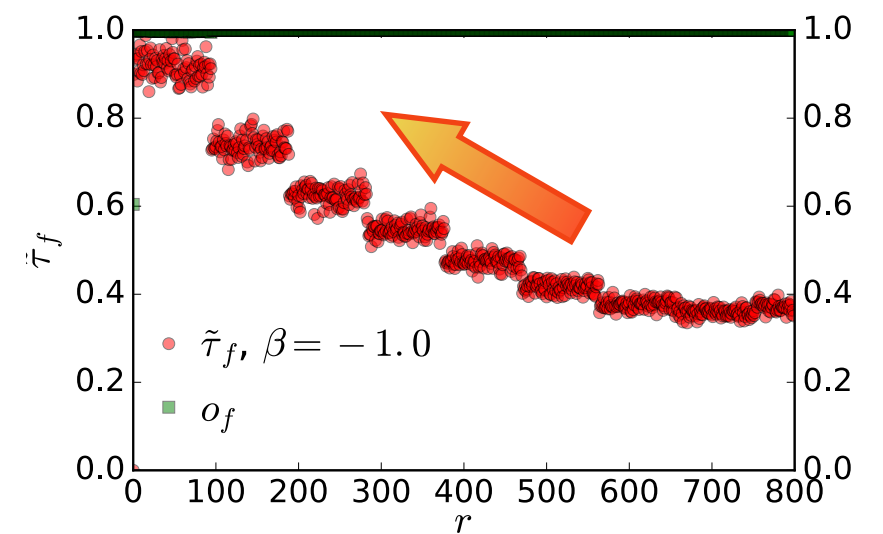- β : coupling control parameter (sign & strength)

[Negative coupling :"Fads"] $\longleftarrow \beta \longrightarrow$ [Positive coupling :"Political issue"]

Coupled network could give insights to understand the different spreading dynamics.

Average opinion $\rho = \dfrac{1}{N} \displaystyle\sum_{i=0}^{N-1} o_i$

N=800
N=1600
N=3200

Finite steady state (2)

(3)Transition

(1)Reach to the consensus

ρ_s

β

[Negative coupling :"Fads"]

$\tilde{\tau}_f, \beta = -1.0$
o_f

[Positive coupling :"Political issue"]

longer time

diversified opinion

$\tilde{\tau}_f, \beta = 1.0$
o_f