Why do fads easily spread out?

Why are political opinions difficult to spread out?
Coupling between influential level (degree) and threshold could be the reason for the difference.

- Setting a coupled network with threshold and influential level
- $\beta$ : coupling control parameter (sign & strength)
Coupled network could give insights to understand the different spreading dynamics.

Average opinion \( \rho = \frac{1}{N} \sum_{i=0}^{N-1} o_i \)

- Negative coupling: "Fads"
- Positive coupling: "Political issue"

Finite steady state (2)

Reach to the consensus (1)

Transition (3)

Longer time

[Negative coupling: "Fads"]

[Positive coupling: "Political issue"]