

# Opinion dynamics on networks

Vincenzo (Enzo) Nicosia<sup>1</sup>

<sup>1</sup>School of Mathematical Sciences, Queen Mary University of London, UK

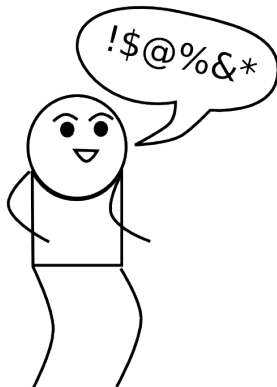
Sept. 30<sup>th</sup> 2015

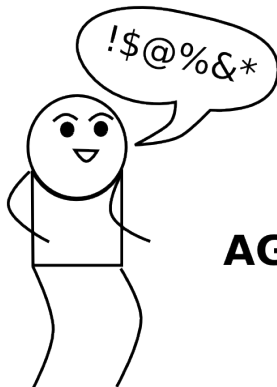
- 1 Introduction
- 2 Simple models (social imitation)
- 3 A less simple model (bounded confidence)

# Outline

- 1 Introduction
- 2 Simple models (social imitation)
- 3 A less simple model (bounded confidence)

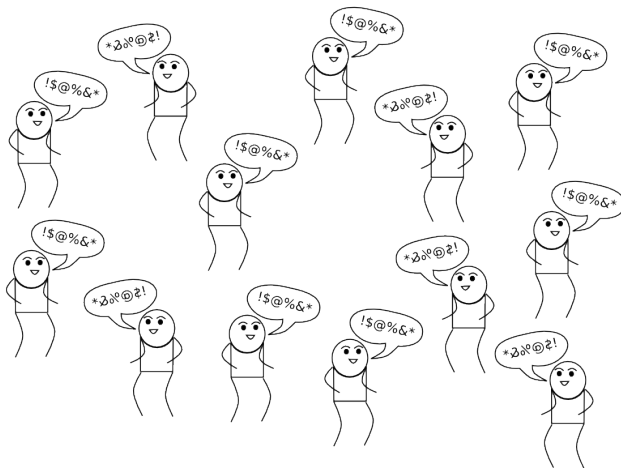




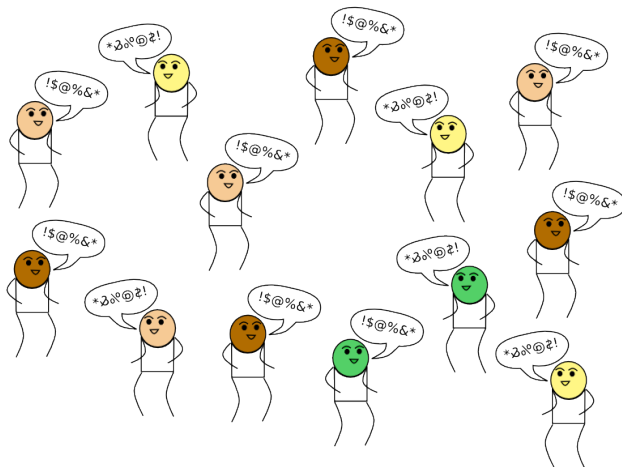


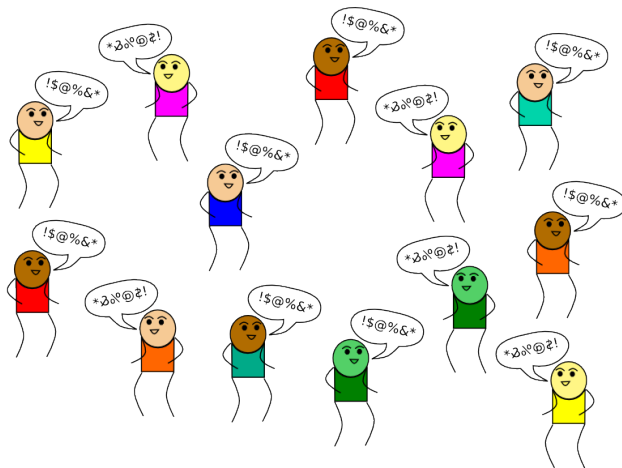
# AGENT

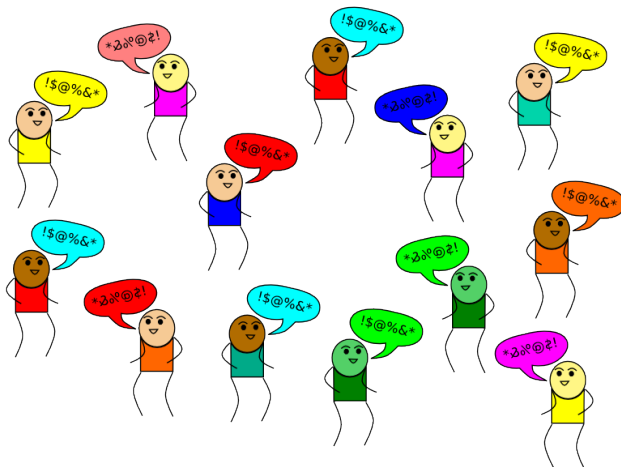


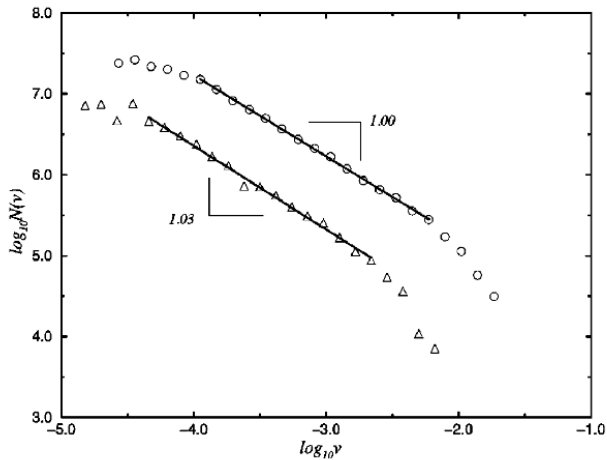


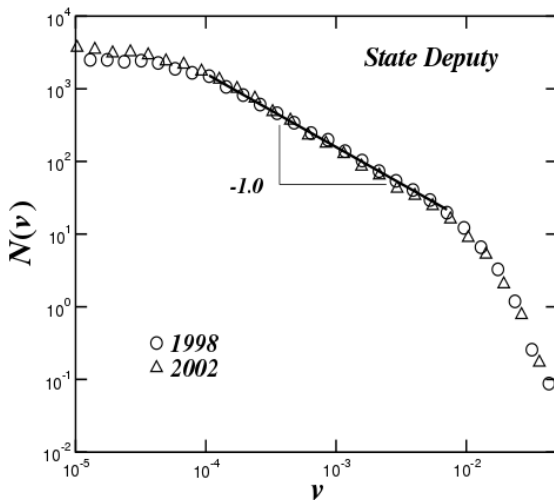


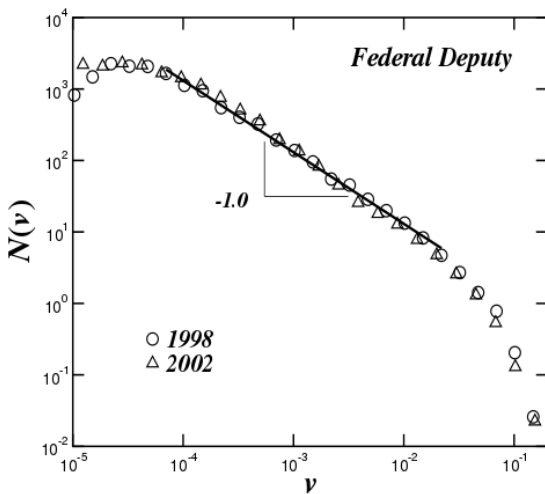


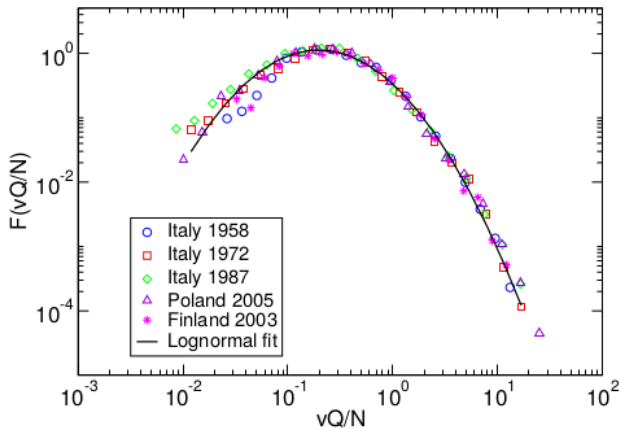




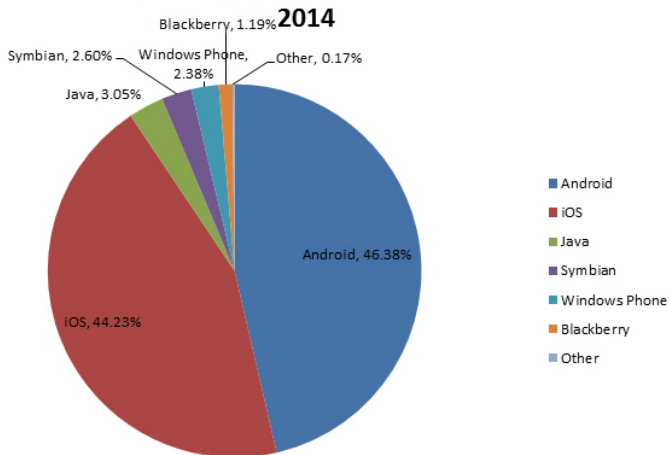






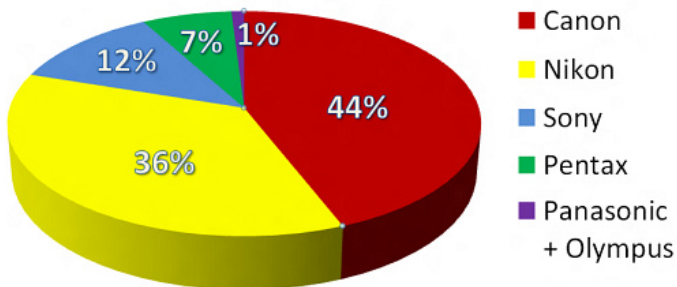


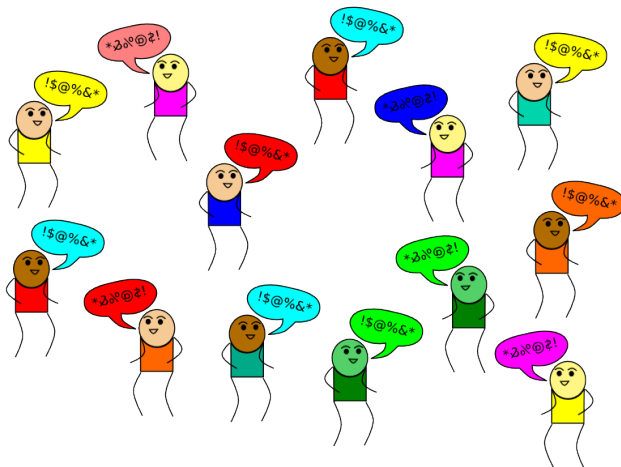
## Mobile Operating System Market share October

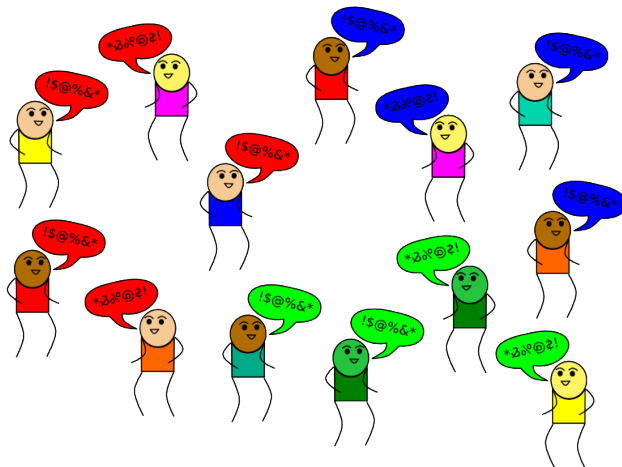


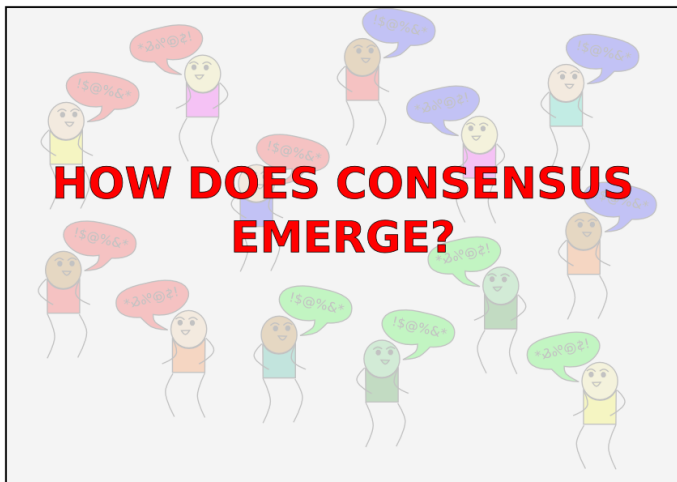


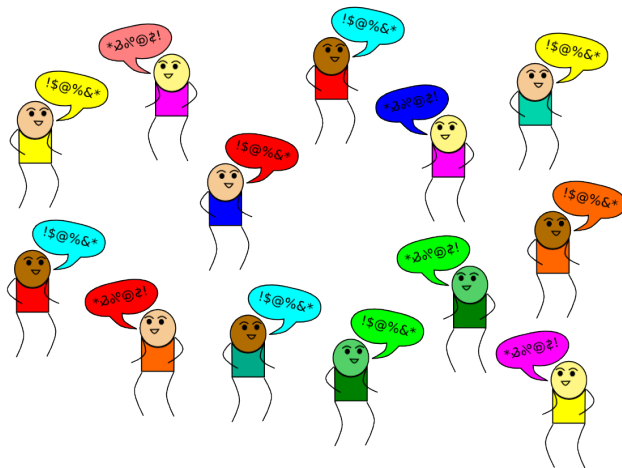
### Approximate World-wide DSLR Market share (2011)

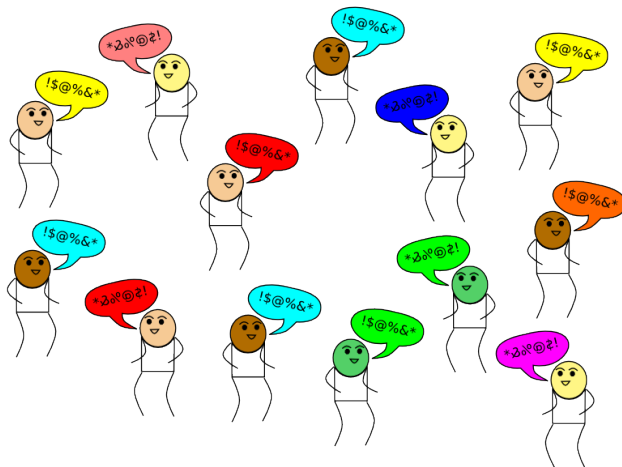


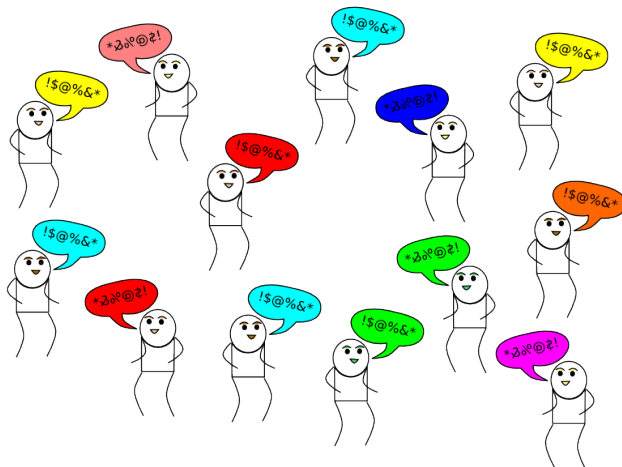


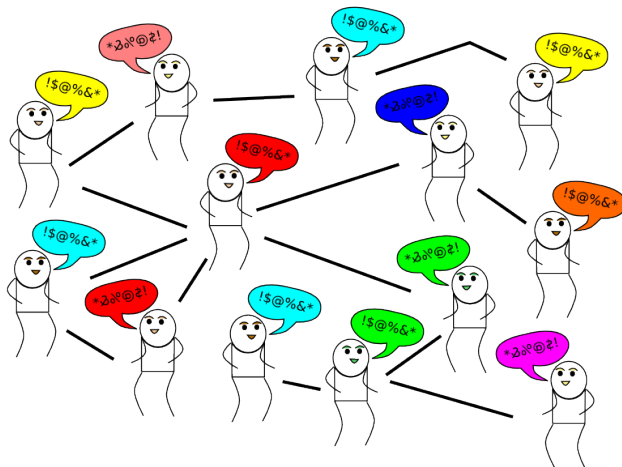




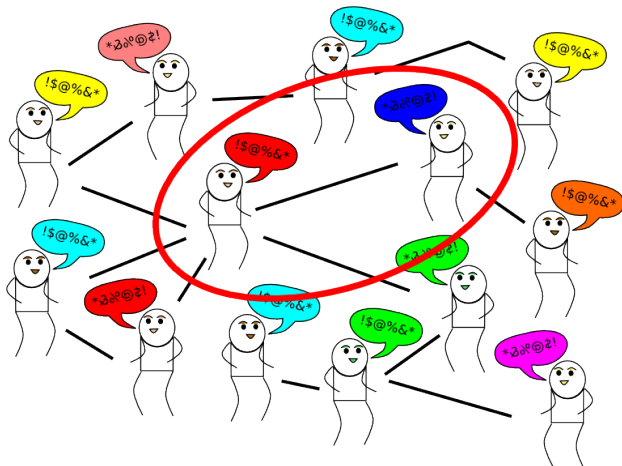


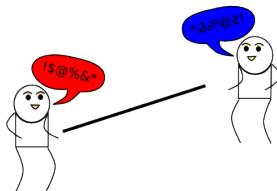


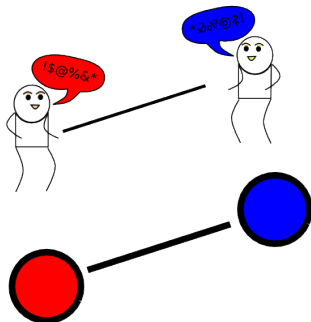


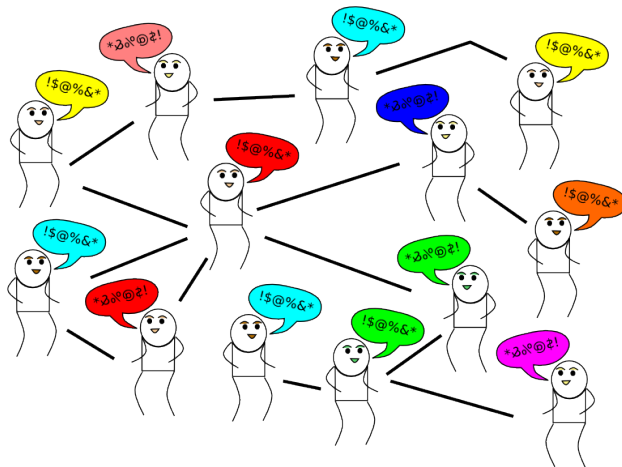


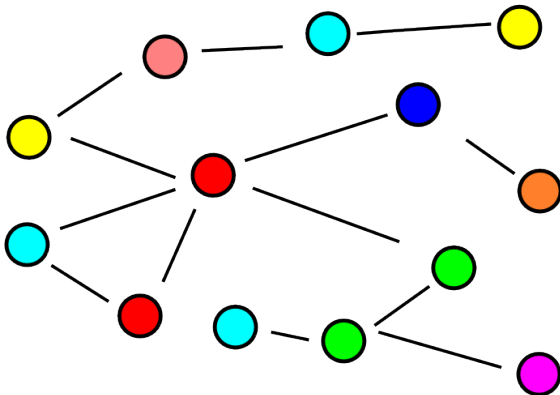


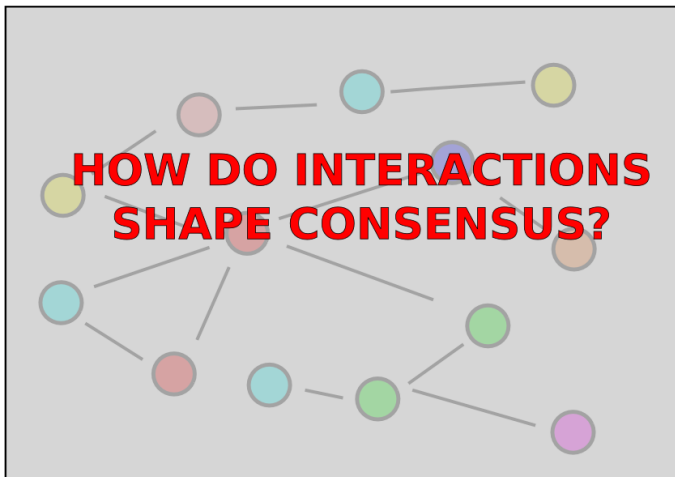












# Outline

- 1 Introduction
- 2 Simple models (social imitation)
- 3 A less simple model (bounded confidence)

# Ising model



# Ising model

**TWO OPINIONS:  
(spins)**



$$s_i = -1$$



$$s_i = +1$$

# Ising model

**TWO OPINIONS:  
(spins)**



**BOND  
ENERGY:**  $-J_{ij}s_i s_j$   
 $J_{ij} > 0$

# Ising model

$$\mathbf{s} = \{s_i\}$$

# Ising model

$$\mathbf{S} = \{S_i\}$$

**ENERGY OF STATE S:**

$$H(S) = - \sum_{i,j} J_{ij} S_i S_j$$

**(Hamiltonian function)**

# Ising model

$$H(S) = - \sum_{i,j} J_{ij} s_i s_j$$

# Ising model

$$H(S) = - \sum_{i,j} J_{ij} s_i s_j$$

**PROBABILITY OF STATE S:**

$$P(S) = \frac{e^{-\beta H(S)}}{Z_\beta} \quad Z_\beta = \sum_S e^{-\beta H(S)}$$

$$\beta = (k_B T)^{-1}$$

# Ising model

$$H(S) = - \sum_{i,j} J_{ij} s_i s_j$$

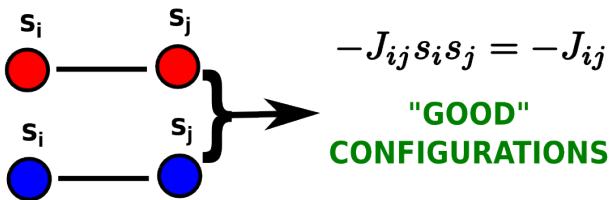
**PROBABILITY OF STATE S:**

$$P(S) = \frac{e^{-\beta H(S)}}{Z_\beta} \quad Z_\beta = \sum_S e^{-\beta H(S)}$$

$$\beta = (k_B T)^{-1}$$

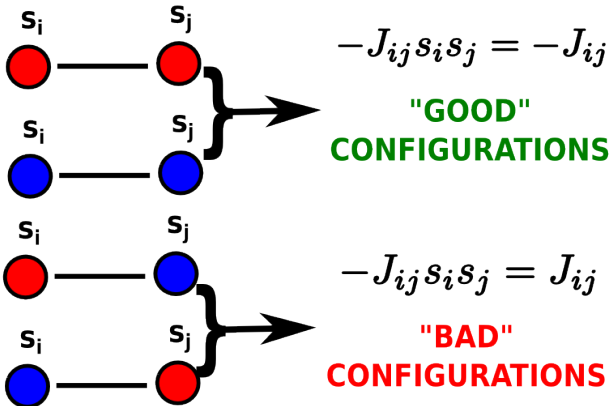
**HIGH-ENERGY STATES ARE LESS PROBABLE**

# Ising model





# Ising model



# Ising model

**ORDER PARAMETER:**

$$M = \frac{1}{N} \sum_i s_i$$

# Ising model

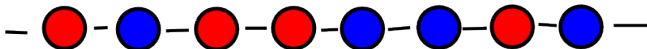
**ORDER PARAMETER:**

$$M = \frac{1}{N} \sum_i s_i$$

$M \simeq 0$       **Disordered Phase**

$|M| \geq 0$       **CONSENSUS**

## Ising Model - 1D lattices



**NO ORDERED PHASE**

$$M \simeq 0 \quad \forall \beta$$

**(NO CONSENSUS)**

# Ising Model - lattices with $D \geq 2$ (and networks)

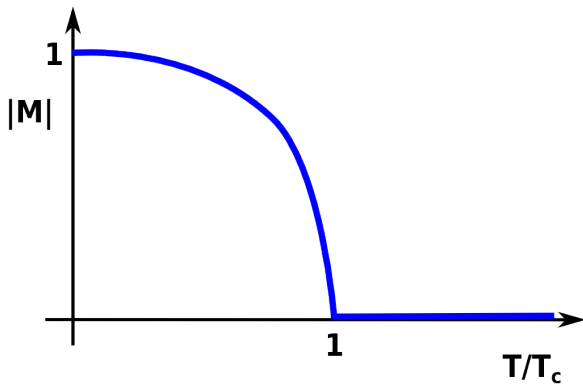
## Ising Model - lattices with $D \geq 2$ (and networks)

Small  $\beta$   
(Large  $T$ )  $\longrightarrow$   $M \simeq 0$   
**(NO CONSENSUS)**

## Ising Model - lattices with $D \geq 2$ (and networks)

Small  $\beta$   
(Large  $T$ )  $\longrightarrow$   $M \simeq 0$   
**(NO CONSENSUS)**

Large  $\beta$   
(Small  $T$ )  $\longrightarrow$   $M > 0$   
**(CONSENSUS)**





## Social interpretation of "Temperature"

### Metropolis algorithm:

$$1) H(S) = - \sum_{i,j} J_{ij} s_i s_j$$

## Social interpretation of "Temperature"

### Metropolis algorithm:

1)  $H(S) = - \sum_{i,j} J_{ij} S_i S_j$

2) Spin flip: 

## Social interpretation of "Temperature"

### Metropolis algorithm:

1)  $H(S) = - \sum_{i,j} J_{ij} s_i s_j$

2) Spin flip: 

3)  $H(S') = - \sum_{i,j} J_{ij} s_i s_j$

## Social interpretation of "Temperature"

The flip:



is accepted with probability:

$$p = \begin{cases} 1 & \text{if } H(S') < H(S) \\ e^{-\frac{[H(S') - H(S)]}{T}} & \text{if } H(S') \geq H(S) \end{cases}$$

## Social interpretation of "Temperature"

$$e^{-\frac{[H(S')-H(S)]}{T}}$$

## Social interpretation of "Temperature"

$$e^{-\frac{[H(S')-H(S)]}{T}}$$

**If**  $T \rightarrow 0$

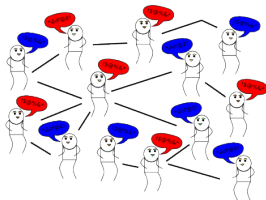
**Unfavorable states  
are never visited**

## Social interpretation of "Temperature"

$$e^{-\frac{[H(S')-H(S)]}{T}}$$

**If  $T \rightarrow 0$       Unfavorable states  
are never visited**

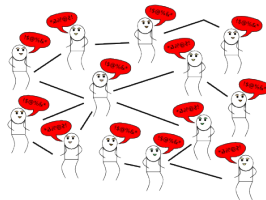
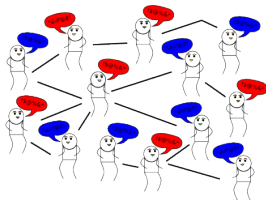
**Temperature -> information inaccuracy  
(noise)**





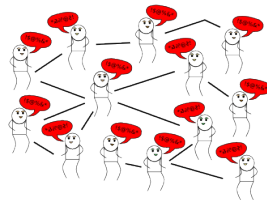
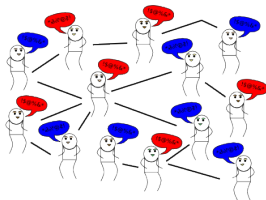
$$T < T_c$$

(accurate information)



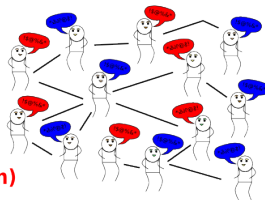
$$T < T_c$$

(accurate information)



$$T > T_c$$

(inaccurate information)



# "Ising says":

**CONSENSUS** can emerge IF

- agents **copy** their neighbours' opinions (**imitation**)
- the information about the state of a neighbour is **accurate enough (low noise)**

# Voter Model

**TWO OPINIONS:  
(spins)**



$$s_i = -1$$



$$s_i = +1$$

# Voter Model

**At each step:**

# Voter Model

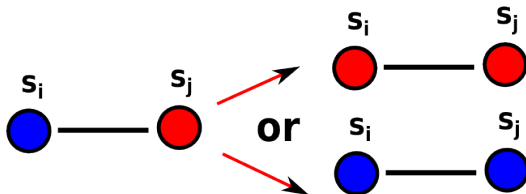
**At each step:**

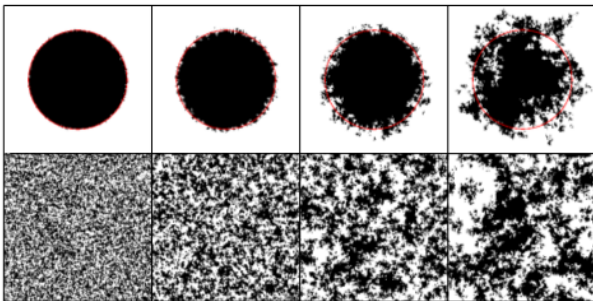
- 1) Select an edge at random**
- 2) Equate the states of its endpoints**

# Voter Model

At each step:

- 1) Select an edge at random
- 2) Equate the states of its endpoints





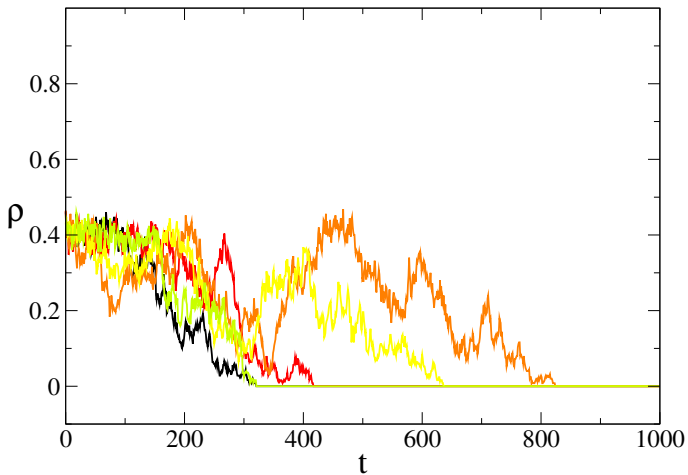


# Interface Density

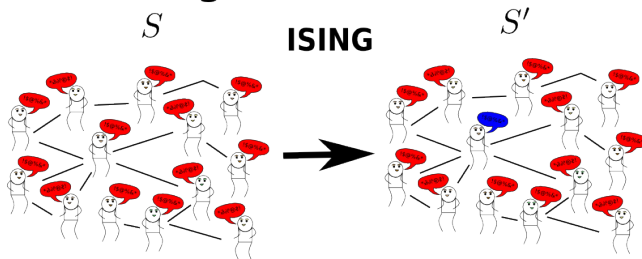
Fraction of edges whose endpoints  
have different opinions:

$$\rho = \frac{1}{4K} \sum_{i,j} a_{ij} |s_i - s_j|$$

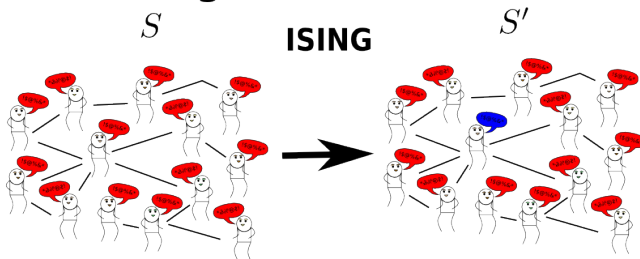
**CONSENSUS WHEN  $\rho \rightarrow 0$**



# Ising Model vs Voter



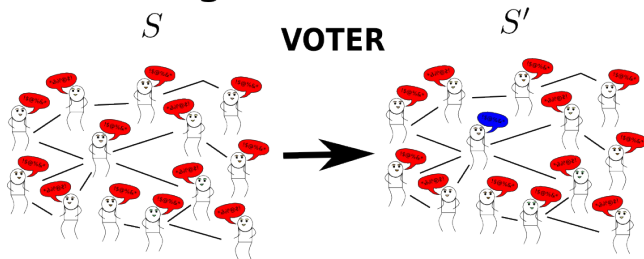
# Ising Model vs Voter



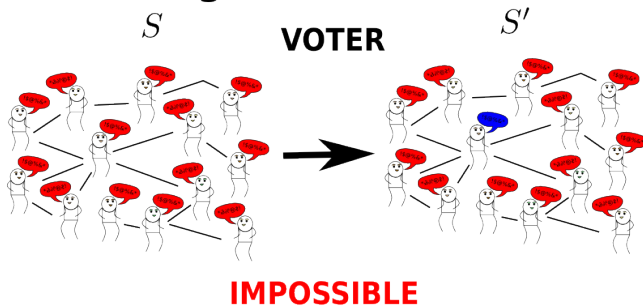
**POSSIBLE, with probability**

$$e^{-\frac{[H(S') - H(S)]}{T}}$$

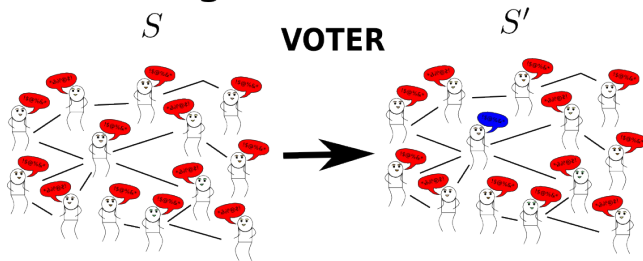
# Ising Model vs Voter



# Ising Model vs Voter



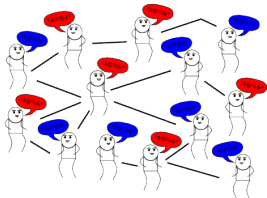
# Ising Model vs Voter



**IMPOSSIBLE**

**CONSENSUS** is an  
**ABSORBING STATE**

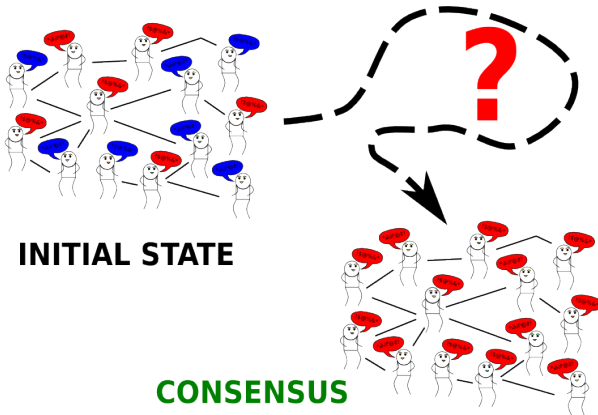
# Voter Model

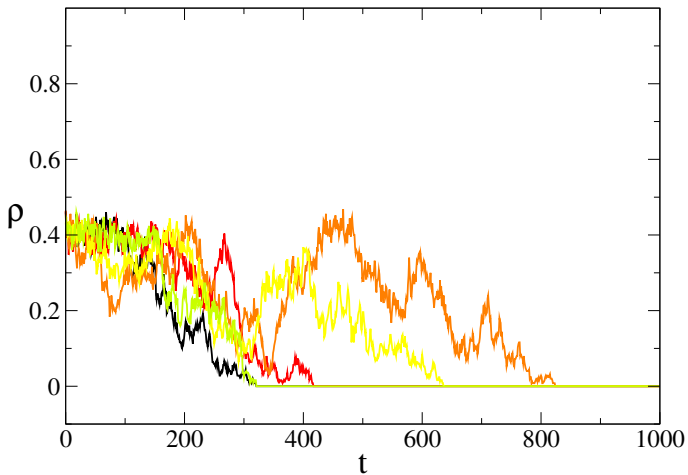


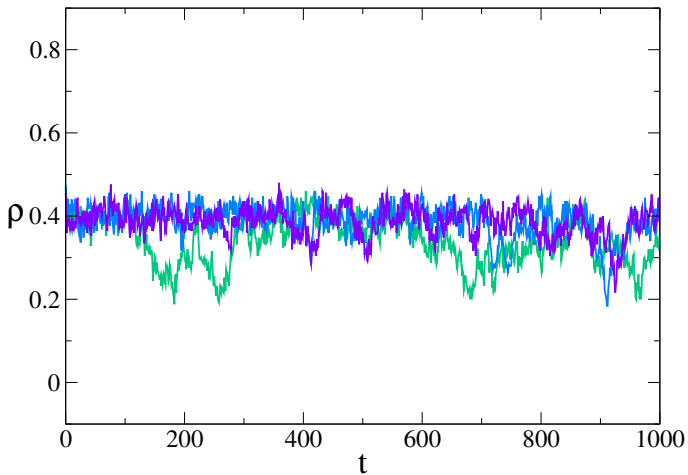
**INITIAL STATE**



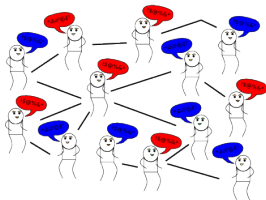
# Voter Model







# Ordering Time

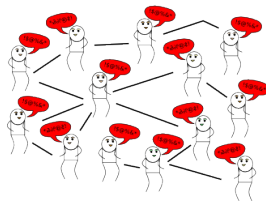


INITIAL STATE

$$M = m$$

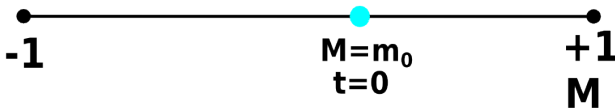
CONSENSUS

$$|M| = 1$$



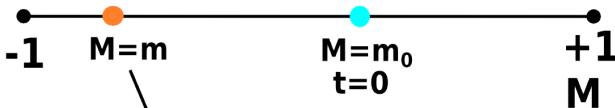
# Ordering Time

## Initial State



# Ordering Time

Initial State



$$P(M = m, t)$$

?

# Ordering Time

$$\frac{\partial P(m, t')}{\partial t'} = \frac{\partial^2}{\partial m^2} [(1 - m^2)P(m, t')]$$

**(Fokker-Planck equation for  $P(m, t')$ )**

## Ordering Time

$$\frac{\partial P(m, t')}{\partial t'} = \frac{\partial^2}{\partial m^2} [(1 - m^2)P(m, t')]$$

**(Fokker-Planck equation for  $P(m, t')$ )**

$$t' = \frac{t}{\tau} \quad \tau = \frac{(\mu-1)\mu^2 N}{(\mu-2)\mu_2}$$

$$\mu = \sum_k k p(k) \quad \mu_2 = \sum_k k^2 p(k)$$



# Ordering Time

$$\frac{\partial P(m, t')}{\partial t'} = \frac{\partial^2}{\partial m^2} [(1 - m^2)P(m, t')]$$

## Ordering Time

$$\frac{\partial P(m, t')}{\partial t'} = \frac{\partial^2}{\partial m^2} [(1 - m^2)P(m, t')]$$

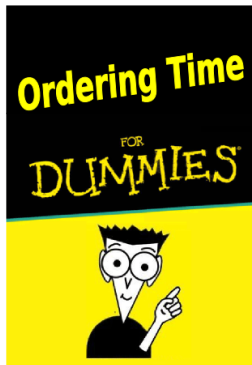
$T(m_0)$  **Time to reach consensus  
when starting from  $M = m_0$**

## Ordering Time

$$\frac{\partial P(m, t')}{\partial t'} = \frac{\partial^2}{\partial m^2} [(1 - m^2)P(m, t')]$$

$T(m_0)$  **Time to reach consensus  
when starting from  $M = m_0$**

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$



$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$



**If your system  
gets...**

**Ordering time  
gets...**

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$



If your system  
gets...

**LARGER**

Ordering time  
gets...

**LARGER**

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$



If your system  
gets...

**LARGER**

**DENSER**

Ordering time  
gets...

**LARGER**

**LARGER**

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$



If your system  
gets...

**LARGER**

**DENSER**

**HETEROGENOUS**

Ordering time  
gets...

**LARGER**

**LARGER**

**SMALLER**



## Voter Model: Observations

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$

## Voter Model: Observations

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$

**Finite systems**  **CONSENSUS**  
(if you wait enough time)

## Voter Model: Observations

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$

**Finite systems**  $\longrightarrow$  **CONSENSUS**  
(if you wait enough time)

**Scale-free graphs**

$p(k) \sim k^{-\gamma}, 2 < \gamma < 3$   $\longrightarrow$  **CONSENSUS**  
(and we have to wait less time...)

$\mu_2$  **diverges**

## Voter Model: Observations

$$T(m_0) \sim \tau = \frac{(\mu-1)\mu^2}{(\mu-2)\mu_2} N$$

What if  $N \rightarrow \infty$  ???

Is **CONSENSUS** still possible?

# Inifinte Systems

$N \rightarrow \infty$  THE SYSTEM REMAINS **ACTIVE**

# Inifinte Systems

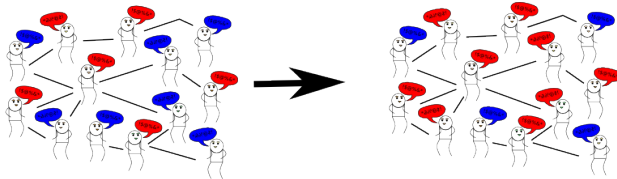
$N \rightarrow \infty$  **THE SYSTEM REMAINS ACTIVE**

$$\rho(t) > 0 \forall t$$

# Inifinte Systems

$N \rightarrow \infty$  THE SYSTEM REMAINS **ACTIVE**

$$\rho(t) > 0 \forall t$$



# Interface density for $N \rightarrow \infty$

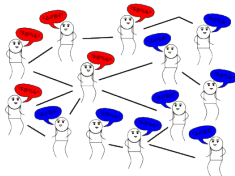


## Interface density for $N \rightarrow \infty$

$$\lim_{t \rightarrow \infty} \rho(t) = \frac{(\mu - 2)}{3(\mu - 1)}$$

# Interface density for $N \rightarrow \infty$

$$\lim_{t \rightarrow \infty} \rho(t) = \frac{(\mu - 2)}{3(\mu - 1)}$$



# "Voter Model" says:

**FINITE SYSTEMS: CONSENSUS**

**LARGE SYSTEMS: SLOWER**

**INFINITE SYSTEMS: PARTIAL  
CONSENSUS  
(ACTIVE PHASE)**

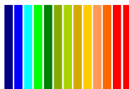
# Outline

- 1 Introduction
- 2 Simple models (social imitation)
- 3 A less simple model (bounded confidence)

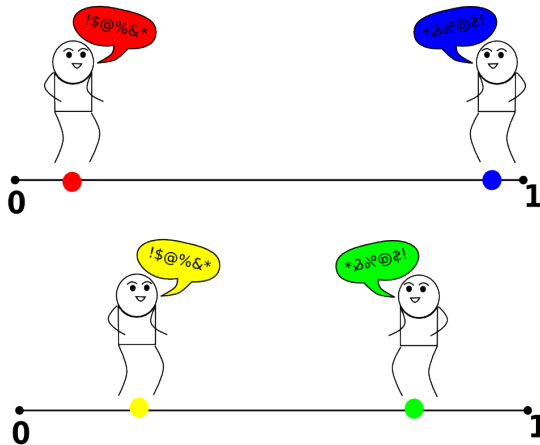
**ISING MODEL**  
**VOTER MODEL**



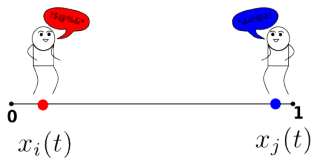
**REALITY?**





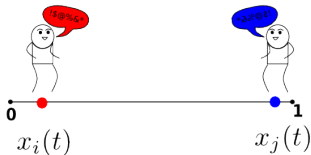


## DEFFUANT MODEL



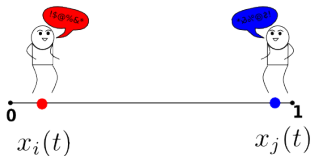


## DEFFUANT MODEL

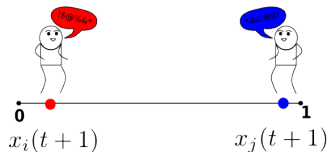


**IF**  $|x_i(t) - x_j(t)| > \epsilon$  **Nothing happens**

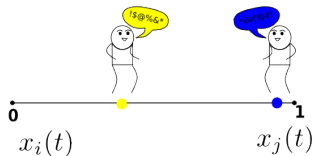
## DEFFUANT MODEL



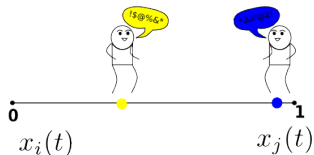
**IF**  $|x_i(t) - x_j(t)| > \epsilon$  **Nothing happens**



## DEFFUANT MODEL

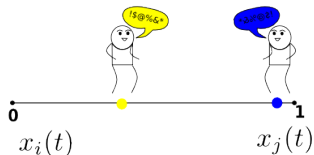


## DEFFUANT MODEL

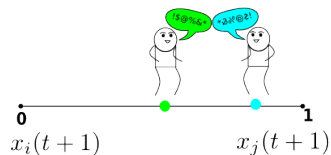


**IF**  $|x_i(t) - x_j(t)| < \epsilon$  **Agents get "closer"**

## DEFFUANT MODEL



**IF**  $|x_i(t) - x_j(t)| < \epsilon$  **Agents get "closer"**



## DEFFUANT MODEL

$$|x_i(t) - x_j(t)| > \epsilon$$

$$x_i(t+1) = x_i(t)$$

$$x_j(t+1) = x_j(t)$$

## DEFFUANT MODEL

$$|x_i(t) - x_j(t)| > \epsilon \quad \begin{array}{l} x_i(t+1) = x_i(t) \\ x_j(t+1) = x_j(t) \end{array}$$

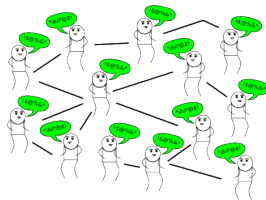
$$|x_i(t) - x_j(t)| < \epsilon$$

$$x_i(t+1) = x_i(t) + \mu[x_j(t) - x_i(t)]$$

$$x_j(t+1) = x_j(t) + \mu[x_i(t) - x_j(t)]$$

## REACHING "CONSENSUS"

$\epsilon > \frac{1}{2}$       **CONSENSUS** at  $\bar{x} = \frac{1}{2}$

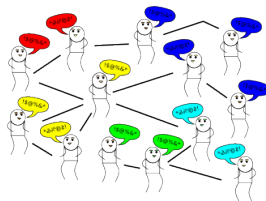




## REACHING "CONSENSUS"

$$\epsilon < \frac{1}{2}$$

**MANY OPINIONS SURVIVE**



# References

- C. Castellano, S. Fortunato, V. Loreto, "Statistical physics of social dynamics", Rev. Mod. Phys. 81,, 591-646 (2009).
- K. Suchecki, V. M Eguíluz, M. San Miguel, "Voter model dynamics in complex networks: Role of dimensionality, disorder, and degree distribution", Phys. Rev. E 72, 036132 (2005).
- F. Vazquez, V. Eguiluz, "Analytical solution of the voter model on uncorrelated networks", New J. Phys. 10, 063011 (2008).
- K. Klemm, V. M Eguíluz, R. Toral, M. San Miguel, "Global culture: A noise-induced transition in finite systems", Phys. Rev. E 67, 045101 (2003).
- D. Centola, J. C. Gonzalez-Avella, V. M. Eguiluz, M. San Miguel, "Homophily, cultural drift, and the co-evolution of cultural groups", J. Conflict Res. 51, 905-929 (2007).