# Chaotic Contagion: The Idealized Hipster Effect

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# Outline

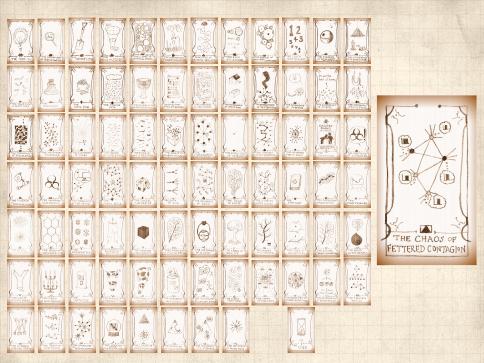
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# Chaotic Contagion on Networks:



"Limited Imitation Contagion on random networks: Chaos, universality, and unpredictability" Dodds, Harris, and Danforth, Phys. Rev. Lett., **110**, 158701, 2013.<sup>[1]</sup> The PoCSverse Chaotic Contagion 6 of 33

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"Dynamical influence processes on networks: General theory and applications to social contagion" Harris, Danforth, and Dodds, Phys. Rev. E, **88**, 022816, 2013.<sup>[2]</sup>

A. Mandel, conference at Urbana-Champaign, 2007:

"If I was a younger man, I would have stolen this from you."



# Outline

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# Chaotic contagion:

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# What if individual response functions are not monotonic?



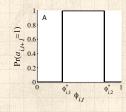
# Chaotic contagion:

What if individual response functions are not monotonic?

🚳 Consider a simple deterministic version:

Node i has an 'activation threshold'  $\phi_{i,1}$ 

...and a 'de-activation threshold'  $\phi_{i,2}$ 





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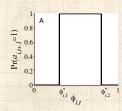
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# Chaotic contagion:

- What if individual response functions are not monotonic?
- 🚳 Consider a simple deterministic version:
  - Node i has an 'activation threshold'  $\phi_{i,1}$

...and a 'de-activation threshold'  $\phi_{i,2}$ 

Nodes like to imitate but only up to a limit—they don't want to be like everyone else.

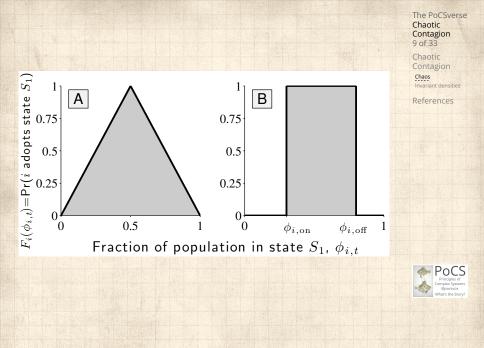


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# Chaotic contagion

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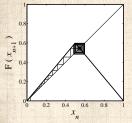
Definition of the tent map:

 $F(x) = \left\{ \begin{array}{l} rx \text{ for } 0 \leq x \leq \frac{1}{2}, \\ r(1-x) \text{ for } \frac{1}{2} \leq x \leq 1. \end{array} \right.$ 

The usual business: look at how F iteratively maps the unit interval [0, 1].



## Effect of increasing r from 1 to 2.



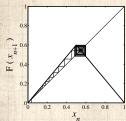
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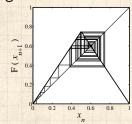
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### Effect of increasing r from 1 to 2.





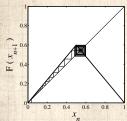
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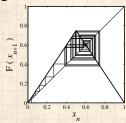
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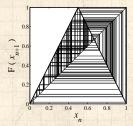
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Effect of increasing r from 1 to 2.







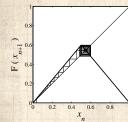
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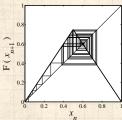
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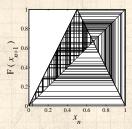
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## Effect of increasing r from 1 to 2.







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#### 0.2 0.4 0.6 0.6 0.6 0.8 1 1.2 1.4 1.6 1.8 2

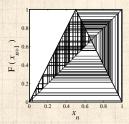
r

## Orbit diagram:

Chaotic behavior increases as map slope r is increased.



Take r = 2 case:



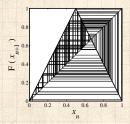
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Take r = 2 case:



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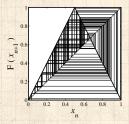
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## What happens if nodes have limited information?



Take r = 2 case:



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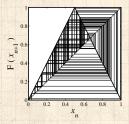
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What happens if nodes have limited information?
As before, allow interactions to take place on a sparse random network.



Take r = 2 case:



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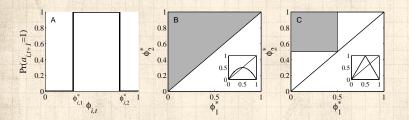


What happens if nodes have limited information?

- \lambda As before, allow interactions to take place on a sparse random network.
- $rac{1}{2}$  Vary average degree  $z = \langle k \rangle$ , a measure of information



# Two population examples:



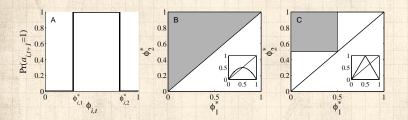
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- Randomly select  $(\phi_{i,1}, \phi_{i,2})$  from gray regions shown in plots B and C.
- Insets show composite response function averaged over population.



# Two population examples:



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- Randomly select  $(\phi_{i,1}, \phi_{i,2})$  from gray regions shown in plots B and C.
- Insets show composite response function averaged over population.
- 🛞 We'll consider plot C's example: the tent map.



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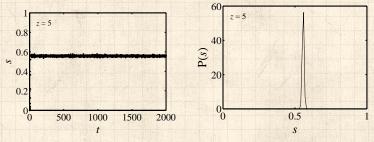
# Invariant densities—stochastic response functions

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#### activation time series

### activation density

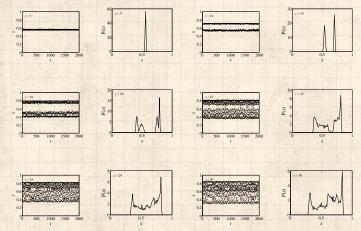


# Invariant densities—stochastic response functions

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Invariant densities—deterministic response functions for one specific network with  $\langle k \rangle = 18$ 

P(s) P(S) 30 3 20 P(s) P(s)

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# Invariant densities—stochastic response functions

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Trying out higher values of  $\langle k \rangle$ ...



# Invariant densities—deterministic response functions

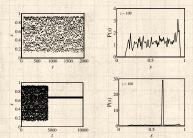
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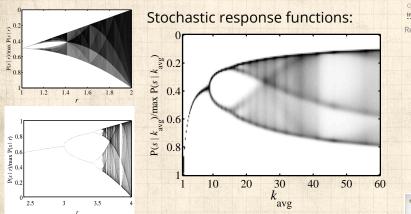
P(S)



Trying out higher values of  $\langle k \rangle$ ...



# Connectivity leads to chaos:



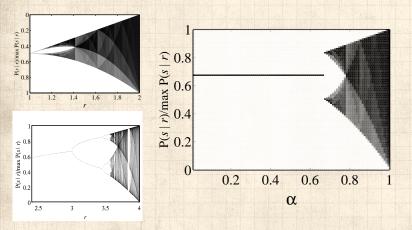
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# Bifurcation diagram: Asynchronous updating



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### Bifurcation diagram: Asynchronous updating

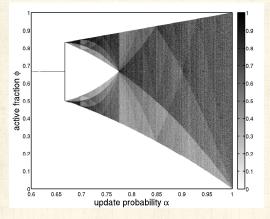


FIG. 3. Bifurcation diagram for the dense map  $\Phi(\phi; \alpha)$ , Eqn. (18). This was generated by iterating the map at 1000  $\alpha$  values between 0 and 1. The iteration was carried out with 3 random initial conditions for 10000 time steps each, discarding the first 1000. The  $\phi$ -axis contains 1000 bins and the invariant density, shown by the grayscale value, is normalized by the maximum for each  $\alpha$ . With  $\alpha < 2/3$ , all trajectories go to the fixed point at  $\phi = 2/3$ .



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https://www.youtube.com/watch?v=7JHrZyyq870?rel=0 How the bifurcation diagram changes with increasing average degree  $\langle k \rangle$  as a function of the synchronicity parameter  $\alpha$  for the stochastic response (tent map) case.



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References

https://www.youtube.com/watch?v=\_zwK6polBvc?rel=0 How the bifurcation diagram changes with increasing  $\alpha$ , the synchronicity parameter as a function of average degree  $\langle k \rangle$  for the stochastic response (tent map) case.



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https://www.youtube.com/watch?v=3bo4fzp4Snw?rel=0 LIC dynamics on a fixed graph with a shared stochastic (tent map) response function. Average degree = 6, update synchronicity parameter  $\alpha$  = 1. The macroscopic behavior is period-1, plus noisy fluctuations.



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References

https://www.youtube.com/watch?v=7UCula\_ktmw?rel=0 LIC dynamics on a fixed graph with a shared stochastic (tent map) response function. Average degree = 11, update synchronicity parameter  $\alpha = 1$ . The macroscopic behavior is period-2, plus noisy fluctuations.



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References

https://www.youtube.com/watch?v=oWKt8Zj1Ccw?rel=0 LIC dynamics on a fixed graph with a shared stochastic (tent map) response function.  $\langle k \rangle = 30$ , update synchronicity parameter  $\alpha = 1$ . The macroscopic behavior is chaotic.



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https://www.youtube.com/watch?v=AfhUlkIOiOU?rel=0 LIC dynamics on a fixed graph with fixed, deterministic response functions. Average degree = 30, update synchronicity parameter  $\alpha$  = 1. Shown are nodes which continue changing (703/1000) after the transient chaotic behavior has "collapsed."



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https://www.youtube.com/watch?v=ZwY0hTstJ2M?rel=0 LIC dynamics on a fixed graph with fixed, deterministic response functions. Average degree = 30, update synchronicity parameter  $\alpha$  = 1. The dynamics exhibit transient chaotic behavior before collapsing to a fixed point.



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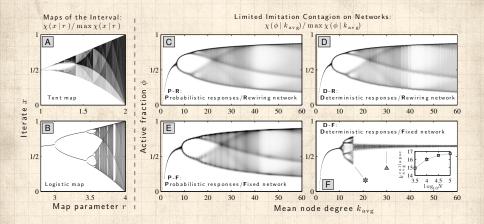
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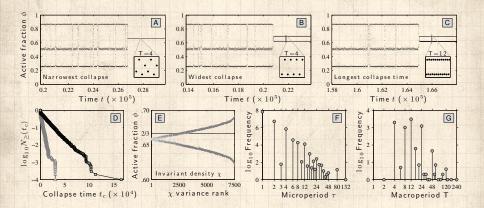
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https://www.youtube.com/watch?v=YDhjmFyBSn4?rel=0 LIC dynamics on a fixed graph with fixed, deterministic response functions. Average degree = 17, update synchronicity parameter  $\alpha$  = 1. The dynamics exhibit transient chaotic behavior before collapsing to a period-4 orbit.







## **References** I

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- [1] P. S. Dodds, K. D. Harris, and C. M. Danforth. Limited Imitation Contagion on random networks: Chaos, universality, and unpredictability. Phys. Rev. Lett., 110:158701, 2013. pdf
- [2] K. D. Harris, C. M. Danforth, and P. S. Dodds. Dynamical influence processes on networks: General theory and applications to social contagion. Phys. Rev. E, 88:022816, 2013. pdf

