Generalized Contagion Principles of Complex Systems Course 300, Fall, 2008

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Generalized Contagion

Generalized Model of Contagion

References

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#### Outline

Generalized Contagion

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#### Generalized Model of Contagion

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#### Basic questions about contagion

- How many types of contagion are there?
- How can we categorize real-world contagions?
- Can we connect models of disease-like and social contagion?

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Generalized Contagion

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 Disease models assume independence of infectious events.

- Threshold models only involve proportions:  $3/10 \equiv 30/100$ .
- Threshold models ignore exact sequence of influences
- Threshold models assume immediate polling.
- Mean-field models neglect network structure
- Network effects only part of story: media, advertising, direct marketing.

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Incorporate memory of a contagious element<sup>[1, 2]</sup>

- Population of N individuals, each in state S, I, or R.
- Each individual randomly contacts another at each time step.
- $\phi_t$  = fraction infected at time *t* = probability of <u>contact</u> with infected individual
- With probability p, contact with infective leads to an exposure.
- If exposed, individual receives a dose of size d drawn from distribution f. Otherwise d = 0.

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 $\mathsf{S} \Rightarrow \mathsf{I}$ 

▶ Individuals 'remember' last *T* contacts:

$$D_{t,i} = \sum_{t'=t-T+1}^{t} d_i(t')$$

Infection occurs if individual i's 'threshold' is exceeded:

$$D_{t,i} \geq d_i^*$$

• Threshold  $d_i^*$  drawn from arbitrary distribution g at t = 0.

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 $\mathsf{I} \Rightarrow \mathsf{R}$ 

#### When $D_{t,i} < d_i^*$ , individual *i* recovers to state R with probability *r*.

#### $\mathsf{R} \Rightarrow \mathsf{S}$

Once in state R, individuals become susceptible again with probability  $\rho$ .

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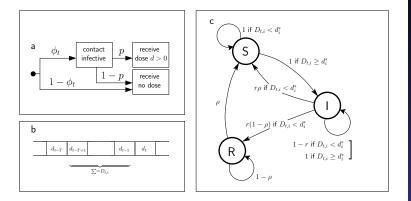
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#### A visual explanation



#### Generalized Contagion

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#### Generalized model

Important quantities:

$$P_k = \int_0^\infty \mathrm{d} d^* \, g(d^*) P\left(\sum_{j=1}^k d_j \geq d^*
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#### e.g.,

- $P_1$  = Probability that <u>one dose</u> will exceed the threshold of a random individual
  - = Fraction of most vulnerable individuals.

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 Generalized model—heterogeneity, r = 1

Fixed point equation:

$$\phi^* = \sum_{k=1}^T \binom{T}{k} (p\phi^*)^k (1 - p\phi^*)^{T-k} \underline{P_k}$$

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Expand around  $\phi^* = 0$  to find Spread from single seed if

 $pP_1T \ge 1$ 

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$$\Rightarrow p_c = 1/(TP_1)$$

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#### Example configuration:

- Dose sizes are lognormally distributed with mean 1 and variance 0.433.
- Memory span: T = 10.
- Thresholds are uniformly set at
  - 1.  $d_* = 0.5$ 2.  $d_* = 1.6$
- Spread of dose sizes matters, details are not important.

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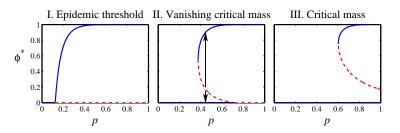
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# Heterogeneous case—Three universal classes



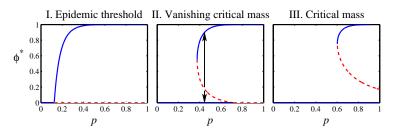
- Epidemic threshold:  $P_1 > P_2/2$ ,  $p_c = 1/(TP_1) < 1$
- ► Vanishing critical mass:  $P_1 < P_2$ ,  $p_c = 1/(TP_1) < 1$
- Pure critical mass:  $P_1 < P_2/2, p_c = 1/(TP_1) > 1$

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# Heterogeneous case—Three universal classes



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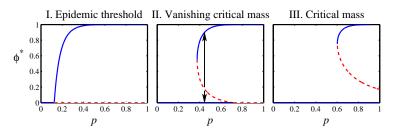
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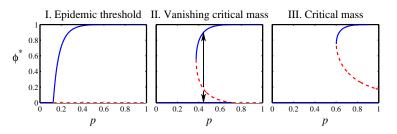
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### Calculations—Fixed points for r < 1, $d^* = 2$ , and T = 3

F.P. Eq: 
$$\phi^* = \Gamma(p, \phi^*; r) + \sum_{i=d^*}^T {T \choose i} (p\phi^*)^i (1 - p\phi^*)^{T-i}.$$

$$\Gamma(p,\phi^*;r) = (1-r)(p\phi)^2(1-p\phi)^2 + \sum_{m=1}^{\infty} (1-r)^m (p\phi)^2(1-p\phi)^2 \times \left[\chi_{m-1} + \chi_{m-2} + 2p\phi(1-p\phi)\chi_{m-3} + p\phi(1-p\phi)^2\chi_{m-3}\right]$$

where 
$$\chi_m(p,\phi^*) = \sum_{k=0}^{[m/3]} {m-2k \choose k} (1-p\phi^*)^{m-k} (p\phi^*)^k$$
.

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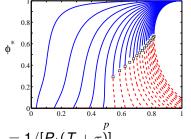
#### SIS model

Now allow r < 1:

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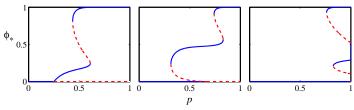
References



II-III transition generalizes:  $p_c = 1/[P_1(T + \tau)]$ (I-II transition less pleasant analytically)

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#### More complicated models



- ➤ Due to heterogeneity in individual thresholds.
- ► Same model classification holds: I, II, and III.

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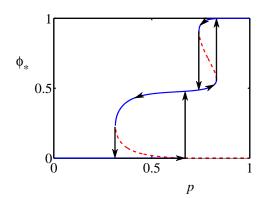
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#### Hysteresis in vanishing critical mass models

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#### Generalized model—heterogeneity, $r \leq 1$

II-III transition generalizes:

$$p_c = 1/[P_1(T+\tau)]$$

where  $\tau = 1/r =$  expected recovery time

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#### Memory is crucial ingredient.

- Three universal classes of contagion processes:
  - I. Epidemic Threshold
  - II. Vanishing Critical Mass
  - III. Critical Mass
- Dramatic changes in behavior possible.
- To change kind of model: 'adjust' memory, recovery, fraction of vulnerable individuals (*T*, *r*, *ρ*, *P*<sub>1</sub>, and/or *P*<sub>2</sub>).
- To change behavior given model: 'adjust' probability of exposure (*p*) and/or initial number infected (φ<sub>0</sub>).

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- If pP₁(T + τ) ≥ 1, contagion can spread from single seed.
- Key quantity:  $p_c = 1/[P_1(T + \tau)]$
- Depends only on:
  - 1. System Memory  $(T + \tau)$ .
  - 2. Fraction of highly vulnerable individuals  $(P_1)$ .
- Details unimportant (Universality): Many threshold and dose distributions give same P<sub>k</sub>.
- Most vulnerable/gullible population may be more important than small group of super-spreaders or influentials.

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#### Do any real diseases work like this?

- Examine model's behavior on networks
- Media/advertising + social networks model
- Classify real-world contagions

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