

THE MODEL OF INFORMATION PROPAGATION COMBINED WITH OPINION EVOLUTION ON SCALE-FREE NETWORK

Yanyao Lan, YazaiXie, Xingwei Liu & Wei Zhang

College of Science and Engineering, Jinan University, Guangzhou, China

ABSTRACT

In real life, information dissemination and evolution of opinion are always interpenetrated. People's attitudes affect the formation of their opinions and influence the dynamic process of information dissemination, furthermore, the controversy of topics can be reflected by people's attitude tendencies distribution. In this paper, we present a model that combines information dissemination with opinion evolution and considers the individual attitudes tendencies and investigate how attitude tendencies distribution affects the information dissemination and opinion evolution. We find that the attitude tendencies not only affect the speed and scope of information dissemination, but also affect the convergence direction of public opinion.

KEYWORDS: Information Diffusion, Opinion Evolution, Scale-Free

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