

Mass media and repulsive interactions in continuous-opinion dynamics

Teresa Vaz Martins, Miguel Pineda, Raul Toral

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This letter focus on the effect of repulsive interactions on the adoption of an external message in an opinion model. With a simple change in the rules, we modify the Deffuant \emph{et al.} model to incorporate the presence of repulsive interactions. We will show that information receptiveness is optimal for an intermediate fraction of repulsive links. Using the master equation as well as Monte Carlo simulations of the message-free model, we identify the point where the system becomes optimally permeable to external influence with an order-disorder transition.

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