

Accepted Manuscript

A general social contagion dynamic in interconnected lattices

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PII: S0378-4371(18)30921-X
DOI: <https://doi.org/10.1016/j.physa.2018.07.049>
Reference: PHYSA 19874

To appear in: *Physica A*

Received date: 8 May 2018
Revised date: 2 July 2018

Please cite this article as: P. Shu, W. Wang, H.E. Stanley, L.A. Braunstein, A general social contagion dynamic in interconnected lattices, *Physica A* (2018), <https://doi.org/10.1016/j.physa.2018.07.049>

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Highlights

1. We propose a generalized social contagion model on two interconnected planar lattices.
2. The dependency of prevalence on the transmission rate is always continuous.
3. The social contagions could be strongly promoted.

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