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Impact of memory on opinion dynamics

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- The  $q$ -voter model with independence and memory introduced in the spirit of extreme value memory, based on psychological experiments conducted by Daniel Kahneman, is proposed.
- The System driven by the model self-organizes from the situation state, in which the system is homogenous, i.e., all agents are identical, to the state in which agents acquire personal traits.
- Heterogeneity appears as a consequence of past experiences related to the type of behavior.
- The results are consistent with the current psychological knowledge.

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