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Complex contagions with social reinforcement from different layers and neighbors

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Highlight

1. We propose a non-Markovian model to describe complex contagions on multiplex networks.
2. The final adoption size will increase sharply with the information transmission probability at a larger adoption threshold.
3. There is a critical seed size below which the global contagion becomes impossible for large values of adoption threshold.
4. An edge-based compartmental (EBC) theory is developed to describe the proposed model.

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