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Social contagions with heterogeneous credibility

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Highlights

- 1. Proposed a non-Markovian model to understand how the heterogeneity of credibility from a microscopic perspective.
- 2. The growth pattern of the final adoption size is continuous when hubs in an ER network have low levels of credibility.
- 3. The growth pattern versus information transmission probability is always continuous on SF networks.
- 4. On both ER and SF networks, the final adoption size versus the heterogeneity parameter exhibits a discontinuous pattern.

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