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Rumor diffusion in heterogeneous networks by considering the individuals' subjective judgment and diverse characteristics

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Highlights

- The rumor spreading model by considering the individuals' subjective judgment and diverse characteristics is presented.
- Two probability distribution functions are introduced to depict the diversity of the individuals' characteristics.
- A novel rumor refusing mechanism is introduced by considering the individuals' subjective judgment.
- The rumor spreading threshold is theoretically derived with the mean-field method.

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