

# 國立中山大學應用數學系

## 學術演講

講者：翁章譯博士

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講題：A General Attribute Diffusion Mechanism on  
Social Networks

時間：2016/05/19（星期四）15:30 ~ 16:30

地點：理學院四樓理 SC 4009-1 室

茶會：15:00 於理 SC 4010 室（系辦公室）

### 摘要

Diffusion, such as a spread of energy in physics or information in the society, is a common phenomenon in physical, biological or social sciences. However, it is not trivial to analytically describe such phenomenon when commodity or information is spread through a social network found in our daily life. This work proposed a mathematical model to trace the change of a target attribute under a diffusion mechanism. This model is applied to a commodity sharing game where participants donate their tokens to each other based on a defined network relationship. Computer experiments are conducted to study the diffusion and decay rates, which govern respectively the flow directions and magnitude decreases towards the steady state. Numerical simulations show the efficiency and accuracy of the proposed model.

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