

Opinion formation and control

Thursday, August 15, 2024 3:00 PM (1 hour)

There is a large literature on opinion formation models; in many of them the dynamics are driven by binary interactions between individuals that are modulated by an underlying (social) network structure. In this talk I will discuss different mathematical modeling approaches in this setting, and how we can derive partial differential equation models in suitable scaling limits. Furthermore I will focus on the question of opinion control; in particular the question of how one can steer an opinion towards a desired target or prevent consensus.

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Session Classification: Plenary Talk

Track Classification: Plenary Talks