

A model for diffusion of fads and soft technologies

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Abstract

We propose a model for diffusion of social decisions, where the bias on the population can affect positively, negatively or simply do not affect the next individual's decision. The main results are classical limiting theorems for the proportion of some decision tendency on the population. Their proofs include a linkage between non-markovian stochastic processes with memory lapses and generalized Pólya urn models with random replacement rules. We also provide some potential practical applications. This is joint with M. González-Navarrete (U. Bio-Bio, Chile).

References

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