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Vaccination and public trust: A model for the dissemination of vaccination behavior with external intervention

Claudio O. Dorso, Andrés Medus, Pablo Balenzuela

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We propose the following highlights for this work:

- The spreading of anti-vaccination opinion is part of a cultural dissemination process, in the spirit of Axelrod's model.
- The underlying social network is composed by two types of edges: opinion-exchange ones without personal interaction and personal ones also involved in opinion dissemination process.
- The social adaptive dynamics is given by agents which link socially to others per their degree of cultural similarity.
- The mitigating effect of a public health campaign is included as an external field which modulates the agent's decisions.
- The occurrence and size of the outbreaks are determined by the degree of clustering of unvaccinated agents (and not by their amount), even in scenarios of 95% of vaccine coverage.

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