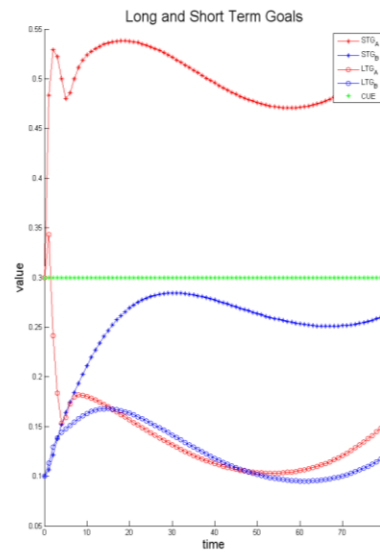
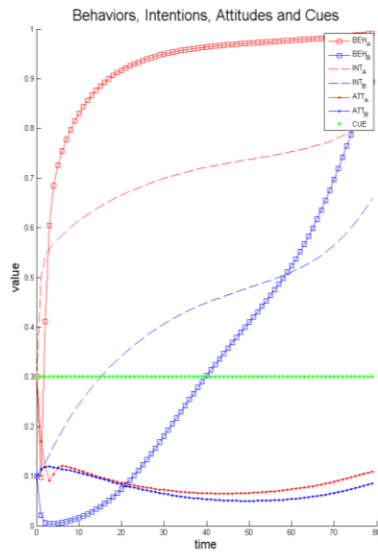


APPENDIX A

CONTAGION OF HABITUAL BEHAVIOUR IN SOCIAL NETWORKS: AN AGENT-BASED MODEL

Table 1. Parameter settings for scenario 1 (homogeneous) and 2 (heterogeneous) for partner agents.

characteristics	general settings (scenario 1)		personalised settings (scenario 2)	
	Alice	Bob	Alice	Bob
expressiveness ε	0.5	0.5	0.7	0.2
ltg-stg connection $\omega(\text{ltg},\text{stg})$	0.8	0.8	0.4	0.9
cue connections $\omega(\text{cue},\text{int})$ and $\omega(\text{cue},\text{stg})$	0.3	0.3	0.9	0



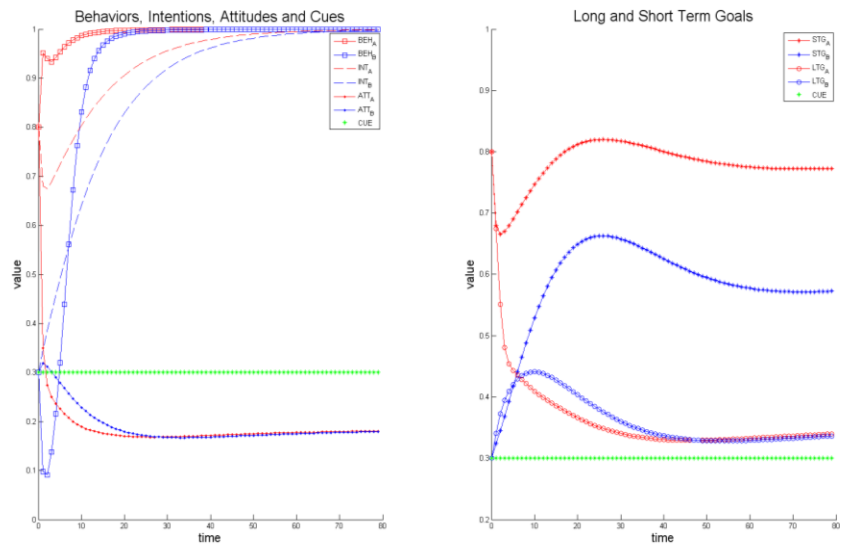


Figure 1. Heterogeneous partners: scenario 2a (top), 2b
(same scenarios as used in the paper for the homogeneous agents)

Table 2. Settings for partner and group scenarios as shown in the paper

	LTG	STG	LSAT	SSAT	ATT	INT	BEH
learning parameter (θ or λ)	0.2	0.2	0.5	0.2	0.2	0.1	0.5
threshold (τ)	0.1	0.3	0.3	0.5	0.1	0.5	0.5
steepness (σ)	15	15	15	15	15	15	15

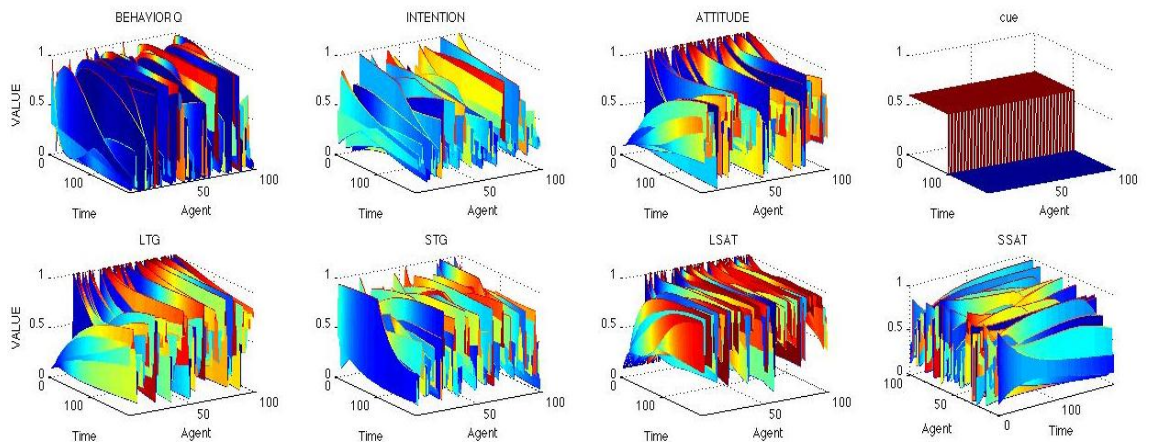


Figure 2. Simulation results for 100 agents in a small world network in which the hubs have negative dispositions