A mathematical model of social media popularity with standard incidence rate

Windarto, Utami Dyah Purwati, Nadiyah Amalia

1) Windarto, Purwati, U.D., Amalia, N.
A Mathematical Model of Social Media Popularity with Standard Incidence Rate
(2019) IOP Conference Series: Materials Science and Engineering, 546 (5), art. no. 052086, .

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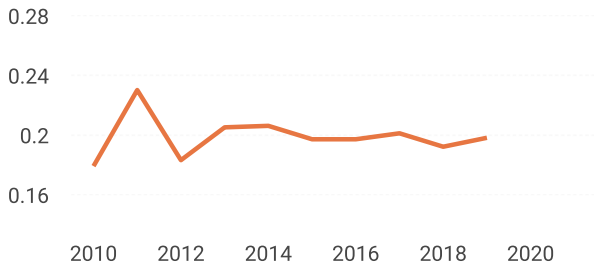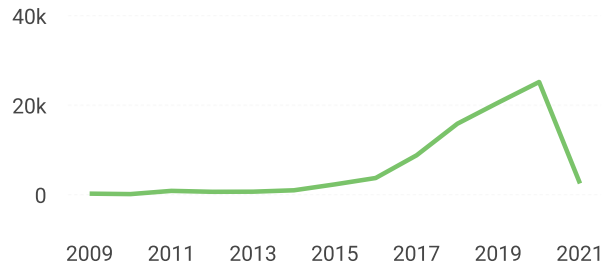| PUBLICATION TYPE	ISSN	COVERAGE	INFORMATION
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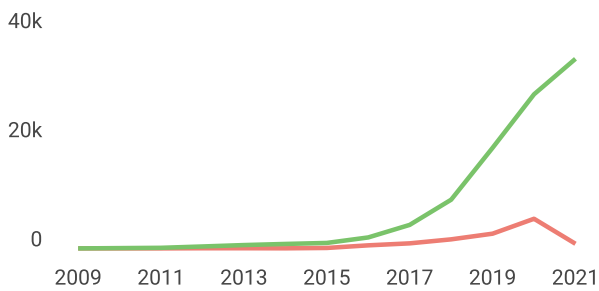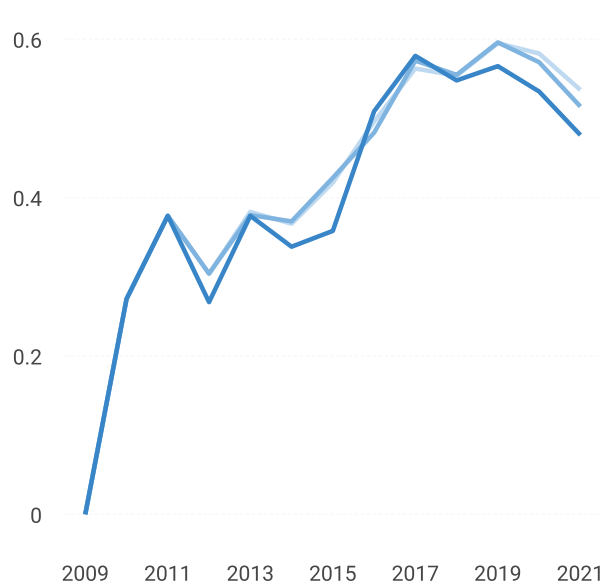🔍 Join the conversation about this journal

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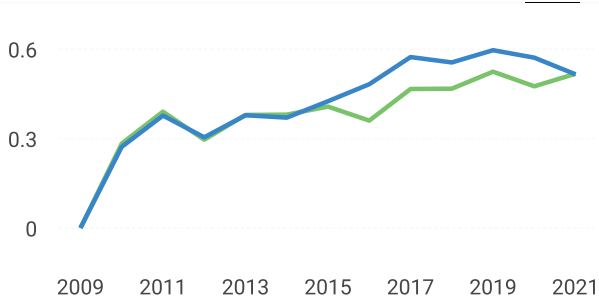|	
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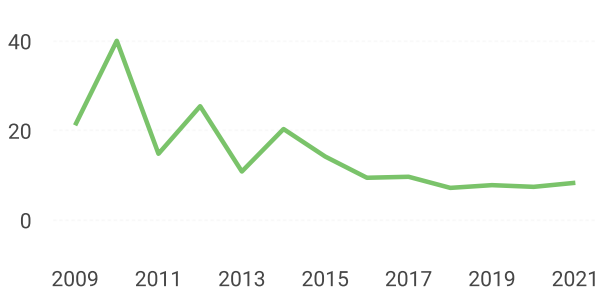
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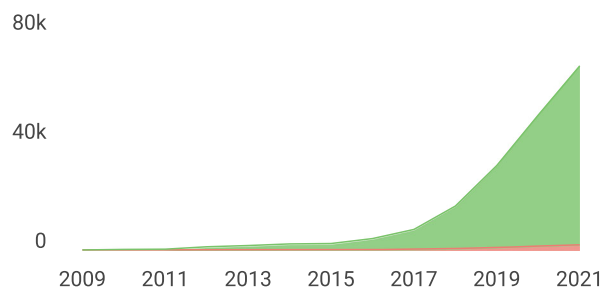
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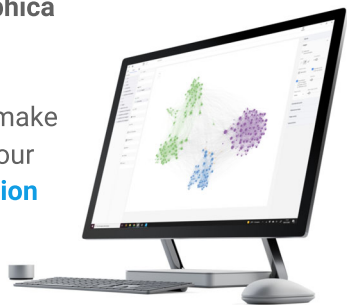
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2019

PREFACE

Conference in a brief

The 9th Basic Science International Conference (BaSIC 2019) was a scientific meeting aimed to promote mutual exchange between scientists and experts, to exchange and share their experiences and research results on all aspects of basic science. The BaSIC 2019 also has provided a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of basic sciences.

The conference was carried out with regards of the Rector of Brawijaya University's program to increase the number of publications of scientific paper in international journals or proceedings indexed by Scopus. Therefore, the selected full papers will be published in conference proceedings indexed by Scopus, IOP Conference Series: Materials Science and Engineering.

The conference has recorded **344 registered delegates** (presenters and non-presenters), among which **350 participants** attended the conference. The participants consist of both international and national researchers, university lecturers, and college students in the field of basic sciences. In terms of country of origin, the participants of the BaSIC 2019 are coming from 7 countries, including Indonesia, Japan, Malaysia, Gambia, Libya, Saudi Arabia, and Thailand.

Plenary and Invited Speakers

1. Prof. Nikos Hadjichristidis (King Abdullah University of Science and Technology, Kingdom of Saudi Arabia)
2. Prof. Hideki Okamoto (Okayama University, Japan)
3. Prof. Roswanira Abdul Wahab (Malaysia University of Technology, Malaysia)
4. Dr Lakha Salaipeth (King Mongkut's University of Technology Thonburi, Thailand)
5. Dr Satria Zulkarnaen Bisri (RIKEN Center for Emergent Matter Science, JAPAN, Taiwan)
6. Dr rer nat Rino M Mukti (ITB, Indonesia)
7. Dr. Bagus Sartono (IPB, Indonesia)
8. Prof Moh Sasmito Djati (Universitas Brawijaya, Indonesia)

9. Dr Ani Budi Astuti (Universitas Brawijaya, Indonesia)

10. Dr Siti Mariyah Ulfa (Universitas Brawijaya, Indonesia)

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Wasino

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Table of contents

Volume 546

June 2019

‹ Previous issue   Next issue ›

Accepted papers received: 09 May 2019

Published online: 01 July 2019

Open all abstracts

Papers

OPEN ACCESS   052001

Modelling one-dimensional crystal by using harmonic oscillator potential

Abdurrouf, M. Nurhuda and Wiyono

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OPEN ACCESS   052002

The rule of radius averaging in hydrogen atom

Abdurrouf

✚ Open abstract   📄 View article   📄 PDF

OPEN ACCESS   052003

Modelling of Hypertension Risk Factors Using Penalized Spline to Prevent Hypertension
in Indonesia

Tati Adiwati and Nur Chamidah

✚ Open abstract   📄 View article   📄 PDF

OPEN ACCESS   052004

Modeling of Parity Status of The Mother and Basic Immunization Giving to Infants with
Semiparametric Bivariate Probit (Case Study: North Kalimantan Province in 2017)

Rahmi Amelia, Muhammad Mashuri and M.Si Vita Ratnasari

✚ Open abstract   📄 View article   📄 PDF

OPEN ACCESS   052005

Grey Wolf Optimizer for Parameter Estimation of Enzymatic Reaction in Biodiesel
Synthesis

Syaiful Anam and Indira Kumaralalita

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OPEN ACCESS 052006

Parameters Estimation of Enzymatic Reaction Model for Biodiesel Synthesis by Using Real Coded Genetic Algorithm with Some Crossover Operations

Syaiful Anam

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OPEN ACCESS 052007

Quantitative risk modelling of occupational safety in green-port

Debrina Puspita Andriani, Vina Dwi Novianti, Rheza Adnandy and Qurrota A'yunin

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OPEN ACCESS 052008

Hybrid radial basis function with firefly algorithm and simulated annealing for detection of high cholesterol through iris images

A Anjarsari, A Damayanti, A B Pratiwi and E Winarko

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OPEN ACCESS 052009

Classification method at acceptance of new student at public university on the national written test

Ika S W Antari, Ismaini Zain and Suhartono

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OPEN ACCESS 052010

Glaucoma Identification on Fundus Retinal Images Using Statistical Modelling Approach

A. E. Anwar and N. Chamidah

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OPEN ACCESS 052011

Kernel Spherical K-Means and Support Vector Machine for Acute Sinusitis Classification

Arfiani, Zuherman Rustam, Jacub Pandelaki and Arga Siahaan

+ Open abstract   🗏 View article   📄 PDF

OPEN ACCESS 052012

Continuous Ranked Probability Score Validation Methods in Mixture Bayesian Model for Microarray Data in Indonesia

Ani Budi Astuti

+ Open abstract   🗏 View article   📄 PDF

OPEN ACCESS 052013

❌

Multi-Step Differential Transform Method for Solving the Influenza Virus Model with Disease Resistance

Fitri Astuti, Agus Suryanto and Isnani Darti

+ Open abstract   📄 View article   📕 PDF

OPEN ACCESS   052014

Forecasting Foreign Tourist Using Intervention Analysis On Count Time Series

Eviyana Atmanegara, Suhartono and RM Atok

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OPEN ACCESS   052015

Two-State Poisson Hidden Markov Models for Analysis of Seismicity Activity Rates in West Nusa Tenggara

Nur Azizah, Suci Astutik and Nurjannah

+ Open abstract   📄 View article   📕 PDF

OPEN ACCESS   052016

Comparison of Cubic SVM with Gaussian SVM: Classification of Infarction for detecting Ischemic Stroke

Amanda Rizki Bagasta, Zuherman Rustam, Jacub Pandelaki and Widyo Ari Nugroho

+ Open abstract   📄 View article   📕 PDF

OPEN ACCESS   052017

Stability of a stage-structure Rosenzweig-MacArthur model incorporating Holling type-II functional response

Lazarus Kalvein Beay, Agus Suryanto, Isnani Darti and Trisilowati

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OPEN ACCESS   052018

Convert Probability Network to Artificial Neural Network based on Position, Time and Speed of Events

Imam Cholissodin and Marji

+ Open abstract   📄 View article   📕 PDF

OPEN ACCESS   052019

Modelling of Income Inequality in East Java Using Geographically Weighted Panel Regression

Chusnul Chotimah, Sutikno and Setiawan

+ Open abstract   📄 View article   📕 PDF

OPEN ACCESS   052020

Geographically Weighted Bivariate Gamma Regression in The Analysis of Maternal Mortality Rate and Infant Mortality Rate in North Sumatra Province 2017

Diah Kusuma Dewi, Purhadi and Sutikno

+ Open abstract   ▤ View article   📕 PDF

OPEN ACCESS   052021

Bartlett Lewis Rectangular Pulse (BLRP) Approach with Proportional Adjusting Procedure in Rainfall Disagregation Method in Hidrology Laboratory of Brawijaya University Rain Station

Novita Putri Kurnia Dewi and Suci Astutik

+ Open abstract   ▤ View article   📕 PDF

OPEN ACCESS   052022

Parameter Estimation of Locally Compensated Ridge-Geographically Weighted Regression Model

Alfi Fadliana, Henny Pramoedyo and Rahma Fitriani

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OPEN ACCESS   052023

Generalized Linier Autoregressive Moving Average (GLARMA) Negative Binomial Regression Models with Metropolis Hasting Algorithm

Popy Febritasari, Ni Wayan Surya Wardhani and Ummu Sa'adah

+ Open abstract   ▤ View article   📕 PDF

OPEN ACCESS   052024

Comparison of Curve Estimation of the Smoothing Spline Nonparametric Function Path Based on PLS and PWLS In Various Levels of Heteroscedasticity

Adji Achmad Rinaldo Fernandes, Benny Hutahayan, Solimun, Endang Arisoesilaningsih, Indah Yanti,

Ani Budi Astuti, Nurjannah and Luthfatul Amaliana

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OPEN ACCESS   052025

Simulation on the Zero Inflated Negative Binomial (ZINB) to Model Overdispersed, Poisson Distributed Data

Rahma Fitriani, Lidia Novita Chrisdiana and Achmad Efendi

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OPEN ACCESS   052026

Implementation of Fuzzy Inference System for Classification of Dengue Fever on the villages in Malang

Samingun Handoyo and Heni Kusdarwati

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❌

Fadhila Isnaini, Vita Ratnasari and Muhammad Mashuri

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OPEN ACCESS   052035

Multiscale Autoregressive (MAR) Models with MODWT Decomposition on Non-Stationary Data

Melda Juliza, Umu Sa'adah and Adji A R Fernandes

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OPEN ACCESS   052036

Alternative Analytic and Friendly Solution of the Bose-Einstein Integral

Alamsyah M. Juwono, Istiroyah and L. Nuriyah

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OPEN ACCESS   052037

Analyzing Netizens' Perceptions Towards Indonesian Presidential Candidates Using Topic Modeling Approach

Devi Karolita and Ariesta Lestari

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OPEN ACCESS   052038

Possibilistics C-Means (PCM) Algorithm for the Hepatocellular Carcinoma (HCC) Classification

Rafiqatul Khairi, Zuherman Rustam and Suarsih Utama

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OPEN ACCESS   052039

Modeling Treshold Liner in Transfer Function to Overcome Non Normality of the Errors

Heni Kusdarwati and Samingun Handoyo

+ Open abstract   📄 View article   📄 PDF

OPEN ACCESS   052040

Statistical downscaling to predict drought events using high resolution satelite based geopotential data

H Kuswanto, I L Yuliatin and H A Khoiri

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OPEN ACCESS   052041

Summarizing Netizens' Sentiments Towards the 1st Indonesian Presidential Debate using Lexicon Sentiment Analysis

❌

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052042

Probabilistic Inventory Model with Expiration Date and All-Units Discount

Taufik Limansyah and Dharma Lesmono

+ Open abstract   ▤ View article   ⬇ PDF

052043

Optimal Control of an HIV Model with Changing Behavior through an Education Campaign, Screening and Treatment

Marsudi, Trisilowati, Agus Suryanto and Isnani Darti

+ Open abstract   ▤ View article   ⬇ PDF

052044

Modelling of Poverty Percentage of Non-Food Per Capita Expenditures in Indonesia Using Least Square Spline Estimator

A. Massaid, M. Hanif, D. Febrianti and N. Chamidah

+ Open abstract   ▤ View article   ⬇ PDF

052045

Generalized Method of Moment Application in Simultaneous Dynamic Panel Data Equations for Economic Growth, CO_2 Emissions, and Health Expenditures Modelling

Ulin Nafngiyana, Setiawan and Santi Puteri Rahayu

+ Open abstract   ▤ View article   ⬇ PDF

052046

Modelling of the Advanced Level National Examination Average Pass Rate in Zimbabwe using Bayesian Hierarchical Log-logistic and Normal Mixture Approach

Barbara Ngwarati, Nur Iriawan and Heri Kuswanto

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052047

Admission Test Modelling of State Islamic College in Indonesia Using Local Linear for Bivariate Longitudinal Data

Nidhomuddin, N Chamidah and A Kurniawan

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052048

Estimation of propensity score using spatial logistic regression

Hilwin Nisa', Maria B T Mitakda and Suci Astutik

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052049

Ovarian Cancer Classification using Bayesian Logistic Regression

Theresia Lidya Octaviani, Zuherman Rustam and Titin Siswantining

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052050

Estimation Parameter of Generalized Poisson Regression Model Using Generalized Method of Moments and Its Application

Caecilia Bintang Girik Allo, Bambang Widjanarko Otok and Purhadi

+ Open abstract   🖹 View article   📕 PDF

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052051

Parameter Estimation and Statistical Test in Multivariate Adaptive Generalized Poisson Regression Splines

Sri Hidayati, Bambang Widjanarko Otok and Purhadi

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OPEN ACCESS

052052

PSO-KS Algorithm for Fitting Lognormal Distribution: Simulation and Empirical Implementation to Women's Age at First Marriage Data

Ari Purwanto Sarwo Prasojo and Puguh Prasetyoputra

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052053

Parameter Interval Estimation of Semiparametric Spline Truncated Regression Model for Longitudinal Data

Dasty Dewi Prawanti, I Nyoman Budiantara and Jerry D.T. Purnomo

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052054

Small Area Estimation with Bivariate Hierarchical Bayes (HB) Approach to Estimate Monthly Average per Capita Expenditure of Food and Non-Food Commodities in Province of Bali

Taly Purwa, Agnes Tuti Rumiati and Ismaini Zain

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052055

Dynamical Analysis of Infected Predator-Prey Model with Saturated Incidence Rate

Antika Pusparani, Wuryansari Muharini Kusumawinahyu and Trisilowati

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Choroidal Neovascularisation Classification on Fundus Retinal Images Using Local Linear Estimator

A. Puspitawati and N. Chamidah

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052057

Network Analysis of The Brazil Nut Effect Phenomenon with a Single Intruder

Muhammad Iqbal Rahmadhan Putra, Aufa Rudiawan, Wahyuni Andariwulan, Rubén García Berasategui and Sparisoma Viridi

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052058

Survival Analysis of Un-identical Recurrence Using Conditional I, Conditional II, and Marginal Method

Dita Ramadayanti Kusthika Putri, Umu Sa'adah and Achmad Efendi

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052059

Learning Vector Quantization for Diabetes Data Classification with Chi-Square Feature Selection

Nadisa Karina Putri, Zuherman Rustam and Devvi Sarwinda

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052060

Kernel Based Fuzzy C-Means Clustering for Chronic Sinusitis Classification

Rezki Aulia Putri, Zuherman Rustam and Jacub Pandelaki

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052061

Image Enhancement Sputum Containing Mycobacterium Tuberculosis Using A Spatial Domain Filter

Aeri Rachmad, Nur Chamidah and Riries Rulaningtyas

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052062

Trivariate gamma regression

Anita Rahayu, Purhadi, Sutikno and Dedy Dwi Prastyo

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052063

Standard Growth Chart of Weight for Height to Determine Wasting Nutritional Status in East Java Based on Semiparametric Least Square Spline Estimator

W Ramadan, N Chamidah, B Zaman, L Muniroh and B Lestari

+ Open abstract　　　　📄 View article　　　　📄 PDF

　　　　052064

The Estimation Function Approach Smoothing Spline Regression Analysis for Longitudinal Data

Risnawati, Adji Achmad Rinaldo Fernandes and Nurjannah

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　　　　052065

Lung Tumor Classification on Human Chest X-Ray Using Statistical Modelling Approach

N. Rizka and N. Chamidah

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　　　　052066

Random-Forest (RF) and Support Vector Machine (SVM) Implementation for Analysis of Gene Expression Data in Chronic Kidney Disease (CKD)

Zuherman Rustam, Ely Sudarsono and Devvi Sarwinda

+ Open abstract　　　　📄 View article　　　　📄 PDF

　　　　052067

Classification of Breast Cancer using Fast Fuzzy Clustering based on Kernel

Zuherman Rustam and Sri Hartini

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　　　　052068

Naïve Bayes Classifier Models for Predicting the Colon Cancer

Nafizatus Salmi and Zuherman Rustam

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　　　　052069

A Dynamics Behaviour of Two Predators and One Prey Interaction with Competition Between Predators

Dian Savitri, Agus Suryanto, Wuryansari M Kusumawinahyu and Abadi

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❌

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Comparison between fuzzy robust kernel c-means (FRKCM) and fuzzy entropy kernel c-means (FEKCM) classifier for intrusion detection system (IDS)

Nedya Shandri, Zuherman Rustam and Devvi Sarwinda

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Employing Gravity Model to Measure International Trade Potential

Aldon MHP Sinaga, Masyhuri, Dwidjono Hadi Darwanto and Sri Widodo

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OPEN ACCESS   052073

Mixed Second Order Indicator Model: The First Order Using Principal Component Analysis and The Second Order Using Factor Analysis

Benny Hutahayan, Solimun, Adji Achmad Rinaldo Fernandes, Armanu, Indah Yanti, Ani Budi Astuti, Nurjannah and Luthfatul Amaliana

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OPEN ACCESS   052074

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I Wayan Sudiarsa

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Modeling Inflation and Money Supply using Spatial Vector Autoregressive Model with Calendar Variation: Restricted vs Non-restricted Coefficient

Eni Sumarminingsih, Setiawan, Agus Suharsono and Budi Nurani Ruchjana

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Spatio-Temporal Fay-Herriot Models in Small Area Estimation to Obtain Factors That Affecting Poverty in Polewali Mandar District

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A Mathematical Model of Social Media Popularity with Standard Incidence Rate

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Abstract. Facebook, Instagram, Twitter are some popular social media. DeLegge and Wangler (2017) have developed a Susceptible-Infectious-Removed type mathematical model to describe social media popularity. The DeLegge and Wangler model was a bilinear incidence rate model. In this paper, we improve the DeLegge and Wangler model by considering standard incidence rate. The presented model takes the form of an ordinary differential equation system that describes dynamic of susceptible (population of who are not social media users), infectious population (population of social networks users) and removed population (population of who leave social media). The presented model has three equilibria namely the "no social media users" equilibrium, "very popular social media" equilibrium and "popular social media" equilibrium. We find that the three equilibria are conditionally asymptotically stable. We also perform some numerical simulations to verify the analytical results.

1. Introduction

The rapid development of science and technology provides positive benefits for human life, including the ease of communication between individuals. Communication costs in the past were expensive. However, the communication cost of the present is relatively cheap because of the existence of various social media. Social media is an online application that allows users to post information about their profile, including names, photos, and other material to be viewed by social media users. In addition, social media users can also communicate with each other in innovative ways [1].

One popular social media is Facebook [2]. Facebook began to exist in February 2004, Mark Zuckerberg, a student at Harvard University, launched this site [3]. Facebook is a friendship site from the United States. It was estimated 80% of internet users worldwide had a Facebook account in 2014, and 40% of them were active Facebook users or accessed Facebook once per month throughout the year. In October 2018, it was estimated 2.235 billion Facebook users were active throughout the world [4].

Facebook's popularity reminded social media users of the popularity of previous social media, namely Myspace. Myspace was launched in August 2003, but incomplete features on Myspace warned Facebook to develop better features. Facebook had better features than Myspace, where Facebook offered a choice of customized profile pages, sharing photos, sharing music and online games [5]. The incomplete feature caused the rapid decline of Myspace popularity. As a result, NewsCrop, owner of Myspace, sold Myspace. The fast decline of Myspace can also occur on other social media such as Facebook [6].

Mathematical modelling has a significant role in understanding many real problems, including the dynamics of social media users. Researchers constructed and analysed many mathematical models to

describe the dynamics of social media users. Cannarella and Spechler used a SIR-like epidemiological model to describe user acceptance and user rejection of online social networks. From their model, Cannarella and Spechler predicted a fast decrease of Facebook activity in few years after 2014 [6]. Zhu et al. applied an epidemic mathematical model to explain adoption and leaving process in online social networks users. From their model, Zhu et al. predicted demographic evolution in online social networks users [7]. Tanaka et al. also applied a SIR-like epidemiological model to explain the growth and the decrease of a social networking services users. Tanaka et al. found that the growth of social networking services users could be quickened by invite of new service users [8]. Proskurnikov and Tempo discussed continuous and discrete dynamical models to describe the dynamics of social networks [9]. DeLegge and Wangler applied a SIR-like model to study dynamics of Facebook users. DeLegge and Wangler found that Facebook did not end yet at 2017 [10].

In their model, DeLegge and Wangler investigated the dynamics of susceptible populations (population of individuals are not currently social media users, but are open to join as social media users), infected population (population of social media users) and removed population (population of individuals are not currently members of the network and are not open to join). DeLegge and Wangler used bilinear incidence rate to model increasing rate of population of social media users. The bilinear incidence rate is only accurate in the early phases of an epidemic in a population of medium size ([11], [12]). In this paper, we improve the model from DeLegge and Wangler by consider standard incidence rate. In the next section, we present a mathematical model of social media users' dynamics with standard/fractional incidence rate. Then we discuss the linear stability of equilibria of the proposed model. We also perform some numerical simulations to illustrate analytical results of this study. Finally, the conclusions of this study are presented in the last section.

2. The proposed model

In this section, we proposed a mathematical model to describe dynamics of social media users. The proposed model is an improvement of the model from DeLegge and Wangler [10]. Here, we consider standard incidence rate to describe increasing rate of infected population. We constructed to proposed model under the following assumptions:

(1) The model contains three compartments, namely number of susceptible population (S), number of infected population (I) and number of removed population (R). Here S, I, R represent of individuals are not currently social media users but are open to join as social media users, number of social media user population, and number of individuals are not currently members of the network and are not open to join, respectively.

(2) Recruitment rate of susceptible population per time unit is constant.

(3) Natural mortality rate of susceptible, infected and removed population are constant.

(4) Rate at which removed individuals regain susceptibility is constant.

(5) The increasing rate of social media users due to social media promoting by social media users is constant.

(6) The decreasing rate of social media users due to social media leaving is constant.

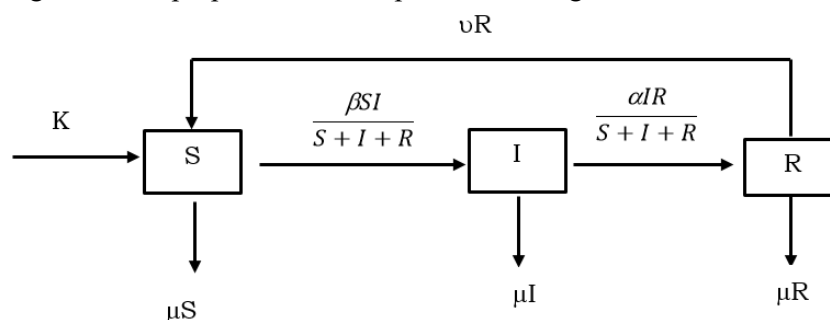Transmission diagram of the proposed model is presented in Figure 1.

Figure 1. Transmission diagram of social media users mathematical model.

From the assumptions, the dynamics of social media users could be described by the following differential equation system:

$$\frac{dS}{dt} = K - \frac{\beta SI}{S+I+R} + \nu R - \mu S, \tag{1}$$

$$\frac{dI}{dt} = \frac{\beta SI}{S+I+R} - \frac{\alpha IR}{S+I+R} - \mu I, \tag{2}$$

$$\frac{dR}{dt} = \frac{\alpha IR}{S+I+R} - \nu R - \mu R. \tag{3}$$

The region of biological interest of the model in Eq. (1)-(3) is

$$\Omega := \{(S, I, R) \in \mathbf{R}^3, S, I, R \geq 0, S + I + R > 0\}. \tag{4}$$

All parameters in the model in eq. $(1) - (3)$ are positive. When the population size is constant, the mathematical model with standard incidence rate in eq. (1)-(3) could be simplified into the model with bilinear incidence rate. Hence, the mathematical model with standard incidence rate could be considered as a generalization and an improvement of the model with bilinear incidence rate. Description of the parameters is presented in Table 1.

Table 1. Description of parameters of the proposed model

Parameter	Description
K	Recruitment rate of susceptible population per time unit
μ	Natural mortality rate of susceptible, infected and removed population are constant
ν	Reconsidering rate of social media using
β	Success rate of social media promoting
α	Success rate of social media leaving

The differential equations (1)-(3) describe the dynamics of susceptible, infected and removed population respectively. Susceptible population increases due to recruitment and removed individuals regain susceptibility. On the other hand, susceptible population decreases due to joining as social media users and natural mortality. Infected population increases because of susceptible population join as social media users. On the other hand, infected population decreases because of natural mortality and social media users leave the social media. Removed population increases due to social media users leave the social media. On the other hand, removed population decreases due to natural mortality and removed individuals regain susceptibility.

3. Analysis of the proposed model

The model in Eq. (1)-(3) has three equilibria, namely social media users-free equilibrium (E_1), "very popular social media" equilibrium (E_2) and "popular social media" equilibrium (E_3). The social media users-free equilibrium is given by:

$$E_1 := (S_1, I_1, R_1) = \left(\frac{K}{\mu}, 0, 0\right). \tag{5}$$

The "very popular social media" equilibrium (E_2) and "popular social media" equilibrium (E_3) is given by:

$$E_2 := (S_2, I_2, R_2) = \left(\frac{K}{\beta}, \frac{K}{\beta}\left(\frac{\beta}{\mu} - 1\right), 0\right), \tag{6}$$

$$E_3 := (S_3, I_3, R_3) = \left(\frac{K(\alpha-\nu)}{\mu(\beta+\alpha)}, \frac{K}{\alpha\mu}(\nu + \mu), \frac{K(\beta\alpha - \beta\mu - \beta\nu - \alpha\nu)}{\alpha\mu(\beta+\alpha)}\right), \tag{7}$$

respectively.

The social media users-free equilibrium always exists. The "very popular social media" equilibrium exists if $\beta > \mu$, while the "popular social media" equilibrium exist if $\beta\alpha > \beta(\mu + \nu) + \alpha\mu$.

The Jacobian matrix of the proposed model in Eq. (1)-(3) is given by:

$$J = \begin{bmatrix} -\frac{\beta I(I+R)}{(S+I+R)^2} - \mu & -\frac{\beta S(S+R)}{(S+I+R)^2} & \frac{\beta SI}{(S+I+R)^2} + \nu \\ \frac{\beta I(I+R)}{(S+I+R)^2} + \frac{\alpha IR}{(S+I+R)^2} & \frac{\beta S(I+R)}{(S+I+R)^2} - \frac{\alpha R(S+R)}{(S+I+R)^2} - \mu & -\frac{\beta SI}{(S+I+R)^2} - \frac{\alpha I(S+I)}{(S+I+R)^2} \\ -\frac{\alpha IR}{(S+I+R)^2} & \frac{\alpha R(S+R)}{(S+I+R)^2} & \frac{\alpha IR}{(S+I+R)^2} - (\mu + \nu) \end{bmatrix}. \tag{8}$$

Theorem 1 gives the stability of the social media users-free equilibrium.

Theorem 1. *The social media users-free equilibrium E_1 is locally asymptotically stable if $\beta < \mu$. Moreover, the social media users-free equilibrium is unstable if $\beta > \mu$.*

Proof. The Jacobian matrix of the proposed model in eq. (1)-(3) evaluated at the social media users-free equilibrium E_1 is given by

$$J(E_1) = \begin{bmatrix} -\mu & -\beta & \nu \\ 0 & \beta - \mu & 0 \\ 0 & 0 & -(\mu + \nu) \end{bmatrix}. \tag{9}$$

Eigenvalues of $J(E_1)$ are obtained from the following characteristic polynomial

$$(\lambda + \mu)(\lambda - \beta + \mu)(\lambda + \mu + \nu) = 0. \tag{10}$$

Hence eigenvalues of $J(E_1)$ are $\lambda_1 = -\mu, \lambda_2 = \beta - \mu$, and $\lambda_3 = -(\mu + \nu)$.

Hence all eigenvalues of $J(E_1)$ are negative if and only if $\beta < \mu$. Therefore, social media users-free equilibrium is locally asymptotically stable if $\beta < \mu$.

If $\beta > \mu$, then the characteristic polynomial in eq. (10) has one positive roots. Hence, the Jacobian matrix $J(E_1)$ has one positive eigenvalue. Consequently, the social media users-free equilibrium is unstable. This completes the proof. ■

Theorem 2 presents global stability of the social media users-free equilibrium.

Theorem 2. *If $\beta \leq \mu$, then the social media users-free equilibrium E_1 is globally asymptotically stable.*

Proof. We define a Lyapunov function

$U: \{(S, I, R) \in \Omega : S > 0\} \to \mathbf{R}$ where $U(S, I, P) = I + R$.

U is a nonnegative function on the domain Ω. Moreover, U attains minimum value when $I = P = 0$.

The time derivative of U evaluated at the solution of mathematical model in eq. (1)-(3) is given by

$$\frac{dU}{dt} = \frac{dI}{dt} + \frac{dR}{dt} = -\frac{\beta I(I+R)}{S+I+R} - (\mu - \beta)I - (\mu + \nu)R \leq 0.$$

In addition, we find $\frac{dU}{dt} = 0$ if and only if $I = R = 0$. Hence, $I(t) \to 0$ and $R(t) \to 0$ as $t \to \infty$. By using $I(t) = 0$ and $R(t) = 0$ in eq. (1), we obtain $S(t) \to \frac{K}{\mu}$ as $t \to \infty$. Consequently, by using LaSalle invariant principle, we find that every solution of the mathematical model in eq.(1)-(3) with initial value in Ω tends to the social media users-free equilibrium as $t \to \infty$ [13] ■.

Theorem 3 presents stability of "very popular social media" equilibrium.

Theorem 3. *The "very popular social media" equilibrium E_2 is locally asymptotically stable whenever $\beta > \mu$ and $\alpha < (\mu + \nu)$.*

Proof. The condition $\beta > \mu$ is the necessary and sufficient condition of existence of "very popular social media" equilibrium. Let $J(E_2)$ be the Jacobian matrix of the proposed model in eq. (1)-(3) evaluated at the "very popular social media" equilibrium E_2. Eigenvalues of $J(E_2)$ fulfils the following characteristic polynomial

$$\frac{1}{\beta}(\beta\lambda - \beta\alpha + \beta(\mu + \nu) + \alpha\mu)(\lambda^2 + \beta\lambda + \mu(\beta - \mu)) = 0.$$

Hence eigenvalues of $J(E_2)$ are $\lambda_1 = -\frac{1}{\beta}(\beta(\mu + \nu) + \alpha\mu - \beta\alpha)$ and the zeros of the following quadratic polynomial

$$(\lambda^2 + \beta\lambda + \mu(\beta - \mu)) = 0.$$

Since $\alpha < (\mu + \nu)$, then $\lambda_1 < 0$. By using the Routh-Hurwitz theorem, all eigenvalues of $J(E_2)$ are negative or complex eigenvalues with negative real parts if and only if $\alpha < (\mu + \nu)$ and $\beta > \mu$.

Therefore, the "very popular social media" equilibrium is locally asymptotically stable if $\alpha < (\mu + v)$ and $\beta > \mu$. This completes the proof. ∎

Theorem 4 presents stability of "popular social media" equilibrium.

Theorem 4.   *If $\beta\alpha > \beta(\mu + v) + \alpha\mu$, then the "popular social media" equilibrium E_3 is locally asymptotically stable.*

Proof. Let $J(E_3)$ be the Jacobian matrix of the proposed model in eq. (1)-(3) evaluated at the "popular social media" equilibrium E₃. Eigenvalues of $J(E_3)$ are zeros of the following characteristic polynomial

$$\lambda^3 + a_1\lambda^2 + a_2\lambda + a_3 = 0,$$

where

$$a_1 = \frac{\beta(\mu + v) + \alpha\mu}{\alpha} = \frac{\beta(\mu + v)}{\alpha} + \mu,$$

$$a_2 = \frac{(\mu + v)[\beta\alpha - (\beta v + \alpha\mu)]}{\alpha},$$

$$a_3 = \frac{\mu(\mu + v)[\beta\alpha - (\beta\mu + \beta v + \alpha\mu)]}{\alpha}.$$

Since all parameters are positive, then $a_1 > 0$. It is clear that $a_2, a_3 > 0$ whenever $\beta\alpha - (\beta\mu + \beta v + \alpha\mu)$. We find that

$$a_1 a_2 - a_3 = \frac{\beta(\mu + v)\big(\beta\alpha\mu + \beta\alpha v - v(\beta\mu + \beta v + \alpha\mu)\big)}{\alpha^2}$$

$$= \frac{\beta(\mu + v)\big[\beta\alpha\mu + v\big(\beta\alpha - (\beta\mu + \beta v + \alpha\mu)\big)\big]}{\alpha^2}.$$

By using the Routh-Hurwitz theorem, all eigenvalues of $J(E_3)$ are negative or complex eigenvalues with negative real parts if $\beta\alpha > (\beta\mu + \beta v + \alpha\mu)$. Consequently, the "popular social media" equilibrium is locally asymptotically stable if $\beta\alpha > (\beta\mu + \beta v + \alpha\mu)$. This completes the proof. ∎

4. Numerical Simulations

In this section, we present some numerical simulations to describe solution of the proposed model at "social media users-free" equilibrium and very popular social media equilibrium. By choosing the following scaling

$$t^* = \mu t, s = \frac{S\mu}{K}, i = \frac{I\mu}{K}, r = \frac{R\mu}{K}, \qquad (11)$$

We obtain the following dimensionless model

$$\frac{ds}{dt} = 1 - \frac{\beta si}{\mu(s+i+r)} + \frac{v}{\mu}r - s, \qquad (12)$$

$$\frac{di}{dt} = \frac{\beta si}{\mu(s+i+r)} - \frac{\alpha ir}{\mu(s+i+r)} - i, \qquad (13)$$

$$\frac{dr}{dt} = \frac{\alpha ir}{\mu(s+i+r)} - \frac{v}{\mu}r - r. \qquad (14)$$

Here we omit the star sign for simplicity. The initial conditions are $s(0) = 0.6, i(0) = 0.2, r(0) = 0.2$. We simulate the proposed model from t = 0 until t = 10 dimensionless time unit. Parameter values used in the simulation are shown in Table 2.

From Table 2, we find that $\beta < \mu$. In this condition, success rate of social media promoting is lower than the removal rate of social media users due to natural mortality. This condition yields the social media users-free condition. Consequently, infectious population and removed population tend to zero for enough long time. This situation is illustrated in the Figure 2.

Table 2. Parameter values used in the simulation

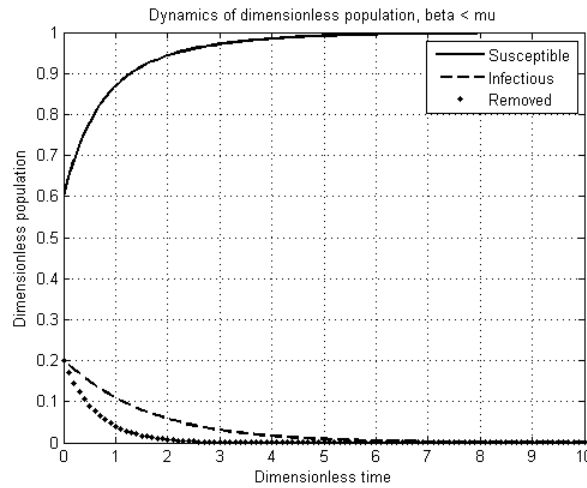| Parameter	Value	Source
β	0.0005 / month	Assumption
μ	0.0013 / month	[10]
ν	0.0010 / month	[10]
α	0.0004 / month	[10]

Figure 2. Dynamics of social media users for β < μ.

We also perform numerical simulation for the "very popular social media" condition. Parameter values for this simulation are shown in Table 2 except for parameter β, where β = 0.0045. In this condition, success rate of social media promoting is greater than the removal rate of social media users due to natural mortality. We also find that $\alpha < \mu + \nu$, where it represents the success rate of social media leaving is lower than the removal rate of the removed population due to reconsidering of social media using and natural mortality. This condition yields the very popular social media condition. Consequently, removed population tend to zero for enough long time. This situation is illustrated in the Figure 3.
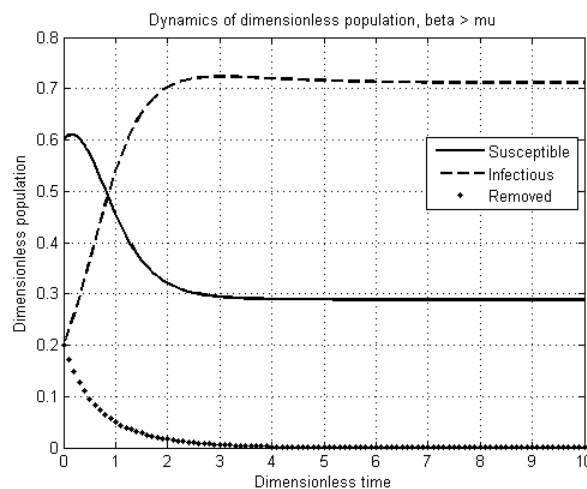

Figure 3. Dynamics of social media users for β > μ and (α < μ + ν).

We also perform numerical simulation for the "popular social media" condition. Parameter values for this simulation are shown in Table 2 except for parameters β and α, where β = 0.02, α = 0.004. In this condition, success rate of social media promoting is greater than the removal rate of social media users due to natural mortality, and the success rate of social media leaving is greater than the removal rate of the removed population due to reconsidering of social media using and natural mortality. This condition yields the popular social media condition. Consequently, susceptible population, infectious population and removed population always exist and the values tend to the popular social media equilibrium for enough long time. This situation is illustrated in the Figure 4.
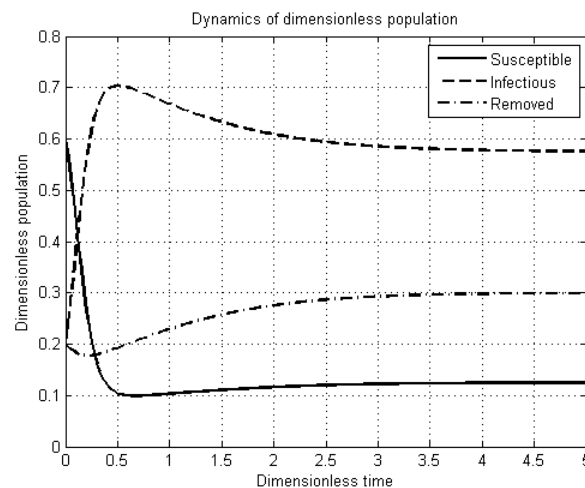

Figure 4. Dynamics of social media users for $\beta\alpha > (\beta\mu + \beta\nu + \alpha\mu)$.

5. Conclusion

In this paper, we have studied a mathematical model of social media popularity with standard incidence rate. The proposed model has three equilibria, namely the no social media user equilibrium, very popular social media equilibrium and popular social media equilibrium. We found that property of the proposed model was characterized by four parameters namely success rate of social media promoting, success rate of social media leaving, reconsidering rate of social media using and natural mortality of population.

Acknowledgment

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