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IS IT POSSIBLE TO CONTROL
TWITTER?
TOWARDS SPARSE OPTIMAL
CONTROL OF SOCIAL DYNAMICS

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RESUMEN. In this talk we review basic alignment models appearing in social dynamics of multi-agent systems. We study the emergence of self-organization phenomena, and the convergence to consensus via external influences. We develop an approach where such controller is designed upon optimality principles under sparsity constraints. We present numerical implementations assessing the performance of the method.

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