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C2IM: Community based context-aware influence maximization in social networks

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Highlights

- We proposed a *Community based Context-aware Influence Maximization* (C2IM) algorithm to maximize social influence in social networks.
- We introduced *Community Detection Algorithm* (CDA) to partition the network into sub-networks.
- We utilized two diffusion models *Context-aware Linear Threshold model* (CLT) and *Context-aware Independent Cascade model* (CIC).
- We introduced *Non-Desirable nodes Finder* (NDF) and *Seed Selection Algorithm* (SSA) algorithms to identify non-desirable nodes and seed nodes respectively.
- The results of the comparison show that the proposed algorithm is a trade-off between quality and efficiency.

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