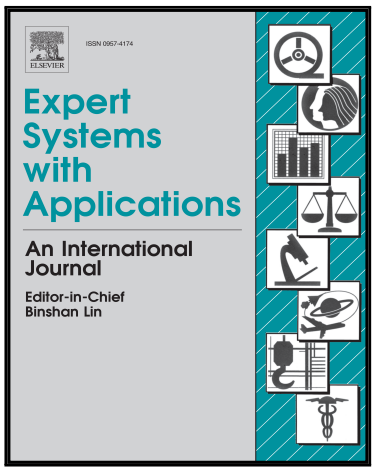

Identifying influential individuals in microblogging networks using graph partitioning

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Highlights

- A directed and weighted network is constructed to depict influence dissemination.
- Sociability and interest are combined to calculate spreading probability.
- Influential users are selected in social media using modularity structure analysis.
- Modularity and size of the community are integrated to promote propagation.
- The proposed approach outperforms three methods in effectiveness and efficiency.