Accepted Manuscript

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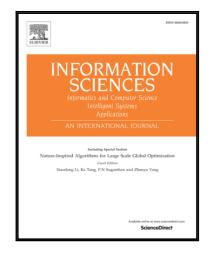
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PII: S0020-0255(18)30517-6 DOI: 10.1016/j.ins.2018.07.003

Reference: INS 13764

To appear in: Information Sciences

Received date: 19 April 2017 Revised date: 22 June 2018 Accepted date: 1 July 2018



Please cite this article as: Yun-Yong Ko, Kyung-Jae Cho, Sang-Wook Kim, Efficient and Effective Influence Maximization in Social Networks: A Hybrid-Approach, *Information Sciences* (2018), doi: 10.1016/j.ins.2018.07.003

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ACCEPTED MANUSCRIPT

Efficient and Effective Influence Maximization in Social Networks: A Hybrid-Approach

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Abstract

Influence maximization (IM) is the problem of finding a seed set composed of k nodes that maximize their influence spread over a social network. Kempe et al. showed the problem to be NP-hard and proposed a greedy algorithm (referred to as SimpleGreedy) that guarantees 63% influence spread of its optimal solution. However, SimpleGreedy has two performance issues: at a micro level, it estimates the influence spread of a single node by running Monte-Carlo (MC) simulations that are fairly expensive; at a macro level, after selecting one seed at each step, it re-evaluates the influence spread of every node in a social network, leading to significant computational overhead. In this paper, we propose Hybrid-IM that addresses the two issues in both micro and macro levels by combining PB-IM (Path Based Influence Maximization) and CB-IM (Community Based Influence Maximization). Furthermore, we identify two technical issues that could improve the performance of Hybrid-IM more and propose two strategies to address those issues. Through extensive experiments with four real-world datasets, we show that Hybrid-IM achieves great improvement (up to 43 times) in performance over state-of-the-art methods and finds the seed set that provides the influence spread very close to that of the state-of-the-art methods.

Keywords: Social network, Information diffusion, Influence maximization, Monte-Carlo simulations

1. Introduction

The rapid growth of social network services (SNSs) such as Facebook and Twitter has greatly increased the number of people who use SNSs. SNSs serve as a medium through which people share their opinions and knowledge with others. Companies hope to spread the information related to themselves over a

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