**Existing System**

The processes and dynamics by which information and behaviors spread through social networks have long interested scientists within many areas. Understanding such processes have the potential to shed light on the human social structure, and to impact the strategies used to promote behaviors or products. While the interest in the subject is long-standing, recent increased availability of social network and information diffusion data (through sites such as Facebook, Twitter, and LinkedIn) has raised the prospect of applying social network analysis at a large scale to positive effect. One particular application that has been receiving interest in enterprises is to use word-of-mouth effects as a tool for viral marketing. Motivated by the marketing goal, mathematical formalizations of influence maximization have been proposed and extensively studied by many researchers. Influence maximization is the problem of selecting a small set of seed nodes in a social network, such that their overall influence on other nodes in the network, defined according to particular models of diffusion, is maximized.