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EXPLORATORY PROJECT

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PROJECT IN A NUTSHELL

We have implemented an algorithm of Influence Maximization problem called CIM (Community Based Influence Maximization).

Influence Maximization?

CIM APRROCH

Avoid Greedy and Brute Force methods

Use our understanding of social networks to reduce redundant calculations.

STEPS INVOLVED

01 COMMUNITY DETECTION

02 CANDIDATE GENERATION

03 SEED TUNING

COMMUNITY DETECTION

01

H-CLUSTERING

Detect the most natural communities

METRICS

SIMILARITY SCORE

MODULARITY GAIN

HOMELESS NODES

CANDIDATE GENERATION

02

So that we don't have to exhaustively consider all the nodes in the communities of network

METHOD

We use something know as **Comparity Function**.

SEED TUNING

03

Aiming to obtain a **better seed set**

PROCEDURE

Evaluate **by HDM** and try to improvise

METRICS

LOAD

LEFT