

Finding the least number of Social Media Influencers which can cover maximum people.

Sangeeth Sajan Baby¹ and Siji Rani S^{2,*}

¹ Department of Computer Science and Engineering, Amrita Vishwa Vidyapeetham, Amritapuri Campus
e-mail: amenp2ari20039@am.students.amrita.edu

² e-mail: sijiranis@am.amrita.edu

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ABSTRACT

Context. Since the advent of Social media, rich content creation was the main driving force for its popularity. These good content creation ended up in making social media influencers and thereby increased advertisements. Nowadays, showing the correct advertisements to the correct people can lead to good sales of a product. We are presenting a novel approach to find the minimum number of influencers from a set of influencers that can reach up to the maximum number of people. Here we are taking the Movie Industry into account. If a movie poster releases the news should reach a maximum number of people by advertising to the lesser number of influencers.

Key References: (Ansari et al. 2019) (More & Lingam 2019), (Debruyne 2020), (Stamatelatos et al. 2018), (Li et al. 2018)

Aims. Most advertisements on social media platforms are concentrating on the number of followers. But this is an inefficient way such that the follower overlapping may occur. In this research work, we are aiming to develop a system that reduces the number of influencers and maximize the number of people. This system helps to reduce the advertising cost and management costs significantly

Key References: (De Veirman et al. 2017), (Nandagiri & Philip 2018), (Doshi et al. 2021), (Perret & Edler 2020)

Methods. This project proposes an efficient way to find the minimum number of influencers for social media marketing. We are focusing on reducing the number of overlapping followers. Reducing the followers is a task in which we check every user for overlapping followers. This will result in a higher-order complexity process. So our methodology also involves a way to reduce the complexity. The implementation of the project is based on the concepts in Knowledge Graph. Using these concepts we are developing a system where a person can analyse the effectiveness of selecting a particular influencer.

Key References: (Paul Vargheese et al. 2016), (Pei et al. 2018), (Abu-Salih et al. 2021), (Ilievski et al. 2020)

Validation. Validation will be done with NetworkX, Neo4j and a suitable dataset.

Key References: (Needham & Hodler 2018), (Drakopoulos et al. 2020)

Key words. Knowledge graph – Social Media Network Analysis – Influencer Analysis – Influencer Finding – Follower maximization – Social Media Advertisement

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* Dissertation Supervisor