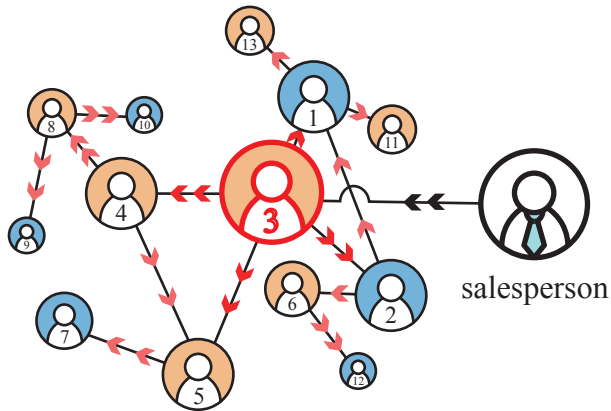


social network

influential
nodes detection



“Word-of-Mouth” effect



community 1



community 2



selected influential node



word-of-mouth



promotion