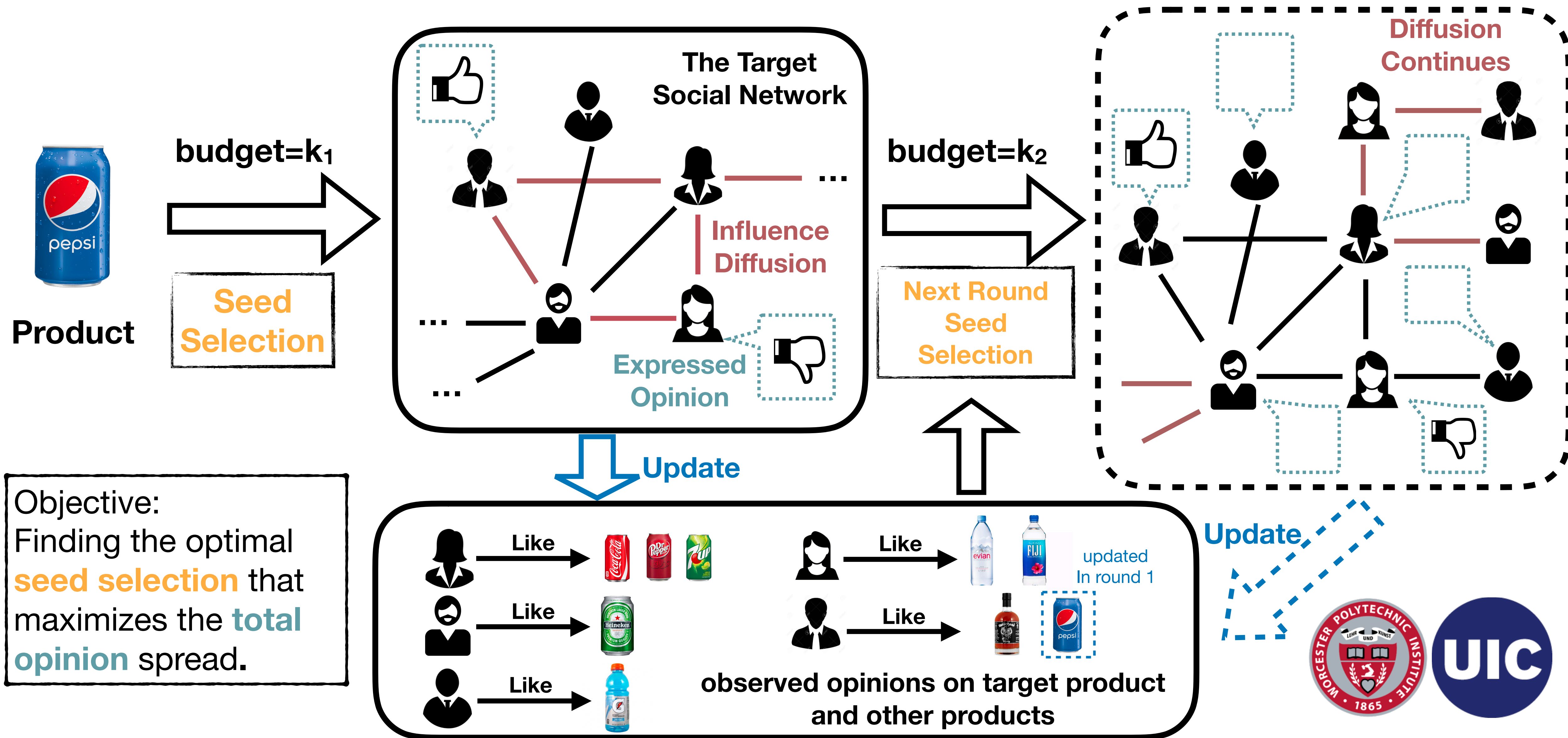


Active Opinion Maximization in Social Networks

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Contributions



- Problem Formulation (Active Learning in Social Influence)
- Methodology (Greedy Algorithm with Matrix Factorization)
- Link collaborative filtering with social influence diffusion
- Empirical study on real-world network data

Poster Session:
Tuesday 7:00pm-9:30pm @ICC Capital Hall (Level 0)