

# HiggsTweet: Analyzing Influence Propagation During a Viral Event on Twitter

Kristian Flatheim Jensen  
Gudbrand Tandberg

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## **1 Introduction**

### **1.1 The Data Set**

### **1.2 Earlier Work**

[1]

### 1.3 Contribution

## 2 Our Approach

### 2.1 Estimating Influence Probabilities

### 2.2 Influence Maximization

## 3 Results

## 4 Discussion

### 4.1 Scalability

### 4.2 Future Work

## References

- [1] Wei Chen, Yajun Wang, and Siyu Yang. Efficient influence maximization in social networks. In *Proceedings of the 15th ACM SIGKDD international conference on Knowledge discovery and data mining*, pages 199–208. ACM, 2009.