

Which Nodes? (Single Behavior)	Small World	Order
Greedy Algorithm [Nemhauser 1978; Kempe 2003]	37.54 / 14.94%	$O(C \cdot N^2 k)$
Expected Immediate Adoption [Sarkar & Sundaram 2013]	36.06 / 14.47%	$O(N \log k)$