**Finding “Seed” Users with Maximum Influence in Their Social Circles**

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**ABSTRACT**

In this paper….

1. **Introduction**

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1. **Problem**

Consider the problem of a new marketer looking to exploit an existing social network, to identify which users would be the most effective “seed” users to maximize the number of users aware of a product by propagating that information to targeted social circles and groups. To do this we need to define a machine learning task that automatically  identifies users’ social circles. We pose this problem as a node clustering and optimization problem on a user’s network, (a network of connections between their friends.)

1. **Data Used**

We found 2 different datasets. One dataset is publicly available metadata from Google+, and the other dataset is publicly available metadata from Twitter. Each dataset contains a set of users and all of the circles, edges, ego features, features, and feature names associated with each user.

1. **Completed So Far**

So far, we have analyzed the datasets to the point to where we can summarize both of them.

1. **What Remains to Be Done**

What remains to be done, is to find a machine learning algorithm for node clustering and optimization that that automatically identifies users’ social circles.