Project Proposal: Model-Independent Online Learning for Influence Maximization

Group Members:

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Problem:

which is the problem of maximizing the number of users that become aware of a product by selecting a set of “seed” users to expose the product to. So consider the case of a new marketer looking to exploit an existing social network, while simultaneously learning the factors governing information propagation.

Previous Work:

While prior work assumes a known model of information diffusion, we propose a novel parametrization that statistically efficient to learn from data.

Project Milestones:

End Goal:

Reference: