ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

Lecture with Computer Exercises:
Modelling and Simulating Social Systems with MATLAB

Project Report

Simulation of the Information Spreading in a Facebook Network

Name 1 & Name 2

Zurich
December 2013

Agreement for free-download

We hereby agree to make our source code for this project freely available for download from the web pages of the SOMS chair. Furthermore, we assure that all source code is written by ourselves and is not violating any copyright restrictions.

Name 1 Name 2

Contents

1 Abstract

2 Individual contributions

3 Introduction and Motivations

Everyone is on facebook
Commercials are personalized, the flow of info is interesting for companies
Are there "more important" persons in typical facebook network?

important questions (does the inhomogeneity of the real network influence the "total" evolution? are there "influentials"?)

4 Description of the Model

two models, SIR and ?...

SIR, coming from (dynamic process in complex networks)
Description of other model, also using flow diagram and explanation of all the parameters and influences

5 Implementation

how did we get the network?
how did we get the coordinates with gephi?
how was the code implemented? (how detailed does this have to be? references to matlab files?)

6 Simulation Results and Discussion

most important question!

7 Summary and Outlook

8 References