

Evaluating Audience Loyalty and Authenticity in Influencer Marketing via Multi-task Multi-relational Learning

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Audience Loyalty and Authenticity in Influencer Marketing (ALAIM)

- The quality of the audience of influencers should be evaluated due to Influencer fraud behavior such as buying fake followers and engagements.
- We propose a multi-task audience evaluation model that can assess both the **loyalty** and **authenticity** of influencers' audiences.
- We build multi-relational networks based on the diverse engagement behavior to learn the social interaction between influencers and their audiences.

