عنوان مقاله:

New Algorithm To Maximize The Social Influence in Social Networks

محل انتشار:

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خلاصه مقاله:

Today, social networking plays a fundamental role to the longevity of information, ideas and influences amongits members. A new movement or a novel idea, regardless of its nature, its longevity, or having a big impact on a largenumber of network population. Therefore, the dissemination of information can branch into two states the future of anew movement or a novel idea. Therefore, the release of information must be targeted and done using specific algorithmto have greater impact on the members of social networks. Since, many people are members of a network, and having thatin mind, finding the nodes that have more distribution power in a social network can be useful in many cases Forexample, to select a user from social networks to do advertising for businesses, an innovative design approach is to findclusters using existing algorithms, and then using the central parameters for finding influential actors within the cluster.The aim of this study is to suggest an algorithm to minimize the numbers of steps needed to .disseminate information onthe social network

کلمات کلیدی:

algorithm, social network, dissemination, mining graph, centrality, clustering