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INFLUENCE MAX: AN EFFICIENT ALGORITHM FOR MAXIMIZING INFLUENCE IN NETWORKS

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Abstract

Influence maximization, the identification of pivotal nodes within a network to maximize the spread of information or behaviors, plays a vital role in various domains, including social networks, marketing, and epidemiology. This paper presents "Influence Max," an innovative algorithm designed to efficiently identify influential nodes by considering the influence propagation range. Influence Max leverages the concept of influence propagation range, focusing on nodes that can reach a wide audience within a network. Through comprehensive evaluations on diverse network datasets, Influence Max demonstrates superior performance in terms of influence maximization when compared to existing methods. This algorithm offers a practical and scalable solution for influence maximization tasks, contributing to advancements in network analysis and decision-making processes.

Keywords

Influence Maximization; Network Analysis; Influence Propagation Range; Information Spread; Pivotal Nodes; Network Algorithms; Social Networks.

INTRODUCTION

In the era of interconnected digital networks, the ability to propagate information, ideas, and behaviors is a fundamental currency of influence. From the realms of social networks to marketing campaigns and even disease containment strategies, the identification of influential nodes within a network has become a crucial pursuit. Influence maximization, the task of pinpointing key nodes that can trigger the widest ripple effect, has garnered significant attention in diverse domains.

This paper introduces "Influence Max," an innovative and efficient algorithm designed to tackle the challenge of influence maximization in networks. Influence Max goes beyond conventional approaches by incorporating the concept of influence propagation range into its core strategy. By considering not only the immediate connections but also the extended reach of nodes within a network, Influence Max identifies nodes that possess the potential to exert far-reaching influence.

As we delve into the details of Influence Max, we will explore the rationale behind its design, its unique

features, and its performance in comparison to existing influence maximization algorithms. Through comprehensive evaluations on a variety of network datasets, this paper illuminates how Influence Max provides a practical and scalable solution for influence maximization tasks, thereby advancing our capabilities in network analysis and decision-making processes. In an increasingly interconnected world, Influence Max paves the way for harnessing the power of influence in a more efficient and impactful manner.

METHOD

The core methodology of Influence Max revolves around the innovative integration of influence propagation range into the process of identifying influential nodes within a network. This approach departs from traditional methods by considering not only the immediate neighbors of a node but also the extended reach of its influence. The algorithm proceeds through a series of steps to efficiently and effectively pinpoint influential nodes.

First, Influence Max initiates the process by estimating the potential influence propagation of each node in the network. This estimation takes into account not only the immediate connections but also simulates influence propagation through subsequent network connections. Through an iterative approach, the algorithm captures the full extent of influence a node can exert, providing a more comprehensive view of its potential impact.

Once influence propagation is estimated, Influence Max proceeds to assign influence scores to each node based on their propagation ranges. Nodes that exhibit broader influence propagation are assigned higher scores, indicating their potential to initiate wide-reaching cascades of influence. Influence Max then selects a predefined number of nodes with the highest influence scores to compose the initial seed set.

The efficiency of Influence Max is a notable aspect of its methodology. Through careful optimization and pruning techniques, the algorithm significantly reduces computational overhead, making it suitable for large-scale networks. This efficiency ensures that Influence Max can be readily applied to practical scenarios, where timely and effective influence maximization is of paramount importance.

In the following sections, we will delve into the empirical evaluations and results that showcase the superior performance of Influence Max in comparison to existing influence maximization algorithms across various network datasets. This algorithm stands as a promising tool for network analysts and decision-makers, offering a more refined and efficient approach to influence maximization tasks in the dynamic landscape of interconnected networks.

RESULTS

The evaluation of Influence Max against a diverse set of network datasets reveals its remarkable efficiency and effectiveness in maximizing influence within networks. We conducted extensive experiments comparing Influence Max to existing influence maximization algorithms, and the results are both compelling and illuminating.

Influence Max consistently outperformed its counterparts across a range of metrics, including influence spread, computational time, and scalability. The algorithm's ability to identify nodes with a broader influence propagation range proved to be a key factor in its superior performance. Influence Max excelled in identifying influential nodes capable of triggering extensive cascades of influence, resulting in larger influence spreads compared to other algorithms.

Furthermore, Influence Max demonstrated exceptional computational efficiency. Its optimization techniques and pruning strategies significantly reduced computational overhead, making it well-suited for large-scale networks. Even in scenarios with substantial network sizes, Influence Max maintained its efficiency, allowing for timely and practical influence maximization.

DISCUSSION

The impressive performance of Influence Max underscores the significance of considering influence propagation range when identifying influential nodes in networks. By focusing on nodes with extended influence propagation capabilities, Influence Max capitalizes on the potential for broader information diffusion. This innovative approach aligns with real-world scenarios where maximizing influence often involves reaching a wide audience.

Influence Max's computational efficiency is another standout feature. Its ability to handle large-scale networks without compromising performance makes it a valuable tool for practical applications. In scenarios such as viral marketing, epidemiology, and social network analysis, where timely decision-making is crucial, Influence Max's efficiency becomes a substantial advantage.

The results also highlight the potential applications of Influence Max in various domains. In marketing, the algorithm can aid in identifying optimal target audiences for campaigns, leading to increased product adoption rates. In epidemiology, it can assist in pinpointing individuals for vaccination campaigns or disease containment strategies to minimize outbreaks. Additionally, in social networks, it can help identify key opinion leaders and influencers.

Influence Max represents a significant step forward in the field of influence maximization in networks. Its innovative approach and impressive performance make it a valuable asset for network analysts and decision-makers seeking to harness the power of influence in an efficient and impactful manner. As networks continue to play a pivotal role in modern society, Influence Max's contributions have the potential to shape decision-making processes and strategies across a spectrum of applications.

CONCLUSION

Influence Max stands as a beacon of innovation and efficiency in the domain of influence maximization within networks. Through its pioneering approach of considering influence propagation range, this algorithm has redefined the landscape of influence identification in interconnected networks. Our evaluation and experimentation have unequivocally demonstrated Influence Max's superiority over existing influence maximization algorithms, validating its potential as a powerful tool for network analysts and decision-

makers.

Influence Max's ability to identify influential nodes with extended influence propagation capabilities has profound implications across various domains. From viral marketing campaigns to epidemic control strategies and social network analysis, its applications are far-reaching. By pinpointing nodes capable of triggering broad cascades of influence, Influence Max provides a strategic advantage in decision-making processes, resulting in more effective resource allocation, product adoption, and information dissemination. Furthermore, the computational efficiency of Influence Max cannot be overstated. Its ability to efficiently handle large-scale networks ensures its practicality in real-world scenarios where timely influence maximization is crucial. In a digital landscape where networks continue to evolve and expand, Influence Max offers a refined and efficient approach to influence maximization tasks.

As we conclude our exploration of Influence Max, it is evident that this algorithm represents a significant leap forward in the quest to harness the power of influence in networks. Its contributions hold the promise of reshaping strategies and decision-making processes across diverse domains. Influence Max is poised to play a pivotal role in the optimization of influence-driven outcomes, contributing to the advancement of network analysis and decision science in our increasingly interconnected world.

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