Contents

Abstract i

List of Tables vii

List of Figures ix

List of Abbreviations xv

1 Introduction 1

1.1 Influence Maximization . . . 4

1.1.1 Independent Cascade Model . . . 4

1.1.2 Linear Threshold Model . . . 4

1.1.3 Submodularity . . . 5

1.2 Motivation . . . 6

1.3 Thesis Contributions . . . 7

1.4 Thesis outline . . . 7

2 Literature survey 11

2.1 Simulation based approaches . . . 12

2.2 Heuristic based approaches . . . 14

2.3 Sampling based approaches . . . 14

2.4 Community based approaches . . . 14

2.5 Multilayer networks . . . 17

3 CIM: Clique-based heuristic for finding influential nodes in multilayer networks 19

3.1 Model of multilayer networks . . . 20

3.2 CIM: Clique-based heuristic for finding influential nodes in multilayer networks 20

3.2.1 Identification of all maximal cliques . . . 20

3.2.2 Identification of seed users . . . 21

3.3 Ignoring noted nodes for influence maximization . . . 24

3.4 Experimental setup . . . 25

3.4.1 Dataset description . . . 25

3.4.2 Baseline models . . . 26

3.5 Results . . . 27
3.5.1 Synthetic networks . . . 28
3.5.2 Real networks . . . 29
3.6 Summary . . . 31

4 SIM: Similarity based community model to find influential nodes in multilayer networks 35
4.1 Model of Multilayer networks . . . 36
4.2 SIM: Similarity based community method to find influential nodes in multilayer networks . . . 37
4.2.1 Stage 1: Finding the Weighting Index (WI) . . . 37
4.2.2 Stage 2: Detecting the initial communities . . . 39
4.2.3 Stage 3: Combining small communities . . . 39
4.2.4 Stage 4: Finding seed nodes . . . 41
4.3 Evaluation . . . 42
4.3.1 Baseline models . . . 42
4.4 Results . . . 42
4.4.1 Influence spread evaluation of algorithms on IC model . . . 43
4.4.2 Running time for various algorithms on real time networks . . . 43
4.4.3 Comparision with CIM . . . 47
4.5 Summary . . . 49

5 CBIM: Community-based influence maximization in multilayer networks 51
5.1 Basic model of multilayer networks . . . 52
5.2 Community Based Influence Maximization (CBIM) . . . 54
5.2.1 Identification of communities . . . 55
5.2.2 Selection of seed nodes . . . 59
5.3 Baseline models . . . 61
5.4 Results . . . 62
5.4.1 Comparison of neighborhood similarities for CBIM algorithm . . . 62
5.4.2 Performance of CBIM on Real networks using IC model . . . 62
5.4.3 Performance of CBIM on Real networks using LT model . . . 65
5.4.4 Execution time on Real networks . . . 65
5.4.5 Comparision with CIM and SIM . . . 68
5.5 Summary . . . 70

6 K++ Shell: Influence maximization in multilayer networks using community detection 73
6.1 Model of multilayer networks . . . 74
6.2 K++ Shell: Influence maximization in multilayer networks using community detection . . . 74

6.2.1 Phase 1: K++-Shell decomposition algorithm . . . 75
6.2.2 Phase 2: Finding seed nodes . . . 77
6.3 Evaluation . . . 78
6.3.1 Time complexity . . . 78
6.3.2 Baseline models . . . 79
6.4 Results . . . 79
6.4.1 Comparision with CIM, SIM and CBIM . . . 82
6.5 Summary . . . 84

7 Conclusions and Future work **87**
7.1 Conclusions . . . 87
7.2 Future directions . . . 88

References **89**

List of Publications **99**