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Competitive seeds-selection in complex networks

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Highlights

- We study the seeds-selection problem in a competitive diffusion model from a new perspective.
- We propose five seeds-selection strategies based on commonly used network centralities.
- Degree centrality and Betweenness centrality are proper indicators for influential seeds in proposed competitive diffusion model for all networks concerned.
- The priority of Betweenness centrality strategy decreases, as the heterogeneity of the network decreases.
- Our findings shed light on how to choose seeds in the competitive diffusion processes in applications.

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