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Maximizing positive influence spread in online social networks via fluid dynamics

Feng Wang, Wenjun Jiang, Xiaolin Li, Guojun Wang

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1. We propose a novel influence spread model called Fluidspread, using the fluid dynamics theory.
2. We formulate the Maximizing Positive Influenced Users (MPIU) problem and design the Fluidspread greedy algorithm to solve it.
3. Through the experimental results, we demonstrate the effectiveness and efficiency of our model and algorithm, and reveal the time evolving dynamic influence process.

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