**Fighting Opinion Control in Social Networks via Link Recommendation**

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- **Link recommendation** in online social networks: maximizing link acceptance likelihood – *local goal*

- **Problem**
  - strategically recommend links to recover eigencentrality-weighted average user opinion in a network from external attacks on user opinions

  *(technically: optimizing a function of eigencentrality vector by strategically adding edges to the graph)*

- **Many other applications**
  - boosting node subset eigencentrality / PageRank
  - “viral marketing” via link recommendation

- **Contributions**
  - **theory**
    - how a function of eigencentrality changes in response to link addition to the network
  - **algorithms**
    - efficient selection of links for recommendation
    - efficient estimation of “nodes' relative centrality”

- **To Learn More**
  - poster session: research track – poster 128 (Aug 6, 7-9:30pm, Eklutna Hall)
  - strategically link me on facebook (victor.amelkin)
  - all paper-relevant materials:
    - [https://victoramelkin.com/pub/diver/](https://victoramelkin.com/pub/diver/)