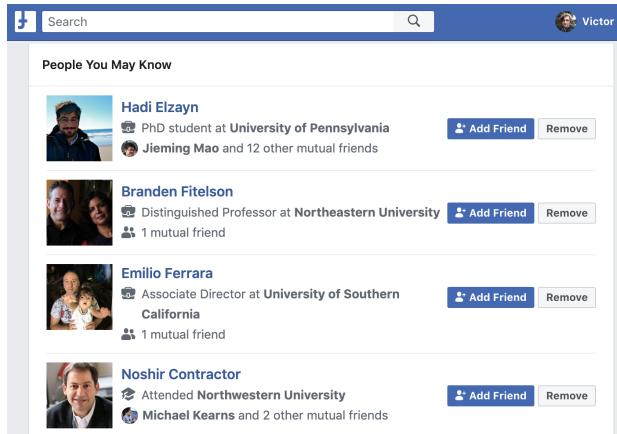


Fighting Opinion Control in Social Networks via Link Recommendation

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



- **Strategic link recommendation** with a *global goal*?

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”

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

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/>

