

عنوان مقاله:

Discovering Influential users in Social Media to Enhance Effective Advertisement

محل انتشار:

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خلاصه مقاله:

Influential users who diffuse information and their followers have interest to this information finally they can maximize diffusion in social networks. Influential users have different influence in diversity domain specificity for instance user may have strong influence in a special topic and another topics have weak influence. So a proposed method presented for identifying influential users based on domain specificity in this paper. This method identified influential users based on domain specificity. When users registered in social networks and initiated to activity in these social networks, all of their actions and cooperations saved in Data Base. features of user's profile and user's actions (e.g. retweet) that influence on diffusion determined by multiple regression and user's contents categorized based on keywords by TF-IDF and finally influential users identified by Tree Regression based on domain specificity in this paper. The detail of this method discussed the following of paper. In order to evaluate the proposed method on Twitter offer application program interface. 420 users selected randomly, they follow their friends, join to different groups, and generate diversity tweets on Twitter. The main feature, which distinguishes this method from the previously reported methods, is in two key respects. First previous studies have quantified influence in terms of network metrics for instance number of retweet or page rank, our proposed method measured influence in terms of the size Tree Regression. Second the focuses of previous studies were based on the structural of diffusion and feature of content but Influential users have different influence in diversity domain specificity so in our proposed method focused on this feature. Results showed that accuracy of proposed method is 0.69.

کلمات کلیدی:

advertising, content, diffusion, domain specificity, influential users, social networks

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