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Nota di contenuto	1. Introduction of Social Influence Analysis -- 2. Diffusion of Information -- 3. Information Source Detection in Social Networks -- 4. Rumor Blocking in Social Networks -- 5. Multiple Social Influence: Models and Applications.
Sommario/riassunto	This self-contained book describes social influence from a computational point of view, with a focus on recent and practical applications, models, algorithms and open topics for future research. Researchers, scholars, postgraduates and developers interested in research on social networking and the social influence related issues will find this book useful and motivating. The latest research on social computing is presented along with and illustrations on how to understand and manipulate social influence for knowledge discovery by applying various data mining techniques in real world scenarios. Experimental reports, survey papers, models and algorithms with specific optimization problems are depicted. The main topics covered in this book are: chrematistics of social networks, modeling of social

influence propagation, popular research problems in social influence analysis such as influence maximization, rumor blocking, rumor source detection, and multiple social influence competing. .