



2014학년도 2학기 경북대학교 수학 콜로키움

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- ◆ 장 소: 경북대학교 자연과학대학 219호
- ◆ 강연주제: Network Analysis for Passive and Active Propagation Models

- ◆ 강연내용: A large number of studies have been conducted over a long period of time to better understand how people adopt new products and/or ideas. With recent advancement in social network technologies such as Facebook and Twitter, the interest in better understanding the role of social network effect or social influence on the adoption of an idea has again been brought to the forefront. In this talk, we examine the propagation of ideas through a social network and we introduce two network propagation rules to explain the idea propagation under social influence. We then apply the rules to different network models, which include a large-world network, a small world network, a random network, and local neighbor networks such as a path, a star, and their variations.

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