

Regionally Influential Users in Location-Aware Social Networks

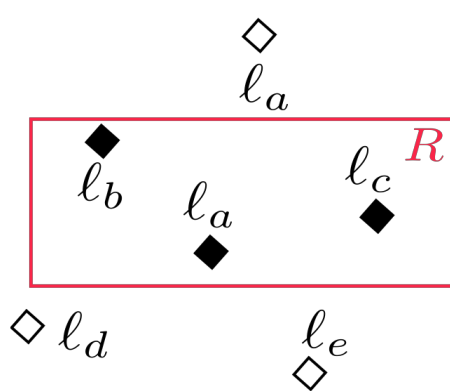
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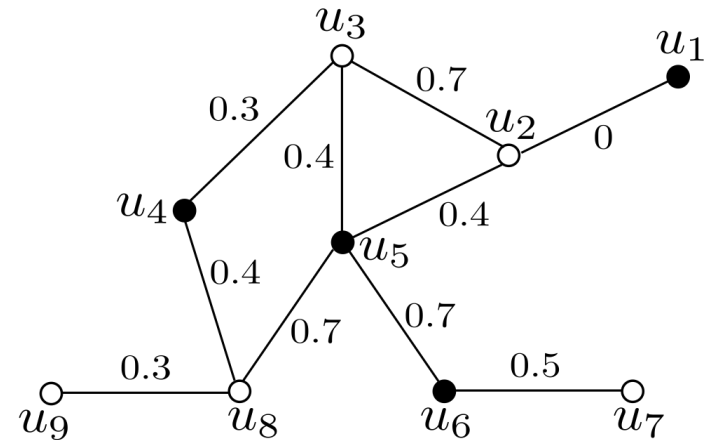
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Regionally Influential Users in LASNs



$l_a:$	u_1, u_4	R
$l_b:$	u_1, u_5	
$l_c:$	u_1, u_5, u_6	
$l_d:$	u_3, u_9	
$l_e:$	u_2, u_7, u_8	
$l_f:$	u_3	



- Motivated by **word-of-mouth** and **viral marketing**
- **Regional users**, $U_R = \{u_1, u_4, u_5, u_6\}$
- **Propagation model**
 - $\pi_{11}^*(u_1), \pi_{14}^*(u_1, u_2, u_3, u_4), \pi_{15}^*(u_1, u_2, u_5), \pi_{16}^*(u_1, u_2, u_5, u_6)$
- **Regional influence**
 - **Closeness centrality**
- **DRIC**
 - Compute regional influence for **each** user in U_R , return **best k**