The Information Life of Social Networks

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ABSTRACT
Vast amounts of information are propagated in online social networks such as Facebook. This talk will describe several studies characterizing how information diffuses over social ties, from the growth of individual cascades [1] to the predictability of their eventual size [2]. It will also characterize the diffusion of specific kinds of information, including rumors [3], memes [4], and social movements.

Categories and Subject Descriptors
H.2.8 [Database Management]: Database applications—Data mining

Keywords
Social networks; information diffusion

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