

國立高雄大學應用數學系

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Mining Multiplex Interaction Relationships from Usage Records in Social Networks and Its Applications

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摘 要：

When social networks become more and more popular and common in people's life, it also become the most convenient place to diffuse an information or an advertisement. However, among hundred thousand friends in a social network, it is important to find the best sources and the most efficient connections to spread. Advertisers may need to know the closeness of the relationships between users in a social network, and thus an information diffusion can be proposed more easily. In this thesis, we proposed a multiplex interaction relationships mining and designed an information strategy based on the mined interaction relationships. The multiplex interaction relationships mining consists of two approaches, which both approaches can conduct an interaction matrix by using the usage records in a social network. In this thesis, there are two applications on the interaction matrix. The first application is to combine the interaction matrix with the friends or follower relations into a multiplex network, which can provide the close relationship between users and also take the using frequency in the social network into consideration. The second application is to modify the cascading model on the multiplex network as an information diffusion strategy.