Influence over Social Networks

Reading Questions 19

Monday, Nov. 12th 2012

Reading Questions

1. What are the assumptions? More specifically, in the context of viral marketing:
   (a) Does the assumption that we know the network graph seem natural?
   (b) Does it make sense to ask agents to report their cost? (Have you been asked of your cost of making an advertisement).
   (c) Are individuals rational regarding their costs for making a recommendation?

2. Describe briefly your understanding of each of the influence models (coverage, submodular, and voter), or which one(s) you don’t understand.

3. (Optional) Describe briefly the proof strategy presented in the paper.

(Optional) Generic Response

Respond to the paper following the guidelines on the front page of the course website (under ‘Submit Comments and Presenting Papers’).