

# IP MARKETPLACE

## CONNECTING INNOVATION TO YOUR BUSINESS

### TECH OFFER

## Method of Identifying Influential Nodes in a Network



### ▶ MORE INFORMATION

#### MEGA-TREND

- Innovative Technologies of The Future
- Information and Communication Technologies

#### TECHNOLOGY READINESS LEVEL (TRL)

- TRL 3

#### PATENT/ GRANTED NUMBER

- PI 2017703919

### ▶ TECHNOLOGY OVERVIEW

The invention disclosed an improved k-shell decomposition method to identify influential nodes in an online social network. The decomposition method involves providing a number to indicate propagation strength of each node and providing a number to indicate engagement strength of each node. The propagation strength and engagement strength is added to form a weight for each node. The weight is used to indicate weighted degree of each node. Each weighted degree is assigned a particular shell based on the weight. Nodes in higher shell order indicate nodes having higher influence of nodes in the network.

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## CONTACT US!

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