

Behavioral Factors Based Content Propagation Modelling

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Abstract: In advertisement and marketing, companies may hire viral users to propagate positive content about their products, or to the advertisement with viral content so as to maximize their reach similarly. Politicians may leverage on viral users to disseminate their messages widely or to conduct campaigning. The modelling of virality and susceptibility factors has many important applications. Also, one may detect events by tracking those mentioned by non-susceptible users and detect rumors based on susceptible user's interactions with the content. As a contribution We will like to incorporate more fine-grained factors affecting the propagation. Fine-grained sentiment is better for reflecting the opinion of the public when they are facing the social focus.

Keywords: Microblogging, Predictive Models, Receivers, Tensile Stress, Numerical Models, Twitter, Data Models.

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