In the spotlight



Age of Information Diffusion on Social Networks

IEEE Transactions on Networking

SUTD Authors: Li Songhua, Duan Lingjie

Major social platforms, such as Facebook Marketplace and Pinduoduo, employ viral marketing strategies dynamically selecting and inviting some users (as seeds) to share fresh product information with their friends. This practice motivates us to optimize a multi-stage seeding process for viral marketing in social networks, leveraging the concepts of peak and average age of information (AoI) to evaluate the timeliness of promotions received by users. As a theoretical foundation, we establish that this multistage seeding problem is generally NP-hard.

For peak AoI minimization, we propose a novel polynomialtime algorithm that guarantees strong performances. To minimize the average Aol, we introduce a new framework for approximation analysis, connecting it to a simplified sum-distance minimization problem. This connection inspires the development of another polynomial-time algorithm with competitive approximation performance for average AoI minimization. Additionally, our theoretical findings are well corroborated through experiments on a real-world social network.



"To minimize the average Aol, we introduce a new framework for approximation analysis, connecting it to a simplified sum-distance minimization problem. This connection inspires the development of another polynomial-time algorithm with competitive approximation performance for average Aol minimization. "

- Li Songhua

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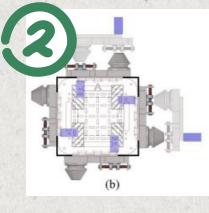






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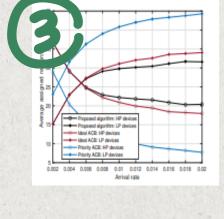
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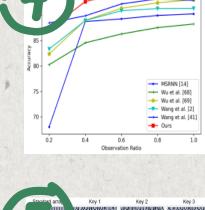
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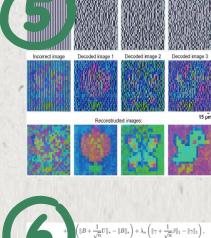


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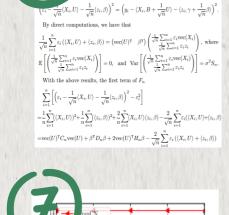
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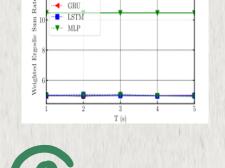
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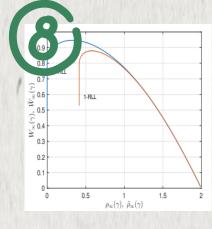


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IEEE Transactions On Wireless Communications SUTD Authors: Zhang Shengyu, Tony Quek, Q.S.



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