



CS 6474 Social Computing: Social Influence

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The International No.1 Bestseller

The
TIPPING
POINT



*HOW LITTLE THINGS CAN MAKE
A BIG DIFFERENCE*

MALCOLM
GLADWELL

Surprise!

“Measuring User Influence in Twitter: The Million Follower Fallacy”

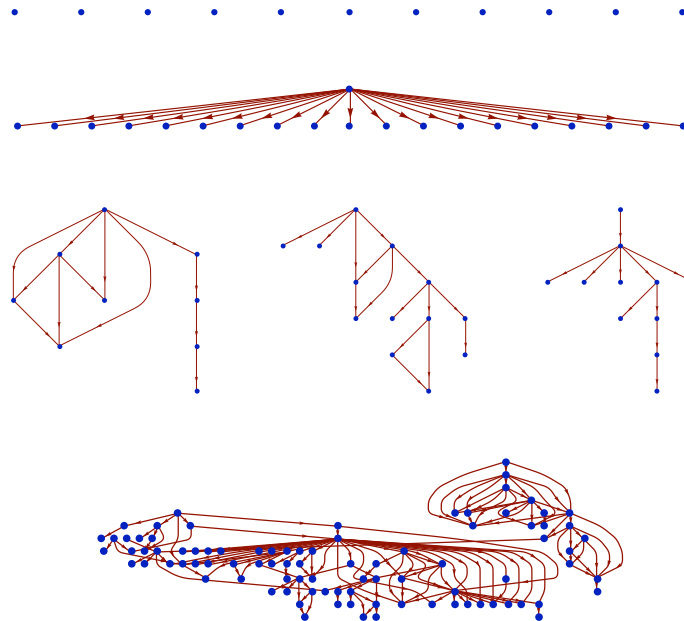
Summary

- An early paper examining spread of influence on Twitter and people's social network and interaction characteristics.
- Early uses of a very huge Twitter dataset
- Influence measured through three attributes: in-degree (number of followers), retweets, mentions
- Findings:
 - More in-degree doesn't imply more influence in terms of RTs or mentions
 - Influence users tend to share content on a number of topics
 - Influence generation is gradual, and happens through focus on specific topics

Everyone's an Influencer: Quantifying Influence on Twitter

Summary

- Diffusion of URLs on Twitter
 - Easy to be traced back to the originating user through the follower graph
- “Influencers are identified only in retrospect, usually in the aftermath of some outcome of interest, such as the unexpected success of a previously unknown author or the sudden revival of a languishing brand”

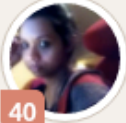


Why do we care about
social influence?

What intuition may explain why large number of followers does not necessarily imply greater influence?

Can influence imply different things in different platforms? How does design impact influence? [Hint: pre-Twitter; Facebook News Feed]

Class Exercise



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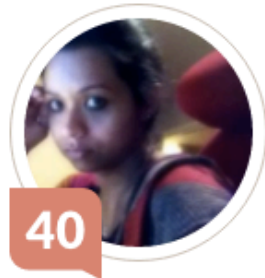
Explore

Schedule

Measure

YOUR ACCOUNT

Settings



Munmun De Choudhury



Computational social science researcher: social media + mental wellbeing.
Assistant Professor at Georgia Tech. I love data!

Edit

Academics  Expert


Artificial Intelligence  Expert

Bangladesh  Expert

Big Data  Expert

Computer Science  Expert

Crowdsourcing  Expert

Data Analysis  Expert

Information Science  Expert

Machine Learning  Expert

Python  Expert

Statistics  Expert

Content BETA

The battle of network structure and content

The tension between
influence and trust