

WT2.7: BTH - Blekinge Institute of Technology

Leader Piotr Bródka

Report

Activities performed during the visit

in BTH - Blekinge Institute of Technology, Karlskrona,
Sweden

period: from 22.11.2015 - 27.11.2015

author: Piotr Bródka and Henric Johnson



Personal Information

Piotr Bródka is a faculty member of Wrocław University of Technology, Department of Computational Intelligence, Wrocław, PL visited Blekinge Institute of Technology in the period from 22.11.2015 to 27.11.2015 in order to carry out research and training activities within ENGINE Project Work Package 2 - Enhancing expertise and exchanging know-how through twinning activities with partnering organizations.

Information about Seminars

Presentation *Profile Cloning Detection in Social Networks* on 25.11.2015

Description of scientific activities

During this visit Piotr Bródka, Henric Johnson, Fredrik Erlandsson and Anton Borg have been working on the paper *Finding Influential Users in Social Media Using Rule Learning*. The paper will be submitted to the Entropy journal.

Influential users play an important role in online social networks since users tend to have an impact on each other. Therefore, the proposed work analyses users and their behaviour in order to identify influential users and predict user participation. Normally, the success of a social media site is dependent on the activity level of the participating users. For both online social networking sites and individual users it is of interest to find out if a topic will be interesting or not. In the paper, we propose association learning to detect relationships. In order to verify the findings several experiments were executed based on social network analysis, in which the most influential users identified from rule learning were compared to the results from degree centrality and page rank. The results clearly indicate that it is possible to identify the users using rule learning. In addition, the results also indicate a lower execution time compared to state of the art methods.



Information referring to the intellectual property: the generally binding law in this area in the visited country and procedures of patenting;

Compering to previous visits in BTH by Stanisław Saganowski, Łukasz Falas or Piotr Bródka nothing has changed and there is no new information to report.

Description of the procedure of cooperation between universities and SME in visited country: how it is organized, the sources of funding, the opinions about drawbacks and strengths of existing solution.

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