

# SOCIAL NETWORKS.

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## LECTURE #1

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Text Book:

[EK] Easley and Kleinberg: "Networks, Crowds, and Markets: Reasoning about a Highly Connected World."

Cambridge University Press, 2010.

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① Networks:

Strength of the Links.  
Recommendation & Verification  
Ranking (Google)  
Recommending (Netflix)  
Privacy / Trust:

② Economy

Advertising / Auction  
Social Influence  
Innovation / IP / Startup (Unicom)  
Digital Marketing / Attribution  
Payment Systems / Block Chains  
(Bit coins)

③ Computation

Distributed Computing  
(Hadoop, Map-Reduce, Peer-to-Peer)  
Software Architecture

④ Mathematics

Graph Theory / Random Graphs  
Game Theory / Machine Learning  
Data Science / Causality