

Preface

In recent years, research on diffusion process in social networks has grown in a variety of fields including computer science, physics, and biology. However, often times research in these individual disciplines becomes stove-piped. In this book, we focus on cutting-edge research in social network diffusion bringing together a range of ideas from these disciplines with the goal of creating a single volume that examines these ideas.

We sought to cover many of the most important concepts, models, and methods from these areas. We felt by exploring a variety of work from different fields that we could help open the door to more innovative findings in this fascinating area of diffusion in social networks.

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