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Scalable Misinformation Prevention in Social Networks

We consider misinformation propagating through a social network and study the problem of its prevention using a limiting campaign. The goal is to identify a set of k users that need to be convinced to adopt the limiting campaign so as to minimize the number of people adopting the misinformation. We present *RPS*, an algorithm that provides a scalable solution to this problem. We experimentally evaluate *RPS* and show that it outperforms the state-of-the-art solution in terms of running time. Our work demonstrates that misinformation prevention can be made practical while still offering strong theoretical guarantees.