

## Hidden Communities and Relevant Content on Social Networks

Facebook and Twitter web social networks have been very popular for users to share their opinions, experiences, photos, and to stay in touch with people. Recently, such networks started to be used also by corporations and communities for other purposes, such as news sharing and recommendation, marketing, opinion formation and influence and so on. There, the group of friends and content relevant to them is not explicitly obvious as you know from facebook and your friends. This is especially apparent on twitter where the notion of friends is reduced to followers which make much looser connections than explicit friends. In this project you will study algorithms relevant for finding hidden communities of users of social networks and algorithms for finding links to relevant content for them. You will also study possible applications and build a prototype where the best performing algorithms will be applied.

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