TRUTHFUL MECHANISMS FOR COMPETING SUBMODULAR PROCESSES

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- Motivation: each player is interested in maximizing the spread of her technology in the presence of competing spread process(es).

- Externalities: a player’s spread process may adversely affect other’s spread process.

- Results: Truthful mechanisms for a constant approximation to the maximal total spread in the network.

- Three players (or more): easier than for two players, in some settings.

Competitive Influence Spread in Social Networks