

Investigating the effectiveness of advertising on declining social networks

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ABSTRACT.

In this paper we aim to investigate the question if it's worth it to advertise on declining social networks or not. Our investigations are based on computer simulations using a previously defined and here simplified model of information spreading. To make our results as close to the real life as possible we run simulations both on a real network sample and on several generated networks representing as well classical scale-free-like social topologies as declining social networks. As a result we found how the continuous destruction of the network affects the spreading, changing also the effectiveness of the advertising.

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