

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

