

SPP 1736: Algorithms for Big Data

Competitive Exploration of Large Networks

Yann Disser & Max Klimm

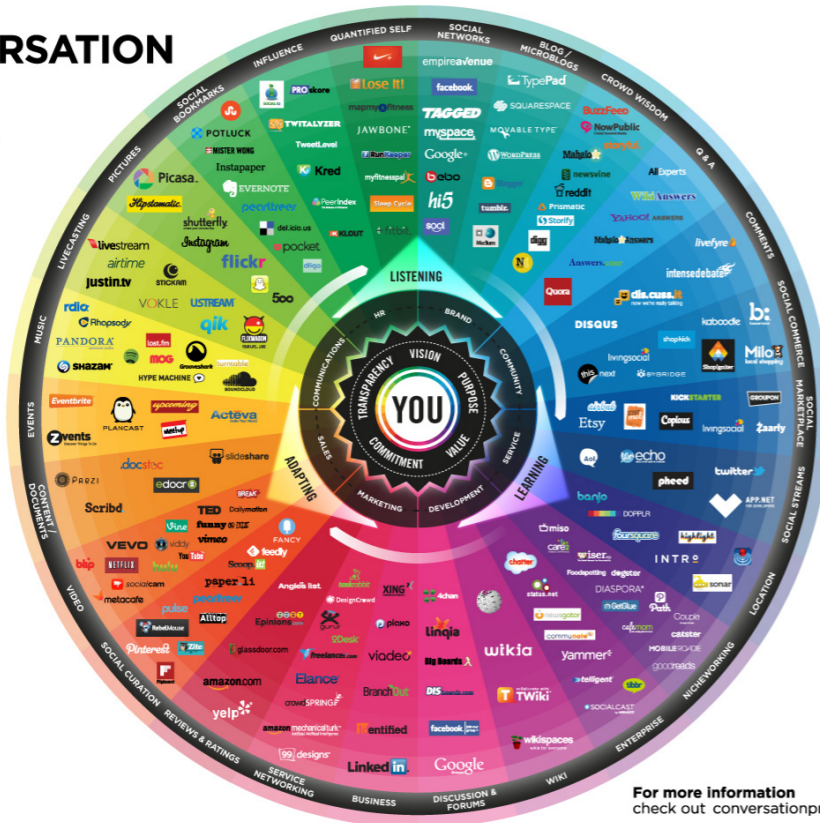


Competition on Large Networks

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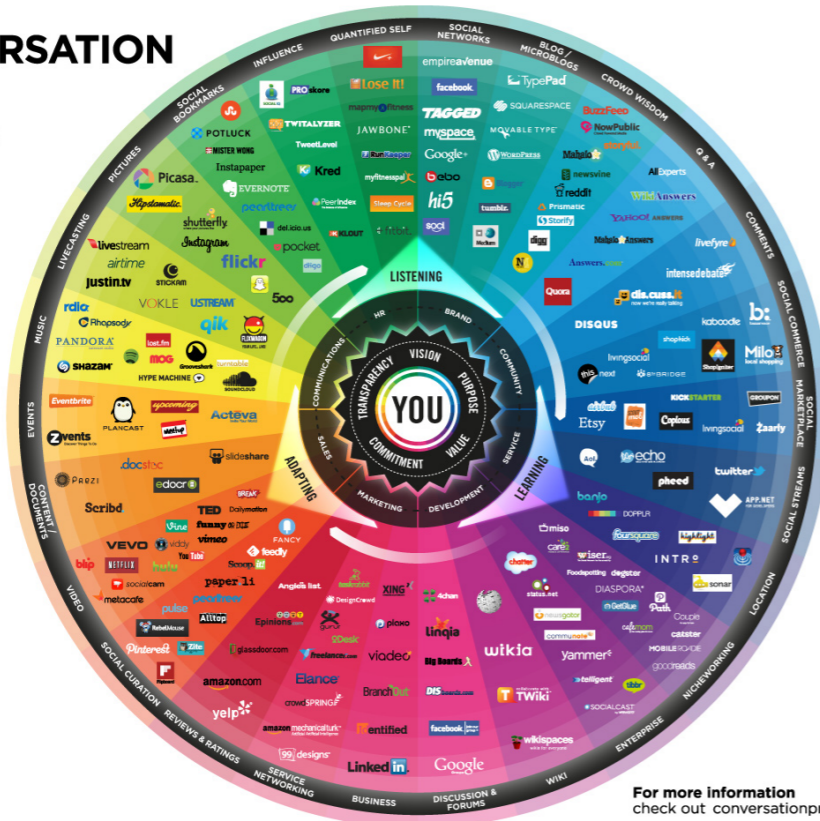
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- Competition for Internet resources is huge.
(e.g. \$42.8 Billion 2013 Online Ad Revenues, source: www.iab.net)

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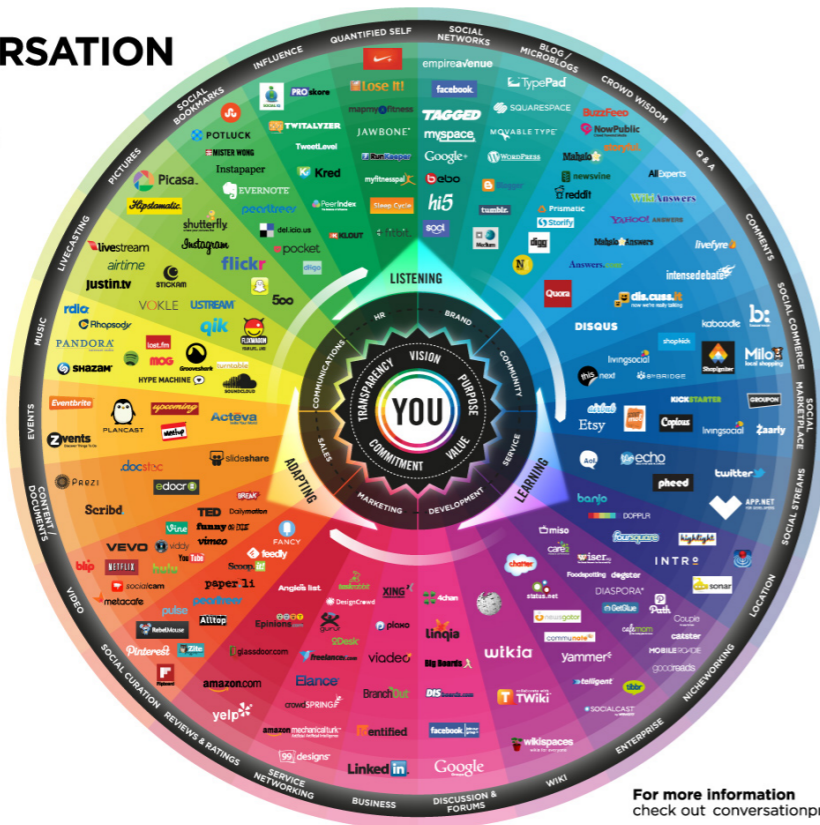
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- So far: theoretic understanding via Game Theory
(Nash equilibria, convergence, price of stability/anarchy, ...)

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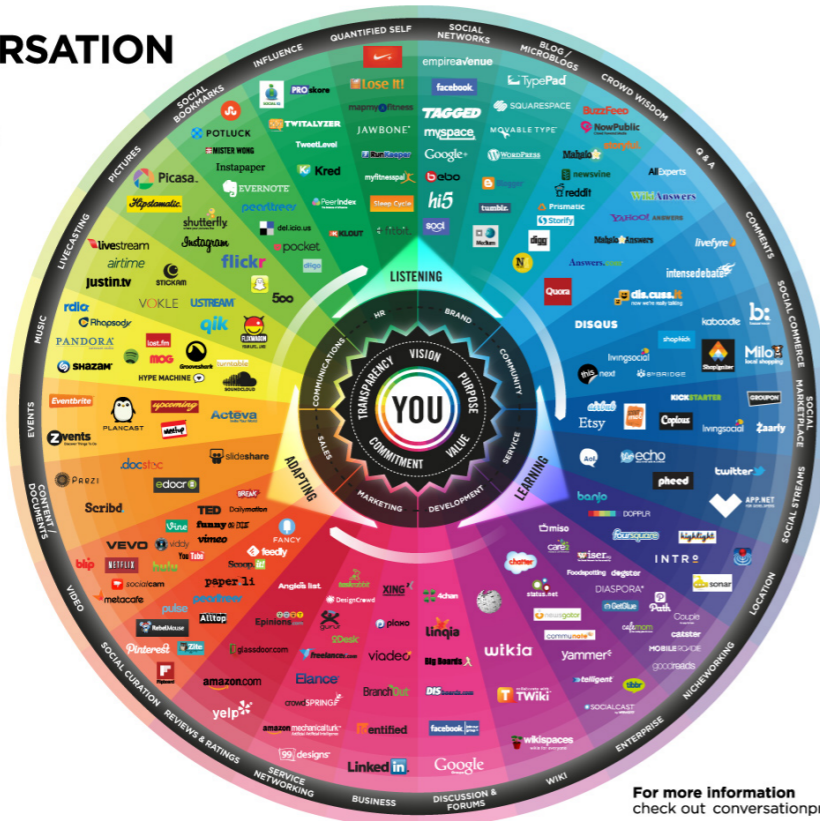
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⇒ very unrealistic for internet dynamics!

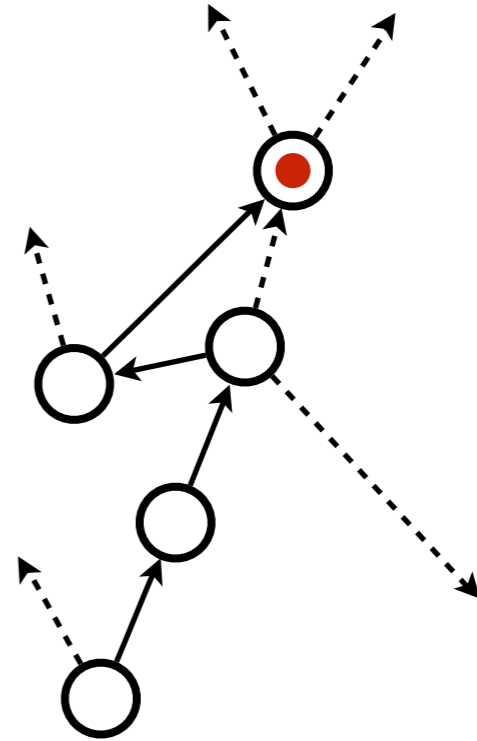
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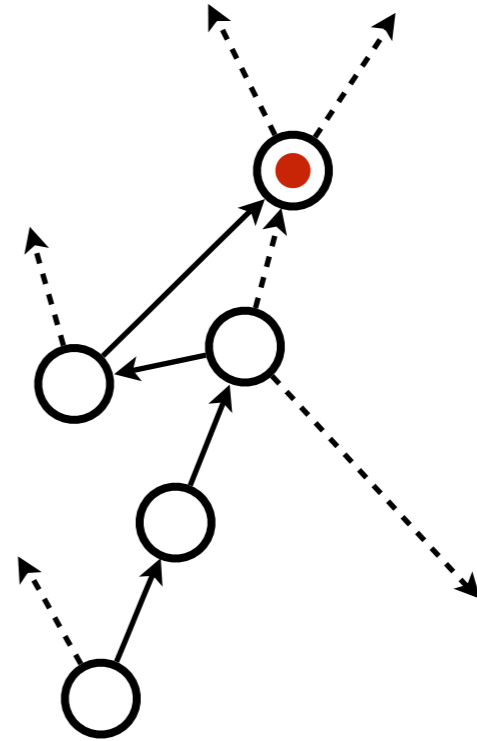
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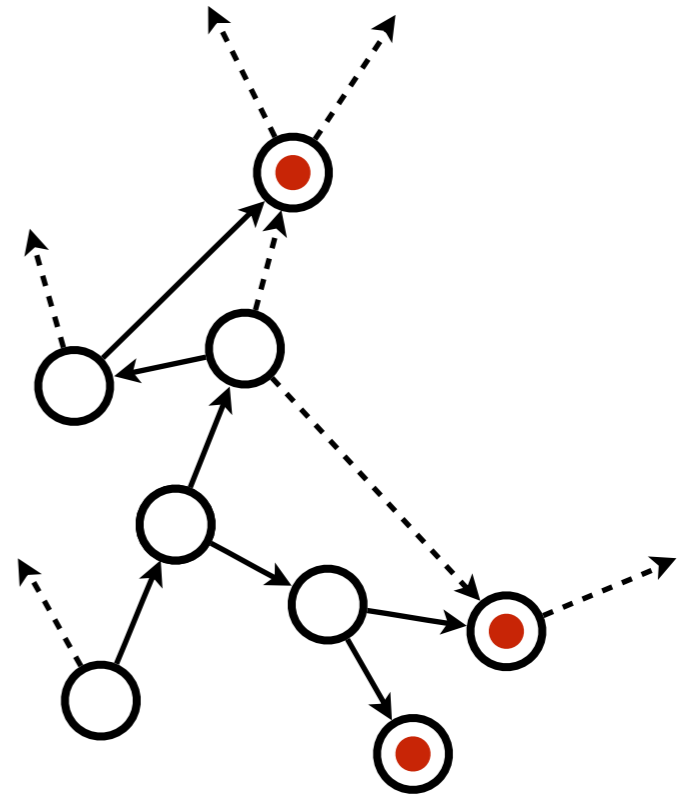
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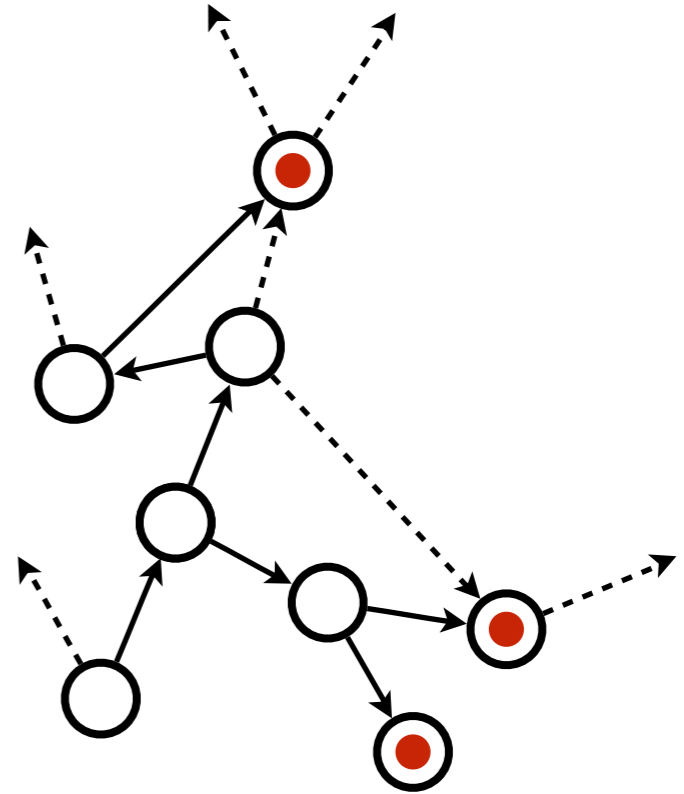
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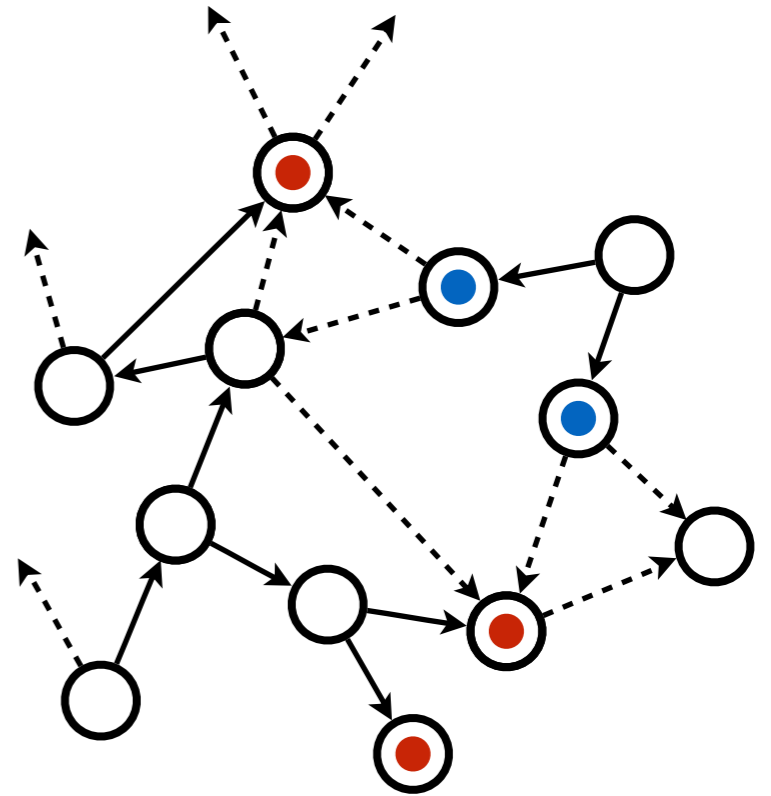
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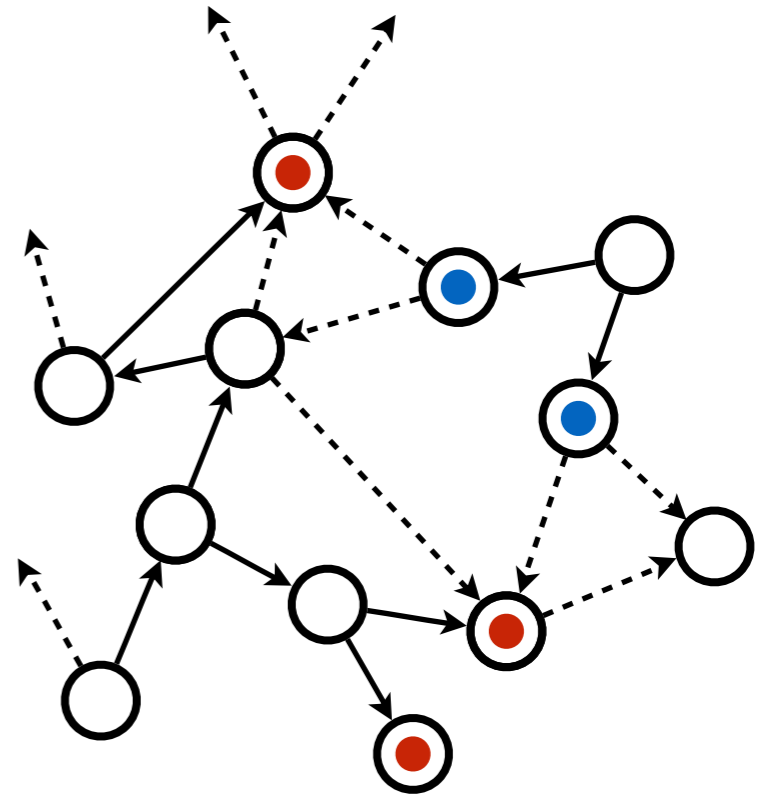
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 - ➔ “***competitive graph exploration***”

