# Global Reinforcement of Social Networks: The Anchored Coreness Problem 

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#### Abstract

The stability of a social network has been widely studied as an important indicator for both the network holders and the participants. Existing works on reinforcing networks focus on a local view, e.g., the anchored $k$-core problem aims to enlarge the size of the $k$-core with a fixed input $k$. Nevertheless, it is more promising to reinforce a social network in a global manner: considering the engagement of every user (vertex) in the network. Since the coreness of a user has been validated as the "best practice" for capturing user engagement, we propose and study the anchored coreness problem in this paper: anchoring a small number of vertices to maximize the coreness gain (the total increment of coreness) of all the vertices in the network. We prove the problem is NP-hard and show it is more challenging than the existing local-view problems. An efficient heuristic algorithm is proposed with novel techniques on pruning search space and reusing the intermediate results. Extensive experiments on real-life data demonstrate that our model is effective for reinforcing social networks and our algorithm is efficient.


## KEYWORDS

Social network, User engagement, Core decomposition

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## 1 INTRODUCTION

The leave of users in a social network may cause negative influence to the engagement level of their neighbors (e.g., friends) in this network, and thus these neighbors may choose to leave [31]. The continuous departure of users may lead to the leave of users with many neighbors and significantly bring down overall user engagement (stability) of a network. For instance, Friendster was a popular social network which had over 115 million users, while it is suspended due to contagious leave of users $[21,38]$.
Assume that each vertex $v$ incurs an (integer) cost of $k>0$ to remain engaged and obtains a benefit of 1 from each neighbor of $v$ who is engaged, the natural equilibrium of this model corresponds to the $k$-core of the social network [5]. The $k$-core is defined as the maximal subgraph in which every vertex has at least $k$ neighbors in the subgraph [ 32,36 ]. Given a graph, the $k$-core can be computed by iteratively removing every vertex with degree less than $k$. Every vertex in the graph has a unique coreness value, that is, the largest $k$ s.t. the $k$-core contains the vertex. The model of $k$-core is often used in the study of network stability (engagement) as it well captures the dynamic of user engagement, e.g., [31, 37, 41].
As the size of $k$-core is a feasible indicator of network stability, Bhawalkar and Kleinburg et al. proposed the anchored $k$-core (AK) problem [5, 6]: given a graph $G$, an integer $k$ and a budget $b$, anchoring a set of $b$ vertices in the graph s.t. the number of vertices in the $k$-core is maximized. The degree (the number of neighbors) of an anchored vertex is considered as positive infinity, namely, an anchored vertex will stay in the $k$-core regardless of its original degree. It is promising to reinforce a network by giving incentives to some users
(e.g., anchored vertices) such that they will keep engaged in the network and support the engagement of other users [6]. The anchored $k$-core problem has been further studied on different aspects, e.g., the theoretical side [14, 15], the experimental evaluation [21, 44] and the efficient solutions [40, 45].

Nevertheless, the anchored $k$-core (AK) problem is essentially to reinforce a network in a "local" manner: it focuses on enlarging the size of the $k$-core with a particular $k$ value. As proved in [45], given an integer $k$, the AK problem can only increase the corenesses of a partial set of vertices, e.g., the vertices with coreness $k-1$. Besides, for the AK problem, the valid vertices for anchoring are from a small set of vertices, and the anchoring of other vertices cannot enlarge the size of $k$-core [45]. Moreover, it is very hard to determine a good input value of $k$ for the AK problem.


Figure 1: Check-in Number v.s. Coreness Value
As analyzed in the study of Friendster, its collapse may start from the leave of users in either the center cores ( $k$ cores with large $k$ values) [37] or the outside of the center cores [21], i.e, the collapse may happen in a "global" way. As shown in [31], the coreness of a user is the "best practice" for measuring the engagement level of the user in a network. We further examine the matching of coreness and user engagement in real-life social networks. For each integer $k$, we count the average number of user check-ins (as the groundtruth user engagement) for the users with coreness equals to $k$. As shown in Figure 1, the coreness value and check-in number in Gowalla [27] are in a positive correlation, except for the disturbance on the center cores due to the small sample. Thus, it is more promising to reinforce a network in a "global" manner: considering the coreness increment of every user. Motivated by the above facts, we propose and study the anchored coreness (AC) problem: given a graph $G$ and a budget $b$, anchor a set of $b$ vertices in the graph s.t. the coreness gain (the total increment of coreness) of all the vertices is maximized. The followers of an anchor $x$ are the vertices with coreness increased after anchoring $x$, except $x$.
Table 1: Anchored $k$-Core v.s. Anchored Coreness in Fig. 2

| Problem | Input | Anchor | Followers | Coreness |
| :--- | :--- | :--- | :--- | :--- |
| AK | $k=3, b=1$ | $u_{1}$ | $u_{2}, u_{3}, u_{4}$ | from 2 to 3 |
|  | $k=4, b=1$ | $u_{5}$ | $u_{6}, u_{7}, u_{8}$ | from 3 to 4 |
| AC | $b=1$ | $u_{2}$ | $u_{3}, u_{4}$ | from 2 to 3 |
|  | $u_{7}, u_{8}$ | from 3 to 4 |  |  |

Example 1.1. Figure 2 shows a graph $G$ of 13 vertices and their connections. The coreness of each vertex is marked


Figure 2: A Toy Example
near the vertex, e.g., the coreness of $u_{5}$ is 2 . The $k$-core of $G$ is induced by all the vertices with coreness of at least $k$, e.g., the 3 -core is induced by $u_{6}, u_{7}, \ldots, u_{12}$, and $u_{13}$.

Table 1 records the results of anchored $k$-core (AK) problem and anchored coreness (AC) problem under different inputs. For instance, when $k=3$ and $b=1$, the AK problem anchors $u_{1}$ which will increase the coreness of $u_{2}, u_{3}$ and $u_{4}$ from 2 to 3 . We can find that the anchoring of $u_{2}$ according to AC has a larger coreness gain (i.e., 4) compared to that of AK (i.e., 3). Besides, the AC problem improves the vertex coreness from the vertices with different corenesses, while the AK model focuses on a partial set, e.g., the vertices with coreness $k-1$. Thus, AK and AC are inherently different, and the solutions for AK cannot be used to solve the AC problem.
Challenges. To the best of our knowledge, we are the first to study the anchored coreness (AC) problem. We prove the AC problem is NP-hard. Although the coreness gain can be computed in $O(m)$ time by core decomposition [4], a basic exact solution has to exhaustively compute the coreness gain on every possible anchor set with size $b$, which is costprohibitive. We also prove the problem is APX-hard and the coreness gain function is non-submodular. Although it is unpromising to estimate or predict the coreness gain of multiple anchors, we observe that the change of coreness is relatively restricted for one anchored vertex. Thus, we adopt a greedy heuristic to find the best anchor in each iteration, while the candidate anchor set is still very large and a straightforward implementation is still very time consuming.

An efficient algorithm is proposed for the anchored $k$-core (AK) problem in [45], while the AK model only considers the coreness gain from $k-1$ to $k$ by maximizing the size of $k$-core with a fixed $k$. Since the AC problem aims to maximize the coreness gain from all the vertices with different corenesses, the solution in [45] cannot be applied to solve the problem. Besides, the search space of the AC problem is much larger than the AK problem because every vertex in the graph is possible to be a valid anchor to improve the vertex coreness, while only a partial set of vertices related to $k$-core can be valid anchors to enlarge the size of $k$-core for AK problem. Therefore, the AC problem is even more challenging than the AK problem. It is critical to design strong strategies to prune unpromising candidate anchors and speed up the computation of coreness gain.

Our Solution. Due to the huge number of candidate anchors, a well-designed reusing strategy is necessary for a greedy heuristic which aims to exhaustively reuse the intermediate results from the executed iterations. To do so, we apply the tree structure $\mathcal{T}$ of core decomposition [4] to divide all the vertices into tree nodes, where each tree node is an atomic unit for deciding whether the computed results associated with the node can be reused. Specifically, with the anchoring of one vertex $x$, we first prove the coreness of a vertex (except the anchor) can increase by at most 1 . Then, the followers of $x$ can be divided into different tree nodes of $\mathcal{T}$. In each iteration, the number of $x$ 's followers is the coreness gain of anchoring $x$. Thus, if $x$ was anchored and the follower set of each vertex was computed (or reused) in the last iteration, for each candidate anchor $u$ in current iteration, we can efficiently decide whether the partial set of $u$ 's followers associated with a tree node keeps the same and can be reused.

The proposed computation of coreness gain is adaptive to the reusing mechanism. If a follower unit (in a tree node) cannot be reused, the follower computation is conducted locally, i.e., within the tree node. Besides, we utilize the graph degeneracy ordering (the vertex deletion sequence of core decomposition) to largely speed up the follower computation. We also propose an upper bound of coreness gain to further prune candidate anchors, and well match the technique with the reusing mechanism to improve efficiency. Combining all these techniques, our final GAC algorithm is proposed to efficiently identify the best anchor in each iteration.
Contributions. Our principal contributions are as follows.

- Motivated by many existing studies, we propose and explore the anchored coreness problem to reinforce social networks which considers the engagement of every user. We prove the problem is NP-hard and APXhard. The problem is shown to be more challenging than the anchored $k$-core problem which focuses on the engagement of partial users.
- Based on the tree of core decomposition, we introduce a novel mechanism to reuse the intermediate results from the executed iterations. It exhaustively reuses the computed result in each unit represented by a tree node. We also propose the computation of coreness gain which is largely faster than core decomposition. An upper bound of coreness gain is proposed to further prune unpromising candidates. All the techniques are well equipped in the reusing mechanism.
- Comprehensive experiments are conducted on 8 reallife datasets to show that (1) the proposed GAC algorithm is more effective than the other heuristics on improving vertex coreness; (2) the coreness gain from the AC model is much larger than that of the AK model; (3) the coreness values of the anchors and followers

Table 2: Summary of Notations

| Notation | Definition |
| :--- | :--- |
| $G$ | an unweighted and undirected graph |
| $V(G) ; E(G)$ | the vertex set of $G$; the edge set of $G$ |
| $n ; m$ | $\|V(G)\| ;\|E(G)\|$ (assume $m>n)$ |
| $u, v, x$ | a vertex in $G$ |
| $E(u)$ | the set of edges incident to $u$ |
| $N(u, G)$ | the set of neighbors of $u$ in $G$ |
| $C_{k}(G)$ | the $k$-core of $G$ |
| $c(u, G)$ | the coreness of $u$ in $G$ |
| $A$ | the set of anchor vertices |
| $d e g(u, G)$ | $\|N(u, G)\|$ if $u \notin A$, or $+\infty$ if $u \in A$ |
| $c^{A}(u, G)$ | the coreness of $u$ in $G$ with $A$ anchored |
| $b$ | the budget for the number of anchors |
| $g(A, G)$ | the coreness gain of anchoring $A$ in $G$ |
| $\mathcal{T}$ | the core component tree of $G$ |
| $\mathcal{F}(x, G)$ | the set of followers of $x$ in $G$ |
| $H_{k}^{i}(G)$ | $i$-layer within the $k$-shell of $G$ |
| $\mathcal{P}(u)$ | the shell-layer pair of a vertex $u$. If $\mathcal{P}(u)=$ <br> $(k, i), u$ is in the $i$-th layer of the $k$-shell, |
| i.e., $u \in H_{k}^{i}(G)$. |  |
| $x \leadsto u r n$ | an upstair path from $x$ to $u$ |
| $C F(x)$ | the candidate followers set of $x$ |
| $d^{+}(x)$ | the degree bound of $x$ |
| $U B_{\sigma}(x)$ | the upper bound of $\|\mathcal{F}(x)\|$ |

are more diverse in the AC model, compared with the AK model; and (4) our proposed techniques largely improve the algorithm efficiency.

## 2 PRELIMINARIES

We consider an unweighted and undirected graph $G=(V, E)$, where $V(G)$ (resp. $E(G)$ ) represents the set of vertices (resp. edges) in $G . N(u, G)$ is the set of adjacent vertices of $u$ in $G$, which is also called the neighbor set of $u$ in $G$. Table 2 summarizes some notations used throughout this paper. Note that we may omit the input graph in the notations when the context is clear, e.g., using $\operatorname{deg}(u)$ instead of $\operatorname{deg}(u, G)$.

Definition 2.1. $k$-core [32, 36]. Given a graph $G$, a subgraph $S$ is the $k$-core of $G$, denoted by $C_{k}(G)$, if $(i) S$ satisfies degree constraint, i.e., $\operatorname{deg}(u, S) \geq k$ for each $u \in V(S)$; and (ii) $S$ is maximal, i.e., any supergraph $S^{\prime} \supset S$ is not a $k$-core.

If $k \geq k^{\prime}$, the $k$-core is always a subgraph of $k^{\prime}$-core, i.e., $C_{k}(G) \subseteq C_{k^{\prime}}(G)$. Each vertex in $G$ has a unique coreness.

Definition 2.2. coreness. Given a graph $G$, the coreness of a vertex $u \in V(G)$, denoted by $c(u, G)$, is the largest $k$ such that $C_{k}(G)$ contains $u$, i.e., $c(u, G)=\max \left\{k \mid u \in C_{k}(G)\right\}$.

Definition 2.3. core decomposition. Given a graph $G$, core decomposition of $G$ is to compute the coreness of every vertex in $V(G)$.

```
Algorithm 1: \(\operatorname{CoreDecomp}(G, A)\)
    Input : a graph \(G\), an anchor set \(A\)
    Output: \(c^{A}(u, G)\) for each \(u \in V(G)\)
    \(k \leftarrow 1\);
    while exist non-anchor vertices in \(G\) do
        while \(\exists u \in V(G)\) with \(\operatorname{deg}(u)<k\) do
            \(\operatorname{deg}(v) \leftarrow \operatorname{deg}(v)-1\) for each \(v \in N(u, G)\);
            remove \(u\) and its adjacent edges from \(G\);
            \(c^{A}(u, G) \leftarrow k-1 ;\)
        \(k \leftarrow k+1 ;\)
    return \(c^{A}(u, G)\) for each \(u \in V(G)\)
```

In this paper, once a set $A$ of vertices in the graph $G$ is anchored, the degrees of the vertices in $A$ are regarded as positive infinity, i.e., for each $x \in A, \operatorname{deg}(x, G)=+\infty$. Every anchored vertex is called an anchor or an anchor vertex. The existence of anchor vertices may change the corenesses of other vertices. We use $c^{A}(u, G)$ (resp. $\left.c^{x}(u, G)\right)$ to denote the coreness of $u$ in $G$ with the anchor set $A$ (resp. vertex $x$ ).

The computation of core decomposition with anchors is the same as that without anchors [4], in which we recursively delete the vertex with the smallest degree in the graph $G$. The time complexity is still $O(m)$, because the only difference is that we do not delete the anchors in the core decomposition. The pseudo-code is shown in Algorithm 1.

Definition 2.4. coreness gain. Given a graph $G$ and an anchor set $A$, the coreness gain of $G$ regarding $A$, denoted by $g(A, G)$, is the total increment of coreness for every vertex in $V(G) \backslash A$, i.e., $g(A, G)=\sum_{u \in V(G) \backslash A}\left(c^{A}(u)-c(u)\right)$.
Problem Statement. Given a graph $G$ and a budget $b$, the anchored coreness problem aims to find a set $A$ of $b$ vertices in $G$ such that the coreness gain regarding $A$ is maximized, i.e., $g(A, G)$ is maximized.

## 3 PROBLEM ANALYSIS

Theorem 3.1. Given a graph $G$, the anchored coreness problem is $N P$-hard.

Proof. We reduce the maximum coverage (MC) problem [24], which is NP-hard, to the anchored coreness problem. Given a number $b$ and a collection of sets where each set contains some elements, the MC problem is to find at most $b$ sets to cover the largest number of elements.

Consider an arbitrary instance $H$ of MC with $c$ sets $T_{1}, . ., T_{c}$ and $d$ elements $\left\{e_{1}, . ., e_{d}\right\}=\cup_{1 \leq i \leq c} T_{i}$, we construct a corresponding instance of the anchored coreness problem on a graph $G$. W.l.o.g., we assume $b<c<d$. Figure 3 shows a construction example from 3 sets and 4 elements.

The graph $G$ contains three parts: $M, N$, and some cliques. The part $M$ contains $c$ vertices, i.e., $M=\cup_{1 \leq i \leq c} w_{i}$ where each $w_{i}$ corresponds to the set $T_{i}$ in the MC instance $H$. The


Figure 3: Construction Example for Hardness Proofs
part $N$ contains $d$ vertices, i.e., $N=\cup_{1 \leq i \leq d} v_{i}$ where each $v_{i}$ corresponds to the element $e_{i}$ in $H$. For every $i$ and $j$, if $e_{i} \in T_{j}$ in $H$, we add an edge between $v_{i}$ and $w_{j}$. For each $v_{i}$ in $N$, we create $d$ cliques where each clique is a $(d+2)$-clique (a clique of size $d+2$ ), and connect $v_{i}$ to one vertex of each clique. The construction of $G$ is completed.

Assume each element in $H$ is contained by at least 1 set, for each $w_{i} \in M$ and $v_{j} \in(V(G) \backslash M)$, we have $\operatorname{deg}\left(w_{i}\right) \leq d<$ $\operatorname{deg}\left(v_{j}\right)$. Recall that the core decomposition of $G$ iteratively deletes the vertices with degree less than $k$ and assigns the coreness of $k-1$ to the deleted vertices in current iteration, from $k=1,2, \ldots$ to $k=k_{\max }$. Thus, the coreness of each $w_{i} \in$ $M$ is $\operatorname{deg}\left(w_{i}\right)$, as $w_{i}$ can only be deleted when $k=\operatorname{deg}\left(w_{i}\right)+1$. The coreness of each $v_{j} \in N$ is $d$, as $v_{j}$ is not deleted when $k=d$ (due to the $d$ cliques), and $v_{j}$ is deleted when $k=d+1$ (due to the deletion of every $w_{i} \in M$ ). Similarly, the coreness of every vertex in a $(d+2)$-clique is $d+1$.

For each $w_{i} \in M$, even if all the neighbors of $w_{i}$ are anchored, the coreness of $w_{i}$ keeps same, as $w_{i}$ will still be deleted when $k=\operatorname{deg}\left(w_{i}\right)+1$. As we assume $b<c<d$, for the anchoring of any $b$ vertices, each non-anchor vertex $u$ in a $(d+2)$-clique will still be deleted when $k=d+2$ (coreness of $u$ keeps same), and thus the anchoring of multiple anchors cannot increase the coreness of any non-anchor $v_{i} \in N$ to larger than $d+1$. So, for each non-anchor $v_{i} \in N$, the coreness of $v_{i}$ increases by 1 (from $d$ to $d+1$ ) iff at least one $v_{i}$ 's neighbor in $M$ is anchored. The optimal anchor set $A$ for anchored coreness problem corresponds to the optimal set collection $C$ for MC problem, where each vertex $w_{i} \in A$ corresponds to the set $T_{i} \in C$. If there is a polynomial time solution for the anchored coreness problem, the MC problem will be solved in polynomial time.
Then, we prove that there is no PTAS for the anchored coreness problem and thus it is APX-hard unless $\mathrm{P}=\mathrm{NP}$.
Theorem 3.2. For any $\epsilon>0$, the anchored coreness problem cannot be approximated in polynomial time within a ratio of ( $1-1 / e+\epsilon$ ), unless $P=N P$.

Proof. We use the reduction from the MC problem same to the proof of Theorem 3.1. For any $\epsilon>0$, the MC problem cannot be approximated in polynomial time within a ratio of ( $1-1 / e+\epsilon$ ), unless $P=N P$ [20]. We have an anchor set $A$ for anchored coreness problem on $G$ corresponding
to a set collection $C$ for MC problem, where each $w_{i} \in A$ corresponds to $T_{i} \in C$. Let $\gamma>1-1 / e$, if there is a solution with $\gamma$-approximation on the coreness gain for the anchored coreness problem, there will be a $\gamma$-approximate solution on optimal element number for the MC problem.

Besides, the function of coreness gain is not submodular.
Theorem 3.3. The function $g(\cdot)$ of coreness gain is not submodular.

Proof. For two arbitrary anchor sets $A$ and $B$, if $g(\cdot)$ is submodular, it must hold that $g(A)+g(B) \geq g(A \cup B)+g(A \cap$ $B)$. We consider a graph $G$ where the vertex set $V=\cup_{1 \leq i \leq 6} v_{i}$, the vertices in $\cup_{2 \leq i \leq 5} v_{i}$ form a 4-clique, $v_{1}$ connects to $v_{2}$ and $v_{3}$, and $v_{6}$ connects to $v_{4}$ and $v_{5}$. If $A=\left\{v_{1}\right\}$ and $B=\left\{v_{6}\right\}$, $g(A)+g(B)=0<g(A \cup B)+g(A \cap B)=4$.

## 4 OUR APPROACH

The hardness of the problem motivates us to develop an efficient heuristic algorithm. We adopt a greedy heuristic which iteratively finds one best anchor in each of the $b$ iterations, i.e., the vertex with the largest coreness gain if anchored. To find the best anchor in one iteration, we compute the coreness gain of every candidate anchor. The time complexity of this heuristic is $O(b \cdot n \cdot m)$. However, as our latter theorems indicate, for the anchoring of one vertex, the change of coreness for other vertices is restricted and the computation cost may be largely reduced. Also, Our experiments on real graphs find that the coreness gain from this greedy heuristic is much larger than other heuristics. To improve the efficiency of the greedy algorithm, we aim to significantly reduce (1) the number of candidate anchors and (2) the time cost of computing the coreness gain of one anchor.

We firstly review the tree structure of core decomposition, which can be used to speed up the greedy algorithm (Section 4.1), and the theorems of finding the candidate followers which may increase the coreness due to the anchoring (Section 4.2). Based on the tree and the theorems, we propose a mechanism to reuse the intermediate results across iterations (Section 4.3), and the algorithm to compute the coreness gain of one anchor by partially exploring the tree (Section 4.4). Combining the above with an upper bound technique for candidate anchors pruning, our final GAC algorithm is presented (Section 4.5).

### 4.1 Core Component Tree

Definition 4.1. $k$-core component. Given a graph $G$ and the $k$-core $C_{k}(G)$, a subgraph $S$ is a $k$-core component if $S$ is a connected component of $C_{k}(G)$.

According to the definition of $k$-core, for every integer $k$, we have disjointness property: every $k$-core component is disjoint from other $k$-core components in the same $k$-core;

Table 3: Summary of Notations for $\mathcal{T}$

| Notation | Definition |
| :--- | :--- |
| $\mathcal{T}[v]$ | the tree node which contains the vertex $v$ |
| $T N$ | a tree node |
| $T N . K$ | a specific coreness $k$ associated with node $T N$ |
| $T N . V$ | the set of vertices in tree node $T N$ |
| $T N . I$ | the smallest vertex id in $T N . V$ |
| $T N . P$ | the parent tree node of $T N$ |
| $T N . C$ | the child tree node set of $T N$ |
| $C C(T N)$ | the $(T N . K)$-core component containing $T N . V$ |
| $t c a[u][i d]$ | the set of $u$ s neighbors in $T N . V$ with $T N . I=i d$ |
| $s n(u)$ | the tree node id set where $i d \in \operatorname{sn}(u)$ iff $\exists v \in$ <br> $N(u)$ having $c(v) \geq c(u) \& \mathcal{T}[v] . I=i d$ |
| $p n(u)$ | the tree node id set where $i d \in p n(u)$ iff $\exists v \in$ <br> $N(u)$ having $c(v)<c(u) \& \mathcal{T}[v] . I=i d$ |
| $F[x][i d]$ | the follower set of $x$ at tree node id, i.e., $v \in$ <br> $F[x][i d]$ iff $v \in \mathcal{F}(x) \& \mathcal{T}[v] . I=i d$ |

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Algorithm 2: BuildCCT( \(G, P N\) )
    Input : \(G\) : a connected graph, \(P N\) : a tree node
    Output: \(\mathcal{T}\) : the core component tree of \(G\)
    \(k_{\min } \leftarrow\) the smallest coreness from the vertices in \(V(G)\);
    \(T N \leftarrow\) an empty tree node ;
    \(T N . K:=k_{\text {min }} ; T N . P:=P N ; P N . C:=P N . C \cup T N ;\)
    for each unassigned \(u \in V(G)\) with \(c(u)=k_{\text {min }}\) do
        \(u\) is set assigned;
        \(T N . V:=T N . V \cup\{u\} ;\)
        \(\mathcal{T}[u]:=T N ;\)
    \(T N . I:=\) the smallest vertex id from the vertices in TN.V;
    for each unassigned \(u \in V(G)\) in ascending coreness order do
        \(G^{\prime} \leftarrow\) the \(c(u)\)-core component containing \(u\);
        \(\mathcal{T} \leftarrow \mathcal{T} \cup\) BuildCCT \(\left(G^{\prime}, T N\right)\);
    return \(\mathcal{T}\)
```

and containment property: a $k$-core component is contained by exactly one ( $k-1$ )-core component.
Tree Structure $(\mathcal{T})$. Given a graph $G$, the core component tree of $G$, denoted by $\mathcal{T}$, organizes $V(G)$ based on the $k$-core components with different $k$. Specifically, $\mathcal{T}$ contains all the vertices in $V(G)$ and each vertex is exclusively contained in one tree node. Given a vertex $v, \mathcal{T}[v]$ is the tree node containing $v$.

We then clearly introduce the tree structure. Let $T N$ denote a tree node. TN.K is the coreness value associated with $T N$. The vertices in the subtree rooted at $T N$ induce a subgraph that is a (TN.K)-core component, denoted by $C C(T N)$. We use TN.V to denote the set of vertices in the tree node $T N$ and they are the vertices with coreness equal to TN.K. We assume each vertex in $V(G)$ has its unique identifier, i.e., id. Let TN.I denote the smallest vertex id from the vertices in TN.V. We use TN.P to denote the only parent tree node
of $T N$, and $T N . C$ to denote the child tree node set of $T N$. The notations for $\mathcal{T}$ are summarized in Table 3.

Algorithm 2 illustrates the structure of a core component tree. It can be implemented in $O(m)$ time as shown in [32]. If $G$ is not connected, we build a tree for each connected component of $G$. Given a connected graph $G$, we execute BuildCCT $(G, \emptyset)$ to construct the tree. Initially, every vertex in $V(G)$ is unassigned. In each iteration, the algorithm constructs a tree node $T N$ and sets up its domains, e.g., TN.K (Line 2-3). Let $k_{\text {min }}$ be the smallest coreness from $V(G)$, every unassigned vertex with coreness $k_{\text {min }}$ is pushed into TN.V and set to be assigned (Line 4-7). Note that the assigned or unassigned status of a vertex is global. The construction follows a recursive DFS resulting in the expected parentchild relation between two nodes ( $P N$ and $T N$ ) based on the containment relation of $k$-core components (Line 9-11).

Some notations for the tree are defined as follows.
Definition 4.2. tree node classified adjacency (tca). For a given graph $G$, we scan the adjacent neighbors of each vertex and use the structure $t c a$ to organize them. We partition the neighbors of a vertex according to the tree nodes they belong to, i.e., for a vertex $u$, $t c a[u][i d]$ is the set of $u$ 's neighbors in the tree node TN with TN.I = id.

Definition 4.3. subtree adjacent nodes set ( $s n$ ) Given a vertex $u$ in a graph $G$, the subtree adjacent nodes set of $u$, denoted by $\operatorname{sn}(u)$ is the id set of adjacent tree nodes with the associated coreness not less than $c(u)$, i.e., $i d \in \operatorname{sn}(u)$ iff $\exists v \in N(u, G)$ having $c(v) \geq c(u) \& \mathcal{T}[v] . I=i d$.

Definition 4.4. parent adjacent nodes set ( $p n$ ) Given a vertex $u$ in a graph $G$, the parent adjacent nodes set of $u$, denoted by $p n(u)$ is the id set of adjacent tree nodes with the associated coreness less than $c(u)$, i.e., $i d \in p n(u)$ iff $\exists v \in N(u, G)$ having $c(v)<c(u) \& \mathcal{T}[v] . I=i d$.


Figure 4: Core Component Tree
Example 4.5. In Figure 4, we have a graph $G$ at left and its corresponding $\mathcal{T}$ at right. Each solid-line box of the right is a tree node which corresponds to a dotted box of the left. We have $\mathcal{T}[2]=T N_{2}, T N_{2} \cdot K=2$ and $T N_{2} . I=2, \mathcal{T}[7]=T N_{3}$, $T N_{3} \cdot K=3$ and $T N_{3} \cdot I=5$. For $t c a$, sn and $p n$, for some
instances, tca[2][5] $=\{7\}$, tca[2][2] $=\{3\}$, tca[7][2] $=$ $\{2\}$ and tca[7][5] $=\{5\} ; s n(2)=\{2,5\}$ and $p n(7)=\{2\}$.

Note that, $t c a$, sn and $p n$ are the structures associated with $\mathcal{T}$ and can be retrieved along with the building of $\mathcal{T}$.

### 4.2 Restriction of Candidate Followers

If a vertex $x$ is anchored, the set of candidate vertices which may increase their corenesses is restricted.

Theorem 4.6. If a vertex $x$ is anchored in $G$, any non-anchor vertex $u \in V(G)$ can increase its coreness by at most 1 .

Proof. In the rest of the paper, please find the proofs in Section 8 for all the theorems.
Tree Node Classified Follower Set $(F)$. Every non-anchor vertex with coreness increased by anchoring $x$ is named as a follower of $x$. The follower set of $x$ in $G$ is denoted by $\mathcal{F}(x, G)$ that contains all its followers. According to Theorem 4.6, $g(\{x\})=|\mathcal{F}(x)|$. We define $F$ to divide the followers of an anchor based on tree node classified adjacency. Specifically, for $x \in V(G), v \in F[x][i d]$ iff $v \in \mathcal{F}(x) \& \mathcal{T}[v] . I=i d$.

A fast method to compute the followers will be introduced in Section 4.4. Note that, when we record the follower sets, we do not store the specific followers of a vertex $x$ but only store the number of followers of $x$ regarding each adjacent tree node, so the space cost of $F$ is $O(m)$. The candidate followers of a vertex $x$ can be extracted as follows.

Theorem 4.7. If a vertex $x$ is anchored in the graph $G$, we have $\mathcal{F}(x) \subset \bigcup_{\text {id } \in \operatorname{sn}(x)} \mathcal{T}[i d] . V$.

### 4.3 Reuse of Intermediate Results

After one iteration of our greedy heuristic where we choose to anchor $x$. For each vertex $u \neq x$, suppose we have had the follower set $F[u][i d]$ for each tree node $i d \in \operatorname{sn}(u)$ before anchoring $x$. To reuse the follower results after anchoring $x$, we apply Algorithm 3 to decide, for every vertex $u$, whether the follower set of $u$ on each tree node keeps the same in the next iteration.

According to Theorem 4.7, we get the affected vertex set $V_{x}:=\bigcup_{i d \in \operatorname{sn}(x)} \mathcal{T}[i d] . V$ (Line 1), and initialize the reusable node set $r n(\cdot)$ for each vertex (Line 2). We remove the tree node ids from $r n(\cdot)$ where the followers cannot be reused in the next iteration (Line 3-6). Then we run core decomposition on the subgraph $C C(\mathcal{T}[x])$ with $x$ anchored (Line 7-8) and update the subtree rooted at $x$ (Line 9-11). The update of tree structure finds some other vertices which may be affected w.r.t $x$ (Line 12-13). Similar to Line 3-6, we remove the tree node ids from $r n(\cdot)$ where the followers cannot be reused by above affected vertices (Line 13-16). In the implementation, for a vertex $u$, we can easily avoid duplicate removals in $r n(u)$ triggered by $u$ 's neighbors using tree node tags.

Algorithm 1 (Line 8) and Algorithm 2 (Line 9) both have $O(m)$ time complexity. In Line 3-6 and Line 13-16, each edge

```
Algorithm 3: ResultReuse \((x, G, \mathcal{T})\)
    Input : \(x\) : the anchor vertex, \(G: a\) social network, \(\mathcal{T}\) : the
            core component tree of \(G\),
    Output : the tree node set \(r n(u)\) for each vertex \(u \in V(G)\),
                where \(F[u][i d]\) can be reused for each \(i d \in r n(u)\)
    \(V_{x}:=\bigcup_{i d \in s n(x)} \mathcal{T}[i d] . V ;\)
    \(r n(u):=\operatorname{sn}(u)\) for each \(u \in V(G) ;\)
    for each \(v \in V_{x}\) do
        \(i d:=\mathcal{T}[v] . I ; r n(v):=r n(v) \backslash\{i d\} ;\)
        for each \(i d^{\prime} \in p n(v)\) and each \(u \in t c a[v]\left[i d^{\prime}\right]\) do
            \(r n(u):=r n(u) \backslash\{i d\} ;\)
    \(G^{\prime} \leftarrow C C(\mathcal{T}[x]) ; P^{\prime} \leftarrow \mathcal{T}[x] . P ;\)
    CoreDecomp \(\left(G^{\prime},\{x\}\right)\);
    \(\mathcal{T}^{*} \leftarrow\) BuildCCT \(\left(G^{\prime}, P^{\prime}\right)\);
    \(\mathcal{T}^{\prime} \leftarrow \mathcal{T}\) with the subtree rooted at \(P^{\prime}\) replaced by \(\mathcal{T}^{*}\);
    Get \(t c a^{\prime}, s n^{\prime}\) and \(p n^{\prime}\) from \(\mathcal{T}^{\prime}\);
    \(V_{x}^{\prime}:=\bigcup_{v \in V_{x}} \mathcal{T}^{\prime}[v] . V ;\)
    for each \(v \in V_{x}^{\prime} \backslash V_{x}\) do
        id \(:=\mathcal{T}[v] . I ; r n(v):=r n(v) \backslash\{i d\} ;\)
        for each \(i d^{\prime} \in p n^{\prime}(v)\) and each \(u \in t c a^{\prime}[v]\left[i d^{\prime}\right]\) do
            \(r n(u):=r n(u) \backslash\{i d\} ;\)
    return \(r n(u)\) for every vertex \(u \in V(G)\)
```

is accessed at most one time, respectively. So, the time complexity of Algorithm 3 is $O(m)$.
Lemma 4.8. After the anchoring of vertex $x$ and the execution of Algorithm 3, for every non-anchor vertex $u \in V(G)$ and each id $\in r n(u)$, we have 1) id $\left.\in s n^{\prime}(u), 2\right) \mathcal{T}^{\prime}[i d] \cdot K=$ $\mathcal{T}[i d] . K$ and 3$) \mathcal{T}^{\prime}[i d] . V=\mathcal{T}[i d] . V$.

Theorem 4.9. After the anchoring of vertex $x$ and the execution of Algorithm 3, let $G_{x}$ denote the graph with $x$ anchored, considering a non-anchor vertex $u \in V\left(G_{x}\right)$, for each id $\in r n(u)$ and each $v \in \mathcal{T}^{\prime}[i d] . V$, we have $v \in \mathcal{F}\left(u, G_{x}\right)$ iff $v \in F[u][i d]$.

After anchoring $x$, the search space of followers for a nonanchor vertex $u$ is within $\bigcup_{i d \in s n^{\prime}(u)} \mathcal{T}^{\prime}[i d] . V$ according to Theorem 4.7. By executing Algorithm 3, we get the $r n(u)$ so that a subset of search space $\bigcup_{\text {id } \epsilon r n(u)} \mathcal{T}^{\prime}[i d] . V$ does not need to be recomputed, as proven by Theorem 4.9. Essentially, we reduce the search space of follower computation from $\bigcup_{i d \in s n^{\prime}(u)} \mathcal{T}^{\prime}[i d] . V$ to $\bigcup_{i d \in s n^{\prime}(u) \backslash r n(u)} \mathcal{T}^{\prime}[i d] . V$.

Example 4.10. In Figure 4, we can know that, anchoring vertex 1 can make 5, 6 and 7 the followers, which means $F[1][5]=\{5,6,7\}$. And anchoring vertex 2 can make 3, 4 and 7 the followers, which means $F[2][2]=\{3,4\}$ and $F[2][5]=\{7\}$. Now we have $\operatorname{sn}(\mathbf{1})=\{5\}$ and $\operatorname{sn}(2)=$ $\{2,5\}$. If we choose to anchor $\mathbf{1}$, then $V_{1}:=\{5,6,7\}, \mathbf{5}, \mathbf{6}$ and 7 become the followers and join the child node of their current tree node. For vertex 2 , initially we have $r n(2)=$ $s n(2)=\{2,5\}$. But $V_{1}$ makes $r n(2):=r n(2) \backslash\{5\}$. Obviously, $\mathcal{T}[7] . I=5$ and 7 is indeed not the follower of 2 any more.

And we can see $\mathbf{3}$ and $\mathbf{4}$ are still the followers of 2 , which confirms $F[2][2]$ can be reused since $2 \in r n(2)$.

### 4.4 Coreness Gain Computation

In this section, we utilize the vertex deletion order in core decomposition to speed up the follower computation. Recall that we have $g(\{x\}, G)=|\mathscr{F}(x)|$ for an anchored vertex $x$.

Given a graph $G$, the $\mathbf{k}$-shell, denoted by $H_{k}(G)$, is the set of vertices in $G$ with coreness equal to $k$, i.e., $H_{k}(G)=$ $V\left(C_{k}(G)\right) \backslash V\left(C_{k+1}(G)\right)$. The vertices in the $k$-shell can be further divided to different vertex sets, named layers, according to their deletion sequence in the core decomposition (Algorithm 1). We use $H_{k}^{i}$ to denote the $i$-layer of the $k$-shell, which is the set of vertices that are deleted in the $i$-th batch. Specifically, when $i=1, H_{k}^{i}$ is defined as $\left\{u \mid \operatorname{deg}\left(u, C_{k}(G)\right)<k+1 \& u \in C_{k}(G)\right\}$. The deletion of the 1st-layer will produce the 2nd-layer. Recursively, when $i>1$, $H_{k}^{i}=\left\{u \mid \operatorname{deg}\left(u, G_{i}\right)<k+1 \& u \in G_{i}\right\}$ where $G_{1}=C_{k}(G)$ and $G_{i}$ is the subgraph induced by $V\left(G_{i-1}\right) \backslash H_{k}^{i-1}$ on $C_{k}(G)$.
Shell-layer Pair. Based on the above definition, each vertex $u$ in the graph $G$ has a shell-layer pair $(k, i)$, which means $u$ in the $i$-th layer of the $k$-shell, i.e., $u \in H_{k}^{i}$. We record the shelllayer pair of every vertex $u$ in $\mathcal{P}$. Specifically, for every vertex $v$, it is contained in the $(\mathcal{P}[v] . i)$-th layer of the $(\mathcal{P}[v] . k)$ shell in $G$. We define $\mathcal{P}\left[v_{i}\right]<\mathcal{P}\left[v_{j}\right]$ iff $\mathcal{P}\left[v_{i}\right] . k<\mathcal{P}\left[v_{j}\right] . k$ or $\mathcal{P}\left[v_{i}\right] . k=\mathcal{P}\left[v_{j}\right] . k \& \mathcal{P}\left[v_{i}\right] . i<\mathcal{P}\left[v_{j}\right] . i$.

Example 4.11. In Figure 5 (a), we can see the 2 -shell contains $u_{1}, u_{2}$ and $u_{3}$, and the 3 -shell contains $u_{4}$ and $u_{5}$. However, $u_{1}$ is the first to be deleted in core decomposition, because $u_{1}$ is the only one whose degree is less than 3 currently. After $u_{1}$ being deleted with $\mathcal{P}\left[u_{1}\right]=(2,1)$, edges ( $u_{1}, u_{2}$ ) and $\left(u_{1}, u_{4}\right)$ are deleted. Then, $u_{2}$ becomes the only one with degree less than 3 , so $u_{2}$ is deleted with $\mathcal{P}\left[u_{2}\right]=(2,2)$. Similarly, $\mathcal{P}\left[u_{3}\right]=(2,3)$. Both $\mathcal{P}\left[u_{4}\right]$ and $\mathcal{P}\left[u_{5}\right]$ are equal to $(3,1)$ since they contradict the degree constraint at the same time.


Figure 5: Example Figures
Definition 4.12. Upstair Path. We say there is an upstair path in $G$ for $u \in V(G)$ w.r.t a given anchor vertex $x$ if there is a path $x \rightsquigarrow u$ where (i) for every vertex $y$ in the path except $x$, $\mathcal{P}[y] . k=\mathcal{P}[u] . k$; and (ii) for every two consecutive vertices $v^{\prime}$ and $v^{\prime \prime}$ from $x$ to $u,\left(v^{\prime}, v^{\prime \prime}\right) \in E(G)$ and $\mathcal{P}\left[v^{\prime}\right]<\mathcal{P}\left[v^{\prime \prime}\right]$.

Example 4.13. In Figure 5 (b), we can compute the shelllayer pairs of the vertices and get $\mathcal{P}\left[u_{1}\right]=(1,1), \mathcal{P}\left[u_{2}\right]=$

```
Algorithm 4: FindFollowers( \(x, G, \mathcal{T}\) )
    Input : \(x\) : the anchor, \(G\) : a social network, \(\mathcal{T}\) : the core
                component tree of \(G\)
    Output : \(F[x][\cdot]\) : tree node classified follower sets of \(x\)
    \(x\) is set survived;
    for each non-reusable tree node id \(\in \operatorname{sn}(x) \backslash r n(x)\) do
        \(H:=\emptyset\);
        if \(i d=i_{x}\) then
            H.push(u) for each \(u \in t c a \xrightarrow[=]{>}(x)\);
        else
            H.push(u) for each \(u \in t c a[x][i d]\);
        while \(H \neq \emptyset\) do
            \(u \leftarrow H . p o p() ;\)
            Compute \(d^{+}(u)\);
            if \(d^{+}(u) \geq c(u, G)+1\) then
                \(u\) is set survived;
                for each \(v \in t c a_{=}^{>}(u)\) and \(v \notin H\) do
                    H.push(v);
            else
                \(u\) is set discarded;
                Shrink(u);
        \(F[x][i d] \leftarrow\) survived vertices \(\backslash\{x\} ;\)
    return \(F[x]\)
```

```
Algorithm 5: Shrink(u)
    Input : \(u\) : the vertex for degree check
    for each survived neighbor \(v\) with \(v \neq x\) do
        \(d^{+}(v):=d^{+}(v)-1 ;\)
        \(T \leftarrow v\) If \(d^{+}(v)<c(v, G)+1 ;\)
    for each \(v \in T\) do
        \(v\) is set discarded;
        Shrink(v);
```

$\mathcal{P}\left[u_{3}\right]=\mathcal{P}\left[u_{4}\right]=(2,1), \mathcal{P}\left[u_{5}\right]=\mathcal{P}\left[u_{6}\right]=(2,2)$ and $\mathcal{P}\left[u_{7}\right]$
$=\mathcal{P}\left[u_{8}\right]=\mathcal{P}\left[u_{9}\right]=\mathcal{P}\left[u_{10}\right]=(3,1)$. The path $\left(u_{1}, u_{2}, u_{5}\right)$ is
an upstair path for $u_{5}$ w.r.t $u_{1}$, because $\mathcal{P}\left[u_{1}\right]<\mathcal{P}\left[u_{2}\right]$,
$\mathcal{P}\left[u_{2}\right]<\mathcal{P}\left[u_{5}\right]$, and $\mathcal{P}\left[u_{2}\right] . k=\mathcal{P}\left[u_{5}\right] . k .\left(u_{2}, u_{5}\right)$ itself can
also be an upstair path for $u_{5}$ w.r.t $u_{2}$, because it does not contradict any constraint in Definition 4.12. On the contrary, ( $u_{3}, u_{4}, u_{6}$ ) cannot be an upstair path for $u_{6}$ w.r.t $u_{3}$ because $\mathcal{P}\left[u_{3}\right]=\mathcal{P}\left[u_{4}\right]$ (contradicts (ii) of Definition 4.12), neither nor $\left(u_{3}, u_{6}, u_{8}\right)$ for $u_{8}$ w.r.t. $u_{3}$ because $\mathcal{P}\left[u_{6}\right] . k \neq \mathcal{P}\left[u_{8}\right] . k$ which contradicts the (i) of Definition 4.12.

Theorem 4.14. A vertex $u \in V(G)$ is a follower of the anchor $x$ implies that there is an upstair path $x \rightsquigarrow u$ in $G$.

Computing Followers. According to Theorem 4.14, the vertices without any upstair path from the anchor vertex $x$ cannot be a follower of $x$. We use $C F(x)$ to denote all the candidate followers of an anchor $x$, i.e., the vertices that
can be reached by $x$ via upstair paths. Instead of doing core decomposition of the whole graph, we only need to explore the candidate followers $C F(x)$ to compute the follower set of $x$. We use $t c a \leqq(u)$ to denote the set of $u$ 's neighbours where each neighbor $v$ has $\mathcal{P}[v] . k=\mathcal{P}[u] . k \& \mathcal{P}[v] . i \leq$ $\mathcal{P}[u] . i$. Similarly, $t c a_{=}^{>}(u)$ contains every $u$ 's neighbour $v$ with $\mathcal{P}[v] . k=\mathcal{P}[u] . k \& \mathcal{P}[v] . i>\mathcal{P}[u] . i$. For simplicity, we use $i_{u}$ to denote the id of the tree node which contains the vertex $u$, i.e., $i_{u}=\mathcal{T}[u] . I$. Note that, $t c a \leqq(u)$ and $t c a_{=}^{>}(u)$ are easily retrieved along with core decomposition.

Algorithm 4 shows the pseudo-code for computing the followers. In each iteration, we search the non-reusable tree nodes (section 4.3) in $\mathcal{T}$ to compute the followers of $x$ in the nodes (Line 2, Algorithm 4). We maintain a min heap $H$ to store the candidate followers $C F(x)$ which will be explored (Line 3-7 and 13-14). The key of a vertex in $H$ is its shelllayer pair with ties broken by the vertex id. In each tree node $i d \in \operatorname{sn}(x) \backslash r n(x)$, we explore $C F(x)$ in a layer-by-layer manner: from $j$-th layer to $(j+1)$-th layer starting from $x$.

In the layer-by-layer search, a vertex is set as unexplored if it has never been checked with the degree constraint (Line 11). A vertex is set as survived if it survived the degree check (Line 12), otherwise it is set as discarded (Line 16). The discarded vertices will never be visited again, and a survived vertex may become discarded later due to the deletion cascade. The vertices that will not be visited in the search, e.g., not in any upstair path, are regarded as discarded.

Once a candidate follower $u$ is discarded (Line 16), Algorithm 5 will be called to recursively delete other vertices without sufficient degree bound due to the deletion of $u$. After traversing all the candidate followers and deleting the candidates that cannot survive the degree check, the remaining vertices in $C F(x)$ are the true followers of $x$. Note that the followers are separately computed and returned for each tree node (Line 2 and Line 18 of Algorithm 4).
The time complexity of Algorithm 4 is $O(m)$, because each edge is accessesed at most three times: push neighbors into $H$, degree check, and compute the cascade of shrink.
Degree Check. The degree bound of a vertex $u \in C F(x)$ is denoted by $d^{+}(u)$. Specifically, $d^{+}(u)=d_{s}^{+}(u)+d_{u}^{+}(u)+$ $d_{>}(u)$, in which $d_{s}^{+}(u)$ (resp. $\left.d_{u}^{+}(u)\right)$ is the number of survived (resp. unexplored) neighbors in $\{x\} \cup($ tca $\leqq(u) \cap$ $H) \cup t c a_{-}^{>}(u)$, and $d_{>}(u)$ is the number of neighbors in $\bigcup_{i d \in \operatorname{sn}(u) \backslash\left\{i_{u}\right\}} t c a[u][i d]$. The following theorem indicates that we can exclude a candidate follower $u$ if $d^{+}(u)<$ $c(u, G)+1$. The discard of a vertex may invoke the discard of other vertices, as shown in Algorithm 5. When the deletion cascade terminates, the tags of all the vertices affected by the discard of $u$ will be correctly updated.

Theorem 4.15. A vertex $u \in C F(x)$ cannot be a follower of $x$ if $d^{+}(u)<c(u, G)+1$.

For simplicity, in the following examples, the $i d$ of a vertex $u_{i}$ is $u_{i}$ itself where $i \in[1, V(G)] \& i \in \mathbb{N}$. For two vertices $u_{i}$ and $u_{j}$, we set $u_{i}<u_{j}$ iff $i<j$.

Example 4.16. In Figure 5 (b), we explain an example of using Algorithm 4 to compute the followers of $u_{1}$ from a single tree node. For the core component tree $\mathcal{T}$, we can see there are three tree nodes $T N_{1}, T N_{2}$ and $T N_{3}$, where $T N_{1} . V=\left\{u_{1}\right\}$, $T N_{1} \cdot K=1$ and $T N_{1} \cdot I=u_{1} ; T N_{2} \cdot V=\left\{u_{2}, u_{3}, u_{4}, u_{5}, u_{6}\right\}$, $T N_{2} \cdot K=2$ and $T N_{2} \cdot I=u_{2} ; T N_{3} \cdot V=\left\{u_{7}, u_{8}, u_{9}, u_{10}\right\}$, $T N_{3} \cdot K=3$ and $T N_{3} \cdot I=u_{7}$. Initially, $u_{1}$ itself is set survived and we push the only adjacent vertex $u_{2}$ which is in tca[ $\left.u_{1}\right]\left[u_{2}\right]$ into the min Heap $H$. Then we pop $u_{2}$ and have $d_{s}^{+}\left(u_{2}\right)=1, d_{u}^{+}\left(u_{2}\right)=2$ and $d_{>}\left(u_{2}\right)=0$, so $u_{2}$ survives the degree check since $d^{+}\left(u_{2}\right)=c\left(u_{2}\right)+1$ and we set $u_{2}$ survived. We put the vertices of $t c a_{=}^{>}\left(u_{2}\right)$ into the heap so $u_{5}$ and $u_{6}$ are now in $H$. We first explore $u_{5}$ and have $d_{s}^{+}\left(u_{5}\right)=1, d_{u}^{+}\left(u_{5}\right)=0, d_{>}\left(u_{5}\right)=2$ and $d^{+}\left(u_{5}\right)=c\left(u_{5}\right)+1$, so we set $u_{5}$ survived. As $t c a_{=}^{>}\left(u_{5}\right)=\emptyset$, we do not put any more vertices into $H$ for now. Then we explore $u_{6}$ and have $d_{s}^{+}\left(u_{6}\right)=1, d_{u}^{+}\left(u_{6}\right)=0$ and $d_{>}\left(u_{6}\right)=1$. Note that, $u_{3}$ and $u_{4}$ are unexplored neighbors of $u_{6}$ in $t c a \leqq\left(u_{6}\right)$, but they will not be added into $H$ so cannot be counted in $d_{u}^{+}\left(u_{6}\right)$. $d^{+}\left(u_{6}\right)<c\left(u_{6}\right)+1$ so we will discard it. As illustrated in Algorithm 5, for each survived neighbor of $u_{6}$ which is $u_{2}$, we make $d^{+}\left(u_{2}\right)=d^{+}\left(u_{2}\right)-1=2$ so that $d^{+}\left(u_{2}\right)<c\left(u_{2}\right)+1$. So we discard $u_{2}$ and then make $d^{+}\left(u_{5}\right)=d^{+}\left(u_{5}\right)-1=2$. Obviously $d^{+}\left(u_{5}\right)<c\left(u_{5}\right)+1$ and gets discarded. Finally, the heap $H$ becomes empty and anchoring $u_{1}$ has no follower.
Reusing Followers. Since we compute the followers of $x$ regarding each tree node $i d \in \operatorname{sn}(x)$ separately, it is very simple to reuse the followers computed from the last iteration. Specifically, after anchoring each vertex $x$, we erase some follower results by Algorithm 3. Once a tree node id is visited (Line 2, Algorithm 4), we first check whether id $\in r n(x)$ or not. If id $\in r n(x)$, the follower set of $x$ in this tree node is not erased by Algorithm 3. Thus we do not need to compute these followers (Line 3-17, Algorithm 4) again, and use the existing $F[x][i d]$ instead. If id $\notin r n(x)$, we execute the Line 3-17 of Algorithm 4 to find the correct followers.

### 4.5 The GAC Algorithm

We first introduce an upper bound of follower number.
Upper Bound Based Pruning. We introduce an easy-tocompute upper bound to further prune unpromising candidates before the computation of followers. For a vertex $x$, by Equation 1, we firstly get the upper bound of followers from its own tree node $\mathcal{T}[x]$. Then for each $i d \in \operatorname{sn}(x) \backslash\left\{i_{x}\right\}$, we get an upper bound $U B_{i d}^{>}(x)$ by Equation 2. At last we can compute the total upper bound $U B_{\sigma}(x)$ by Equation 3. Note that when $t c a_{=}^{>}(u)=\emptyset$ for a vertex $u$, we set $U B_{i_{u}}(u)$ to 0 .

$$
\begin{equation*}
U B_{i_{x}}(x)=\sum_{u \in t c a_{\geqq}^{\geqq}(x)}\left(U B_{i_{u}}(u)+1\right) \tag{1}
\end{equation*}
$$

$$
\begin{gather*}
U B_{i d}^{>}(x)=\sum_{u \in t c a[x][i d]}\left(U B_{i_{u}}(u)+1\right)  \tag{2}\\
U B_{\sigma}(x)=U B_{i_{x}}(x)+\sum_{i d \in s n(x) \backslash\left\{i_{x}\right\}} U B_{i d}^{>}(x) \tag{3}
\end{gather*}
$$

Theorem 4.17. Given a graph $G$ and an anchor vertex $x,\left|F[x]\left[i_{x}\right]\right| \leq U B_{i_{x}}(x)$, and for each id $\in \operatorname{sn}(x) \backslash\left\{i_{x}\right\}$, $|F[x][i d]| \leq U B_{i d}^{>}(x)$. So, $g(\{x\}, G) \leq U B_{\sigma}(x)$.

About the computation of the upper bound, after getting the partial ordering (i.e., shell-layer pairs) of $V(G)$, we use topological sorting to construct a compatible total ordering of $V(G)$. Then we can accumulatively compute the upper bound of each vertex with the reverse sequence of the total ordering with a time complexity of $O(m)$.

Example 4.18. In Figure 5(a), after getting the shell-layer pair of each vertex, $\mathcal{P}\left[u_{1}\right]=(2,1), \mathcal{P}\left[u_{2}\right]=(2,2), \mathcal{P}\left[u_{3}\right]=$ $(2,3)$, and $\mathcal{P}\left[u_{4}\right]=\mathcal{P}\left[u_{5}\right]=(3,1)$. Now in $\mathcal{T}$, we have $T N_{1}$ where $T N_{1} \cdot V=\left\{u_{1}, u_{2}, u_{3}\right\}, T N_{1} \cdot K=2$ and $T N_{1} \cdot I=u_{1}$. $T N_{2} \cdot V=\left\{u_{4}\right\}$ where $T N_{2} \cdot K=3$ and $T N_{2} \cdot I=u_{4} \cdot T N_{3} \cdot V=$ $\left\{u_{5}\right\}$ where $T N_{3} \cdot K=3$ and $T N_{3} . I=u_{5}$. Then we get a total ordering of them: $u_{1} \prec u_{2} \prec u_{3} \prec u_{4} \prec u_{5}$. We compute their upper bounds following this order. For $u_{4}$ and $u_{5}$, $U B_{u_{4}}\left(u_{4}\right)=U B_{u_{5}}\left(u_{5}\right)=0$ since $t c a_{=}^{>}\left(u_{4}\right)=t c a_{=}^{>}\left(u_{5}\right)=\emptyset$. For $u_{3}$, tca $a_{=}^{>}\left(u_{3}\right)=\emptyset$ so $U B_{u_{1}}\left(u_{3}\right)=0$. tca $\left[u_{3}\right]\left[u_{4}\right]=\left\{u_{4}\right\}$ and tca[$\left.u_{3}\right]\left[u_{5}\right]=\left\{u_{5}\right\}$, so that $U B_{u_{4}}^{>}\left(u_{3}\right)=\left(U B_{u_{4}}\left(u_{4}\right)+\right.$ $1)=1$ and $U B_{u_{5}}^{>}\left(u_{3}\right)=\left(U B_{u_{5}}\left(u_{5}\right)+1\right)=1$. Therefore, $U B_{\sigma}\left(u_{3}\right)=U B_{u_{1}}\left(u_{3}\right)+U B_{u_{4}}^{>}\left(u_{3}\right)+U B_{u_{5}}^{>}\left(u_{3}\right)=2$. For $u_{2}$, $t c a_{=}^{>}\left(u_{2}\right)=\left\{u_{3}\right\}$ so $U B_{u_{1}}\left(u_{2}\right)=\left(U B_{u_{1}}\left(u_{3}\right)+1\right)=1$, and $t c a\left[u_{2}\right]\left[u_{5}\right]=\left\{u_{5}\right\}$ so that $U B_{u_{5}}^{>}\left(u_{2}\right)=\left(U B_{u_{5}}\left(u_{5}\right)+1\right)=1$. Then we have $U B_{\sigma}\left(u_{2}\right)=U B_{u_{1}}\left(u_{2}\right)+U B_{u_{5}}^{>}\left(u_{2}\right)=2$. At last, we get $t c a_{=}^{>}\left(u_{1}\right)=\left\{u_{2}\right\}$ and $t c a\left[u_{1}\right]\left[u_{4}\right]=\left\{u_{4}\right\}$, so we can get $U B_{u_{1}}\left(u_{1}\right)=\left(U B_{u_{1}}\left(u_{2}\right)+1\right)=2, U B_{u_{4}}^{>}\left(u_{1}\right)=$ $\left(U B_{u_{4}}\left(u_{4}\right)+1\right)=1, U B_{\sigma}\left(u_{1}\right)=U B_{u_{1}}\left(u_{1}\right)+U B_{u_{4}}^{>}\left(u_{1}\right)=3$.
Upper Bound Refining. After anchoring a vertex in each iteration, we can retain and update some computed upper bounds based on our tree node classified adjacency. Firstly, for each id $\in r n(u)$ of a non-anchor vertex $u, U B_{i_{x}}(x)$ or $U B_{i d}^{>}(u)$ stays the same, so does not need to be recomputed. Secondly, if $F[u][i d]$ has been computed and is not erased in Algorithm 3, it can replace $U B_{i_{x}}(x)$ or $U B_{i d}^{>}(u)$ so that a more accurate bound is found.
Combining the Techniques. Algorithm 6 shows the detail of our final greedy algorithm which combines all the proposed techniques. We firstly apply Algorithm 1 (Line 1) to get the initial coreness of each vertex of the given graph $G$. Then, we apply Algorithm 2 (Line 2) to build the core component tree for the first time, followed by the computing of our upper bound of follower numbers (Line 3), which will be updated after anchoring every vertex (Line 12-13). Then, the greedy heuristic starts (Line 4). In each iteration, we use $a$ to record the best anchor vertex found so far, and use $\lambda$ to record the number of followers of the best anchor (Line

```
Algorithm 6: \(\operatorname{GAC}(G, b)\)
    Input : \(G\) : a social network, \(b:\) number of anchors
    Output : \(A\) : the set of anchor vertices
    CoreDecomp \((G, \emptyset)\);
    \(\mathcal{T} \leftarrow\) BuildCCT( \(G\), root \()\);
    Compute upper bounds of follower numbers;
    for \(i\) from 1 to \(b\) do
        \(\lambda:=-1 ; a:=n u l l ;\)
        for each \(u \in V(G)\) with decreasing order \(U B_{\sigma}(u)\) do
            if \(u \notin A\) and \(U B_{\sigma}(u)>\lambda\) then
                \(F[u]:=\operatorname{FindFollowers}(u, G, \mathcal{T})\);
                if \(|\mathcal{F}[u]|>\lambda\) then
                    \(a:=u ; \lambda:=|\mathcal{F}[u]| ;\)
        \(A:=A \cup\{a\} ; \operatorname{deg}(a, G):=+\infty ;\)
        ResultReuse \((a, G, \mathcal{T})\);
        Refine upper bounds;
    return \(A\)
```

5). We sequentially compute the followers for the vertices in decreasing order of their upper bounds (Line 6). Only if the upper bound of a vertex $u$ is larger than $\lambda$ and $u$ is not an existing anchor (Line 7), we will continue the follower computation for $u$ (Line 8-10). Note that we will not compute the follower number for $u$ in the tree nodes where the numbers of followers do not change from last iteration and can be reused. After the follower computation of current iteration, the best anchor $a$ is added to the set $A$, and the degree of $a$ is set to be positive infinity. After $b$ iterations, Algorithm 6 returns the set $A$ of $b$ anchor vertices (Line 14).

## 5 EXPERIMENTAL EVALUATION

Datasets. We use eight real-life datasets in our experiments. Brightkite, Gowalla, Youtube and Livejournal are from http://snap.stanford.edu/. The other datasets are from http: //konect.uni-koblenz.de/. Table 4 shows the statistics of the datasets, listed in increasing order of edge numbers.
Algorithms. Towards effectiveness, we mainly compare 6 algorithms with our GAC algorithm, including 4 heuristics, the exact solution, and the algorithm for anchored $k$-core problem. Towards the efficiency, we incrementally equip the baseline with our proposed techniques to evaluate the performance. Table 5 lists all the evaluated algorithms.
Parameters. We conducted experiments by varying the budget $b$ from 1 to 100 where the default value is 100 . All the programs are implemented in $\mathrm{C}++$ and compiled with $\mathrm{G}++$ on Linux. The experiments are conducted on a machine with 3.4GHz Intel Xeon CPU and Redhat system.

### 5.1 Effectiveness

Comparison with Other Heuristics. In Figure 6, we compare the coreness gain from GAC with other heuristics (Rand,

Table 4: Statistics of Datasets

| Dataset | Nodes | Edges | $d_{\text {avg }}$ | $d_{\max }$ | $k_{\max }$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Brightkite | 58,228 | 194,090 | 6.7 | 1098 | 52 |
| Arxiv | 34,546 | 421,578 | 24.4 | 846 | 30 |
| Gowalla | 196,591 | 456,830 | 9.2 | 10721 | 51 |
| NotreDame | 325,729 | $1,497,134$ | 6.5 | 3812 | 155 |
| Stanford | 281,903 | $2,312,497$ | 16.4 | 38626 | 71 |
| YouTube | $1,134,890$ | $2,987,624$ | 5.3 | 28754 | 51 |
| DBLP | $1,566,919$ | $6,461,300$ | 8.3 | 2023 | 118 |
| LiveJournal | $3,997,962$ | $34,681,189$ | 17.4 | 14815 | 360 |

Table 5: Summary of Algorithms

| Algorithm | Description |
| :---: | :---: |
| Exact | identifies the optimal solution by searching all possible combinations of $b$ anchors |
| Rand | randomly chooses the $b$ anchors from $V(G)$ |
| Deg | chooses the $b$ anchors from $V(G)$ with the highest degree |
| Deg-C | chooses the $b$ anchors with the highest value of $\operatorname{deg}(u, G)-c(u)$ for each $u \in V(G)$ |
| SD | chooses the $b$ anchors with the highest successive degree $\operatorname{deg}_{\succ}(\cdot)$ for every $u \in V(G)$, where $\operatorname{deg}_{>}(u)=\|\{v \mid v \in N(u, G) \& \mathcal{P}(v)>\mathcal{P}(u)\}\|$ |
| OLAK | the state-of-the-art algorithm for anchored $k$-core problem [45] |
| GAC | Algorithm 6 |
| GAC-U | GAC without upper bound pruning (Section 4.5) |
| GAC-U-R | GAC-U without result reusing (Algorithm 3) |
| Baseline | GAC-U-R using core decomposition (Algorithm 1) to compute coreness gain, without Algorithm 4 |

Deg, Deg-C, and SD). For SD, the successive degree of a vertex $u$ is defined as $\operatorname{deg}_{>}(u)=\mid\{v \mid v \in N(u, G) \& \mathcal{P}(v)>$ $\mathcal{P}(u)\} \mid$ where $\mathcal{P}(u)=(k, i)$ means $u$ is in the $i$-th layer of the $k$-shell. The details of these heuristics are in Table 5.

As shown in Figure 6 (a), the performance of Rand is the worst as it chooses random vertices to anchor. The performance of Deg and Deg-C are better than Rand as they choose vertices with large degrees to anchor. SD has more coreness gain because the vertices with higher successive degree have more candidate followers (Theorem 4.14). Compared with the above heuristics, GAC achieves the much larger coreness gains on all the datasets. The effect of varying $b$ is shown in Figures 6 (b) and (c). The coreness gain of GAC increases with larger $b$ values and is better than all other four heuristics under all the settings.
Comparison with Exact Solution. We also compare the result of GAC with the Exact algorithm, which identifies the optimal $b$ anchors by enumerating all possible combinations of $b$ vertices. Due to the huge time cost of Exact, we extract small datasets by iteratively extracting a vertex and all its neighbours, until the number of extracted vertices reaches 100. For both Brighkite and Arxiv, we extracted 10 such subgraphs and report the average coreness gain of them. The


Figure 6: Coreness Gain from Different Heuristics


Figure 7: GAC v.s. Exact

| Dataset | Degavg | Deganc | $p_{\text {Deg }}$ | $p_{C N}$ | $p_{S D}$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Brightkite | 7.35 | 37.76 | 0.884 | 0.891 | $\mathbf{0 . 8 9 3}$ |
| Arxiv | 24.37 | 29.71 | 0.670 | 0.663 | $\mathbf{0 . 6 7 8}$ |
| Gowalla | 9.67 | 43.86 | 0.904 | $\mathbf{0 . 9 1 9}$ | $\mathbf{0 . 9 1 9}$ |
| NotreDame | 6.69 | 11.28 | 0.808 | 0.828 | $\mathbf{0 . 8 4 6}$ |
| Stanford | 14.14 | 56.09 | 0.745 | 0.763 | $\mathbf{0 . 7 8 8}$ |
| YouTube | 5.27 | 81.85 | $\mathbf{0 . 9 8 5}$ | 0.982 | 0.982 |
| DBLP | 8.08 | 27.85 | 0.905 | 0.896 | $\mathbf{0 . 9 1 1}$ |
| LiveJournal | 17.35 | 145.74 | 0.935 | 0.940 | $\mathbf{0 . 9 4 3}$ |

Table 6: Characteristics of Anchor Set


Figure 8: Distribution of Anchors on Coreness runtimes are also reported. Figure 7 shows that the coreness gain of GAC is always at least $70 \%$ of Exact, and GAC is faster than Exact by up to 5 orders of magnitude. Note that the coreness gain percentage of GAC over Exact may increase with larger $b$ values, e.g., from $b=4$ to $b=5$.
Characteristics of Anchor Set. Table 6 shows the average degree of anchors ( $D e g_{a n c}$ ) from GAC is much larger than the average degree of all the vertices in the graph ( $D e g_{a v g}$ ). Then, we investigate the average ranking of an anchor in all the vertices regarding degree, coreness, and successive degree, denoted by $p_{\text {Deg }}, p_{C N}$, and $p_{S D}$, respectively. According to Theorem 4.14, a vertex with larger successive degree has

| Dataset | Gain $_{U B}$ | Gain $_{D G}$ | Gain $_{R D}$ | $J_{D G}^{U B}$ | $J_{R D}^{U B}$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Brightkite | 2357 | $\mathbf{2 5 9 8}$ | 2488 | 0.538 | 0.538 |
| Arxiv | 5426 | 5391 | $\mathbf{5 5 0 3}$ | 0.739 | 0.681 |
| Gowalla | $\mathbf{4 2 6 0}$ | 4259 | 4258 | 0.754 | 0.887 |
| NotreDame | 2798 | $\mathbf{2 8 0 3}$ | $\mathbf{2 8 0 3}$ | 0.653 | 0.681 |
| Stanford | $\mathbf{7 7 4 8}$ | 7695 | 7727 | 0.695 | 0.739 |
| YouTube | $\mathbf{4 5 7 1}$ | 4525 | 3782 | 0.361 | 0.370 |
| DBLP | 4159 | 4166 | $\mathbf{4 3 9 6}$ | 0.802 | 0.695 |
| LiveJournal | 27067 | $\mathbf{2 7 1 1 3}$ | 27072 | 0.869 | 0.887 |

Table 7: Statistics of Top- $b$ Solutions

| Dataset | B. | A. | G. | N. | S. | Y. | D. | L. |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $a^{2 v} g_{O L A K}$ | $41 \%$ | $34 \%$ | $38 \%$ | $4 \%$ | $25 \%$ | $36 \%$ | $12 \%$ | $21 \%$ |
| max $_{\text {OLAK }}$ | $61 \%$ | $60 \%$ | $66 \%$ | $54 \%$ | $70 \%$ | $77 \%$ | $46 \%$ | $59 \%$ |

Table 8: Coreness Gain, OLAK v.s. GAC
more potential followers. For each anchor $x \in A$, we get its ranking in all the vertices, denoted by $O_{D e g}^{x}, O_{C N}^{x}$ and $O_{S D}^{x}$, in ascending order of degree, coreness and successive degree, respectively. Then $p_{D e g}=\frac{\sum_{x \in A} O_{D e g}^{x}}{|A||V(G)|}, p_{C N}=\frac{\sum_{x \in A} O_{C N}^{x}}{|A||V(G)|}$ and $p_{S D}=\frac{\sum_{x \in A} O_{S D}^{x}}{|A||V(G)|}$. Table 6 shows the rankings of anchors are higher than around $80 \%$ of the vertices in the graph, i.e., the anchors tend to be high-degree vertices while not the top vertices with extremely large degrees. Besides, for the anchors, we find that $P_{S D}$ is slightly higher than $P_{D e g}$ and $P_{C N}$ on 7 of the 8 datasets. However, the backward reasoning is not effective, i.e., the vertices with large successive degree are not effective anchors, as shown by $S D$ in Figure 6. Moreover, Figure 8 shows the distribution of 100 anchors (from GAC) on coreness is relatively uniform, i.e., the coreness values of the anchors can be either small, moderate, or large.
Analysis of Top- $b$ Solutions In one iteration of the GAC algorithm, when there are more than one best anchor, all of which have the same largest coreness gain, we break the ties by the follower upper bound of the candidate anchors (Section 4.5). For clearness, we denote GAC by GAC-UB. Besides, we may use other criteria to break the ties in the greedy algorithm: choosing the vertex with the largest degree (denoted by GAC-DG), or randomly choosing a vertex (denoted by GAC-RD). As shown in Table 7, the coreness gains of different solutions (anchor sets) are very similar, where the values are denoted by Gain $_{U B}$, Gain $_{D G}$ and Gain ${ }_{R D}$ accordingly, and the largest value for each dataset is marked in bold. Moreover, as shown in Table 7, there are many common anchors in different solutions, as the similarities (Jaccard Index) of the solutions are mostly over 0.5 , where $J_{D G}^{U B}=\frac{\left|A_{U B} \cap A_{D G}\right|}{\left|A_{U B} \cup A_{D G}\right|}$ and $J_{R D}^{U B}=\frac{\left|A_{U B} \cap A_{R D}\right|}{\left|A_{U B} \cup A_{R D}\right|}$. In terms of running time, the three strategies are almost same, because the time cost to break the ties is dominated by other parts of the greedy algorithm.
Correlation with \#Checkin We generate 19 different networks from Gowalla based on the user check-ins, where the $i$-th network is the induced subgraph by the users with at


Figure 9: \#Checkin, Coreness \& $k$-Core Size


Figure 10: Coreness Gain on Different Inputs of $k$


Figure 11: Distribution of Followers on Coreness
least 1 check-in during the $(i+1)$-th month, except for the first and the last months where the data is incomplete. We consider the number of user check-ins because a user with more friends may be more active in Gowalla network.

For each network, we divide the sum of \#checkins, the sum of coreness, and the size of $k$-core, by the number of users, respectively. As shown in Figure 9, the pattern of size proportions of $k$-cores are more fluctuated compared to the pattern of average \#checkins and average coreness, especially for large $k$ values. However, if we choose a small $k$ for OLAK, it generally has small coreness gain as shown in Figure 10. The pattern of average coreness over the first 7 months in Figure 9 is not similar to average \#checkins, which may due to the extremely few numbers of users (less than 100) for these months. Overall, using coreness values to reinforce a social network (anchored coreness model) is more reasonable than using the size of $k$-core (anchored $k$-core model).
Comparison with OLAK. Table 8 is added to show that the largest coreness gain (denoted by max mLAK ) that OLAK can achieve only reaches $46 \%-77 \%$ of the coreness gain by GAC, on all the datasets. The largest coreness gain of OLAK is computed by running the algorithm with every possible input of $k$. For the anchor set $A$ computed by OLAK, we compute the total sum of coreness gain for every coreness value and for every anchor vertex in $A$. Table 8 also shows that the average coreness gain (denoted by $\mathrm{av}_{\mathrm{OLAK}}$ ) of OLAK for different $k$ values is only $4 \%-41 \%$ of the coreness gain of GAC. Besides, Figure 10 shows that the best $k$ for OLAK is rather different for


Figure 12: Time Cost of Different Algorithms
different datasets. There is no uniform preference on large, moderate, or small $k$ values for different datasets.
Distribution of Anchors and Followers. Figure 8 shows the distribution of 100 anchors (from GAC) on coreness is relatively uniform, compared with the anchors from OLAK, where OLAK9 denotes the anchors from OLAK with $k=9$. Given an input $k$, the coreness values of the 100 anchors from OLAK can only be less than $k$ (mostly have the coreness of $k-1$ ), which is consistent with the theory in [45]. Besides, Figure 11 shows the distribution of followers, which has the similar result as the distribution of anchors.

### 5.2 Efficiency

Overall Performance. Figure 12(a) shows the total running time of GAC, GAC-U and GAC-U-R on all the 8 datasets when $b=100$. GAC-U-R does not return on Youtube and Livejournal after 10 days and thus the runtime is not reported. With our result-reusing mechanism (Algorithm 3), GAC-U is faster than GAC-U-R by 1 order of magnitude on average. Further benefitting from the upper bound based pruning (Section 4.5), the runtime of GAC is usually faster than GAC-U by more than 3 times. The details are as follows.
Efficient Followers Computing. Equipped with our improved algorithm for computing coreness gain of anchors (Algorithm 4), GAC-U-R is faster than Baseline by at least 1 order of magnitude on Brightkite, as shown in Figure 12(b). As it is very time-consuming to compute the coreness gain of candidate anchors using core decomposition, we can only report the runtime of Baseline on Brightkite.
Intermediate Result Reusing. By applying the core component tree (Section 4.1) and the result-reusing mechanism (Algorithm 3), GAC-U always outperforms GAC-U-R on runtime by at least 1 order of magnitude, as shown in Figure 12. Note that GAC-U-R can only find 10 anchors on Livejournal within the time limit. The scalability of GAC-U is also better than GAC-U-R in the experiments. The outperformance is because we can prune the search space by reusing the intermediate results associated with the tree nodes, when they


Figure 13: Visited Amount
keep same for one anchoring. In Figure 13(a), the number of visited tree nodes of GAC-U is around $10 \%$ of GAC-U-R.

Candidate Anchors Pruning. In Figure 12, we can see our final algorithm GAC achieves further speedup based on GAC-U when the upper bound pruning is equipped (Section 4.5). The processing time of GAC is only $20 \%-30 \%$ of GAC-U because GAC reduces the search space by pruning the vertices with insufficient upper bounds of coreness gains. In Figure 13(a)(b), the number of visited tree nodes and the number of visited vertices in GAC are much less than that in GAC-U.

## 6 RELATED WORK

Many cohesive subgraph models are studied in different scenarios, e.g., clique [ 9,13 ], quasi-clique $[1,35], k$-core $[8,22$, $32,36], k$-truss [17, 23, 39, 42], and $k$-ecc [11, 50]. Among them, the $k$-core is widely studied with a lot of applications such as community discovery [18, 19, 28], influential spreader identification [26, 29, 30, 41], discovering protein complexes [3], recognizing hub-nodes in brain function networks [7], analyzing the structure of Internet [10], understanding software networks and its functional consequences [48], predicting structural collapse in ecosystems [34], and graph visualization [2, 49].

An in-memory algorithm for core decomposition is introduced in [4] with a time complexity of $O(m+n)$. External algorithms are proposed to handle graphs that cannot reside in the memory [12]. An I/O efficient algorithm is introduced in [43] which assumes the memory can maintain a small constant amount of data. In addition, a distributed algorithm is developed in [33] for core decomposition. Core decomposition is investigated in [25] using different frameworks to compare the performance on a single PC.

The engagement dynamics in social networks has attracted increasing attention, e.g., $[6,16,31,46]$. The $k$-core model is widely applied, as its degeneration property well models the dynamic of user engagement [31]. Besides, the $k$-truss is also used in the study of user engagement [47], which may be feasible for particular communities.

## 7 CONCLUSION AND FUTURE WORK

In this paper, we propose and study the anchored coreness problem aiming to anchor a set of vertices such that the coreness gain from all the vertices is maximized. We prove the problem is NP-hard and APX-hard. An efficient greedy algorithm is proposed with a novel tree based result reusing mechanism. We also propose effective pruning techniques to reduce the search space. Extensive experiments on 8 real-life networks demonstrate the effectiveness of our model and the efficiency of our algorithm. The reusing mechanism sheds light on the computings for other problems on hierarchical decomposition, e.g., truss decomposition. It implies that the computation can be divided into independent units and the reuse of intermediate results is feasible. The data locality and independency in the tree structure of decompositions may also inspire efficient parallel and distributed solutions.

## 8 PROOFS OF THEOREMS

Proof of Theorem 4.6: We prove it by contradiction. Suppose there is a non-anchor vertex $u \in V(G)$ with coreness increasing from $k^{\prime}$ to $k^{*}$ after anchoring $x$ and $k^{*}>$ $k^{\prime}+1$. Let $M$ be the $k^{*}$-core after $x$ is anchored, we have $u \in M$ and $\operatorname{deg}(v, M) \geq k^{*}$ for every vertex $v \in M$. If we delete $x$ and its corresponding edges from $M$, we have $\operatorname{deg}(v, M \backslash\{x \cup E(x)\}) \geq k^{*}-1$ for every $v \in M$ because at most one edge is removed for each vertex $v \in M$. Thus, $M \backslash\{x \cup E(x)\} \subseteq C_{k^{*}-1}(G)$. As $u \in M$ and $u \neq x$, we have $u \in C_{k^{*}-1}(G)$ and thus $k^{\prime} \geq k^{*}-1$ which contradicts with $k^{*}>k^{\prime}+1$.
Proof of Theorem 4.7: Let $O$ denote a vertex deletion order of core decomposition on $G$ without the anchoring of $x$. Note that the deletion order may be different when there are some vertices with same degree in the deletion procedure, while it is proved in [45] that any order following Algorithm 1 leads to the same coreness result. We denote the graph after anchoring $x$ by $G_{x}$. After the anchoring of $x$, for every vertex $u \in V\left(G_{x}\right)$ with $c(u, G)<c(x, G)$, we can follow the deletion order $O$ of $G$ in the core decomposition of $G_{x}$, and then $c^{x}\left(u, G_{x}\right)=c(u, G)$ because the degree of $u$ in the order keeps same when $u$ is visited and to be deleted. Let $k^{\prime}=c(x, G)$, we have $C_{k^{\prime}}\left(G_{x}\right)=C_{k^{\prime}}(G)$. Let $C$ denote the $k^{\prime}$-core component containing $x$, for every vertex $u \in\left\{C_{k^{\prime}}\left(G_{x}\right)-C\right\}$, we have $c^{x}\left(u, G_{x}\right)=c(u, G)$ because $u$ and $x$ are not in the same connected component of $C_{k^{\prime}}\left(G_{x}\right)$.

Consider a tree node $T N$ in $\mathcal{T}$ of $G$ with TN.I $\notin \operatorname{sn}(x)$ and TN.K $\geq c(x, G)$. The anchoring of $x$ may make a vertex set $V_{+}($from TN.P) increase coreness and enter $C C(T N)$. However, for each $v \in V_{+}, v \notin C_{(T N . K)+1}\left(G_{x}\right)$ because, 1) the coreness of a vertex can increase by at most 1 for one anchor, according to Theorem 4.6;2) $x \notin V_{+}$otherwise TN.I $\in \operatorname{sn}(x)$ which contradicts the assumption. Thus, if we delete the vertices in $V_{+}$before TN. $V$ in core decomposition, each vertex
$u \in T N . V$ has the same degree as in $O$ when $u$ is visited and to be deleted, i.e., $c^{x}\left(u, G_{x}\right)=c(u, G)$. Thus, only the vertices in $\bigcup_{i d \in s n(x)} \mathcal{T}[i d] . V$ may be the followers of $x$.
Proof of Lemma 4.8: We prove it by contradiction. To prove 1), suppose an $i d \in r n(u)$ has $i d \notin s n^{\prime}(u)$. That means (a) $\mathcal{T}^{\prime}[i d] . V$ does not contain any neighbor of $u$ or (b) $\mathcal{T}^{\prime}[i d] . V$ contains the neighbors of $u$ but also contains another vertex whose $i d^{\prime}<i d$ so $\mathcal{T}^{\prime}[i d] . I=i d^{\prime}$ and $i d^{\prime} \in s n^{\prime}(u)$.

For (a), if vertex id itself did not increase its coreness, then the neighbors of $u$ in $\mathcal{T}[i d] . V$ must have increased their coreness and left $\mathcal{T}[i d] . V$. So these neighbors belong to $V_{x}$ (Line 1 of Algorithm 3) and they are used to erase id at Line $3-6$, which contradicts with $i d \in r n(u)$; If id increased its coreness, $i d$ would make all the vertices in $\mathcal{T}[i d] . V$ belong to $V_{x}$ (Line 1), and then id is erased from $r n(u)$ at Line 36 which contradicts with id $\in r n(u)$. For (b), if vertex id did not increase its coreness, it means there is a vertex $v$ with coreness increased and then joined $\mathcal{T}^{\prime}[i d] . V$. For such $v, v \in V_{x}$ which makes the neighbors of $u$ in $\mathcal{T}^{\prime}[i d] . V$ be included in $V_{x}^{\prime}$ (Line 12). So, id is erased from $r n(u)$ at Line 13-16 which contradicts with id $\in r n(u)$; If id increased its coreness, it contradicts with id $\in r n(u)$ because of the same reason when $i d$ increased its coreness in (a).

To prove 2), suppose there is an id $\in r n(u)$ having $\mathcal{T}^{\prime}[i d] . K \neq \mathcal{T}[i d] . K$, that means vertex id must have increased its coreness. So, all the vertices of $\mathcal{T}[i d] . V$ belong to $V_{x}$ (Line 1) which erased id from $r n(u)$ at Line 3-6 and contradicts with id $\in r n(u)$.

To prove 3), suppose there is an id $\in r n(u)$ having $\mathcal{T}^{\prime}[i d] . V \neq \mathcal{T}[i d] . V$. We already proved that $i d \in s n^{\prime}(u)$ and $\mathcal{T}^{\prime}[i d] . K=\mathcal{T}[i d] . K$. Thus, there must be © a vertex $v \in \mathcal{T}[i d] . V$ increased $c(v)$ and then left $\mathcal{T}[i d] . V$, or (d) a vertex $v$ joined in $\mathcal{T}^{\prime}[i d] . V$ because its coreness increased.

For (C), $v$ can make all vertices of $\mathcal{T}[i d] . V$ belong to $V_{x}$ (Line 1) then erase id (Line 3-6). For (d), $v$ can make $u$ 's neighbors in $\mathcal{T}^{\prime}[i d] . V$ belong to $V_{x}^{\prime}$ (Line 12) and can erase id (Line 13-16). Both (c) and (d) contradict with id $\in r n(u)$.
Proof of Theorem 4.9: Let $O$ denote a vertex deletion order of core decomposition on $G$ without anchoring $x$. Similar to the proof of Theorem 4.7, we follow the deletion order $O$ in the core decomposition of $G_{x}$. Let $k^{*}=\mathcal{T}^{\prime}[i d] . K$. The anchoring of $x$ may make a vertex set $V_{+}($from $\mathcal{T}[i d] . P)$ increase coreness so enter $C C\left(\mathcal{T}^{\prime}[i d]\right)$, but for each $v \in V_{+}$, $v \notin C_{k^{*}+1}\left(G_{x}\right)$ since the coreness of a vertex can increase by at most 1 for one anchor according to Theorem 4.6. Also, we have $\mathcal{T}^{\prime}[i d] . K=\mathcal{T}[i d] . K$ and $\mathcal{T}^{\prime}[i d] . V=\mathcal{T}[i d] . V$ from Lemma 4.8. Thus, $V+=\emptyset$. Now we conclude each vertex $u \in$ $\mathcal{T}^{\prime}[i d] . V$ has the same degree as in $O$ when $u$ is visited and to be deleted in core decomposition of $G_{x}$, i.e., $c^{x}\left(u, G_{x}\right)=$ $c(u, G)$. So the followers of $x$ at node id keeps same after anchoring $x$.

Proof of Theorem 4.14: Before the anchoring of $x$ in $G$, let $k=c(u, G)$, all the neighbors of $u$ in $G$ are classified into three sets: $N_{u}^{0}$ contains every neighbor $v$ with $\mathcal{P}[v] . k<$ $\mathcal{P}[u] . k$, i.e., $c(v, G)<c(u, G) ; N_{u}^{1}$ contains every neighbor $v$ with $\mathcal{P}[v] . k=\mathcal{P}[u] . k$ and $\mathcal{P}[v] . i<\mathcal{P}[u] . i$; and $N_{u}^{2}$ contains the other neighbors of $u$. (i) Suppose $x \in N_{u}^{0} \cup N_{u}^{1},(x, u)$ itself is an upstair path from $x$ to $u$. (ii) Suppose $x \in N_{u}^{2}$, let $O$ denote a vertex deletion order of core decomposition on $G$ without any anchors (Algorithm 1). We denote the graph after anchoring $x$ by $G_{x}$. For every vertex $v \in V\left(G_{x}\right)$ with $\mathcal{P}[v] \prec \mathcal{P}[x]$, we can follow the same deletion order $O$ in the core decomposition of $G_{x}$, and then $c^{x}\left(v, G_{x}\right)=c(v, G)$ because the degree of $v$ in the order keeps same when $v$ is visited and to be deleted. Thus, $c^{x}\left(u, G_{x}\right)=c(u, G)$ and $u$ is not a follower of $x$ if $x \in N_{u}^{2}$. So $x \notin N_{u}^{2}$. (iii) Suppose $x \notin N_{u}^{0} \cup N_{u}^{1} \cup N_{u}^{2}, u$ must have a neighbor $v_{0} \in N_{u}^{1} \cap C_{k+1}\left(G_{x}\right)$; otherwise, $c^{x}\left(u, G_{x}\right)=c(u, G)$ as in case (ii) following the deletion order $O$. Thus, if a vertex $v_{i} \in C_{k+1}\left(G_{x}\right) \backslash C_{k+1}(G)$, $v_{i}$ must have a neighbor $v_{i+1} \in N_{v_{i}}^{1} \cap C_{k+1}\left(G_{x}\right)$ or $v_{i+1}=x$. Recursively, $u \in \mathcal{F}(x)$ implies there is a path $(x, \ldots, u)$ which is an upstair path from $x$ to $u$ where each vertex in the path is a follower of $x$ except $x$ itself.
Proof of Theorem 4.15: We denote the graph after anchoring $x$ by $G_{x}$, and let $k^{+}=c(u, G)+1$. We show if $d^{+}(u)<c(u, G)+1$, then $\operatorname{deg}\left(u, C_{k^{+}}\left(G_{x}\right)\right)<k^{+}$, so $u$ cannot be a follower of $x$. $u$ 's neighous can be divided into those in $\bigcup_{i d \in p n(u)} t c a[u][i d], t c a_{\Xi}^{\leqq}(u) \cup t c a_{=}^{>}(u)$ and $\bigcup_{i d \in s n(u) \backslash\left\{i_{u}\right\}} t c a[u][i d]$, respectively. Obviously the neighbors of $\bigcup_{i d \in p n(u)} t c a[u][i d]$ are not in $C_{k^{+}}\left(G_{x}\right)$, because they cannot increase the coreness by 2 according to Theorem 4.6. For the neighbors in $t c a_{\cong}^{\leqq}(u) \cup t c a_{=}^{>}(u)$, they are all considered in $d_{s}^{+}(u)$ or $d_{u}^{+}(u)$, unless they are discarded or never pushed to $H$, both of which mean they are not in $C_{k^{+}}\left(G_{x}\right)$. At last, for the neighbors in $\bigcup_{i d \in s n(u) \backslash\left\{i_{u}\right\}} t c a[u][i d]$, they satisfy $\left|\bigcup_{i d \in \operatorname{sn}(u) \backslash\left\{i_{u}\right\}} t c a[u][i d]\right|=d_{>}(u)$. Since $d^{+}(u)$ considers all the neighbors of $u$ which are possible to be in $C_{k^{+}}\left(G_{x}\right), d^{+}(u)$ is a degree bound of $\operatorname{deg}\left(u, C_{k^{+}}\left(G_{x}\right)\right)$.
Proof of Theorem 4.17: According to the Equation 1 and 2, all the vertices of $\bigcup_{i d \in s n(x)} \mathcal{T}[i d] . V$ which are reachable by $x$ via upstair paths are counted at least once in the equations. Therefore, based on Theorem 4.14, we can prove that $\left|F[x]\left[i_{x}\right]\right| \leq U B_{i_{x}}(x)$ and $|F[x][i d]| \leq U B_{i d}^{>}(x)$ for each $i d \in \operatorname{sn}(x) \backslash\left\{i_{x}\right\}$. Then, based on Equation 3 and Theorem 4.7, we can conclude that $g(\{x\}, G) \leq U B_{\sigma}(x)$.

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