

पेटेंट कार्यालय
शासकीय जर्नल

**OFFICIAL JOURNAL
OF
THE PATENT OFFICE**

निर्गमन सं. 45/2025
ISSUE NO. 45/2025

शुक्रवार
FRIDAY

दिनांक: 07/11/2025
DATE: 07/11/2025

पेटेंट कार्यालय का एक प्रकाशन
PUBLICATION OF THE PATENT OFFICE

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202511079458 A

(19) INDIA

(22) Date of filing of Application :21/08/2025

(43) Publication Date : 07/11/2025

(54) Title of the invention : SOCIAL NETWORK INFLUENCE MAXIMIZATION METHOD FOR USER BEHAVIORS AND PSYCHOLOGY

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(33) Name of priority country	:NA	
(86) International Application No	:	
Filing Date	:01/01/1900	
(87) International Publication No	: NA	
(61) Patent of Addition to Application Number	:NA	
Filing Date	:NA	
(62) Divisional to Application Number	:NA	
Filing Date	:NA	

(57) Abstract :

The present invention relates to a novel approach for social network influence maximization that incorporates user behavioral patterns and psychological traits to optimize information propagation. The method employs machine learning algorithms to analyze user personality characteristics, social connections, content preferences, and engagement patterns to identify optimal seed nodes for maximizing influence spread. The system integrates psychological profiling with graph-theoretical models to predict user susceptibility and influence potential. By considering factors such as user activeness, emotional responses, trust relationships, and content virality patterns, the invention achieves superior influence coverage compared to traditional centrality-based approaches. The method utilizes dynamic psychological modeling to adapt influence strategies based on real-time user behavior analysis. The invention provides enhanced targeting accuracy for marketing campaigns, information dissemination, and social awareness programs while maintaining user privacy through anonymized behavioral analytics.

No. of Pages : 13 No. of Claims : 9