# Editor's Introduction

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On the technical side, Issue 15.1 features 5 excellent letters and a survey article by Yaron Singer on influence maximization through adaptive seeding in social networks. In his survey of this recent and innovative line of work, Yaron explores the prevalence of the friendship paradox in social networks, its potential as a tool for influence maximization, and the algorithmic challenges posed thereof.

This issue also features the second annual feature article profiling job market candidates from the SIGecom community, co-edited by Vasilis Gkatzelis and Jason Hartline. Given the positive reception from the community during the last cycle, the hope is that this will become an annual feature of Exchanges which alleviates informational inefficiencies in the junior faculty and postdoc markets.

Finally, issue 15.1 marks the end of my tenure as editor. Starting next issue, I will hand Exchanges over to the capable hands of Hu Fu, who is an incoming assistant professor of computer science at the University of British Columbia (UBC). I thank all of you who contributed articles and surveys during the past four issues; your efforts have made Exchanges a valuable and efficient vehicle for the exchange of ideas in our community. I also thank Felix Fischer for all his help putting this and previous issues together.

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