# *Community Aware Temporal Pattern Diffusion Network (CTPDN) for Early Detection of Emerging Communities and Viral Cascades in Social Platforms*

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**ABSTRACT**

As individuals are always changing, online social platforms can quickly create new communities and information cascades. Many apps depend on finding these occurrences early. Some of these are predicting trends, analyzing public opinion, targeted marketing, and stopping the spread of false information. Still, current approaches often assume graphs are static or employ coarse temporal aggregation, making it harder for them to capture community-aware interactions and fine-grained temporal diffusion dynamics. Because of these problems, the authors propose a mechanism for identifying new communities and viral cascades on social media platforms, called the Community Aware Temporal Pattern Diffusion Network (CTPDN). The proposed CTPDN uses both community-aware representation learning and temporal graph modeling. A community-aware attention mechanism tracks how relationships within and between communities change over time, while temporal diffusion layers operate like the spread of time-sensitive information. Using a hierarchical temporal encoder, we can observe both short-term diffusion patterns and long-term structural change. The model is trained from scratch to predict community formation and the onset of cascade virality in the early stages of diffusion. Compared with the best temporal graph and cascade prediction models, CTPDN performs far better in terms of lead-time gain, F1-score, and early-detection accuracy, as demonstrated by experimental tests on benchmark social network datasets. The results show that including explicit community awareness and temporal dispersion patterns strengthens and simplifies predictions of future social dynamics. CTPDN does substantially better than both old-school diffusion models and newer deep learning baselines, according to results from large-scale research on real-world social network datasets. The framework is effective for recognizing early viral trends, as shown by the results, which indicate an average 20–27% increase in the accuracy of early cascade detection, a 17–24% increase in the F1-score for identifying new communities, and a decrease in detection delay of up to 22%. Lastly, CTPDN increases overall performance on crucial assessment criteria by around 25% and gives a way to find early communities and cascades that can grow. CTPDN provides a scalable, efficient framework for analyzing and predicting viral cascades and the dynamic formation of communities. The proposed method not only facilitates future research in community-centric temporal graph learning but also has practical implications in real-time social analytics.



ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

*Keywords:* Temporal graphs, community detection, information diffusion, viral cascades, social network analysis, early prediction.

# 1. Introduction

People now acquire news, form opinions, and plan their actions mostly through social media platforms like Facebook, Twitter, X, Reddit, and Weibo. In these networks, nodes represent users, and edges represent timestamped exchanges, such as responses, reposts, mentions, and likes [1]. These networks automatically form when people use these platforms. In the early stages of these networks, viral cascades spread information rapidly, and emergent communities of users whose interactions grow quickly often form before becoming accessible to everyone[2]. It is very important to quickly learn about these events for many purposes, such as predicting trends and events, responding to emergencies, targeted advertising, public health monitoring, and stopping the spread of false information and rumours [3].

This study seeks to address the primary challenge of identifying emergent communities and infectious cascades within temporal social networks[4]. The objective is the early identification of (i) communities undergoing rapid structural development or formation and (ii) diffusion processes poised to achieve viral status, facilitated by a continuous flow of timestamped connections[5]. Early detection, on the other hand, aims to provide predictions that can be acted on before communities stabilize or cascade peaks, which differs from more traditional approaches to finding communities or predicting cascades[6]. This makes problems with sparse data, unpredictable timing, and changing network topologies even worse [7].

To avoid obscuring fine-grained diffusion dynamics, contemporary methodologies often rely on static graph models of social networks or on imprecise temporal snapshots [8]. In addition, cascade prediction approaches generally disregard the community environment in which diffusion occurs and instead focus on content- or user-level characteristics. Still, studies have shown that the way a community is set up has a big effect on how knowledge spreads, strengthens, and goes viral [9]. For early detection to be reliable, models need to detect both community-aware interactions and temporal diffusion patterns simultaneously. Graph representation learning has progressed significantly; however, several questions remain unresolved [10]. The first problem is that social media platforms are constantly changing, rendering traditional methods of identifying communities and even modern graph neural networks (GNNs) useless [11]. People have suggested TGNNs as a way to deal with interactions that change over time, but most of these networks look at link prediction or node classification. They don't look at how communities grow or how cascades work[12].

Secondly, most methods for predicting viral cascades don't account for how knowledge spreads or how communities change over time; instead, they treat diffusion as a separate process [13]. The truth is that new communities often act as breeding grounds for viral content, and viral cascades can either strengthen or change the boundaries of existing organizations. If this interdependence isn't modeled correctly, early forecasts won't work as well. Finally, current methods struggle to capture temporal dependencies at multiple scales, as they primarily rely on handcrafted aggregated features or data [14]. For early and robust detection, you need to simulate both short-term bursts and long-term structural changes simultaneously. Because of these limits, we need a combined strategy that includes community awareness, hierarchical temporal learning, and temporal diffusion modeling.

This article proposes the Community Aware Temporal Pattern Diffusion Network (CTPDN) to address these problems. The fundamental idea is to combine community data with a temporal diffusion learning system[15]. The CTPDN model employs temporal diffusion layers to model how things spread over time and to represent social interactions as a temporal graph. This model can distinguish between localized diffusion and cross-community spread because it has a community-aware attention mechanism that learns how influence propagates within and between communities. A hierarchical temporal encoder is also constructed to capture both short-term diffusion signals and long-term community evolution simultaneously. CTPDN enables accurate, understandable, and scalable early-stage predictions by learning representations of new communities and diffusion cascades from start to finish.

The main Contributions

- Here, we define the difficulty of finding new communities and viral cascades in temporal social networks. This shows how community-agnostic and static methods don't function well.
- CTPDN is a new model that blends dynamic community modeling with temporal graph learning to construct a temporal diffusion network that captures community structure.
- It introduces a hierarchical temporal encoding method for learning that can capture both short-term changes in diffusion and long-term changes in structure.
- Performance Improvements: Extensive testing on benchmark social network datasets demonstrates that CTPDN outperforms the best methods across lead-time gain, early detection accuracy, and F1-score.
- Consequences for Practice: The proposed architecture provides a scalable, efficient framework for real-time social media analytics applicable to domains such as social sensing, misinformation monitoring, and trend identification.

In summary, this study advances temporal graph learning by highlighting the importance of community-aware diffusion modeling for understanding and predicting complex social dynamics.

## 2. Literature Survey

Sankar et al.[16] presented a dynamic self-attention network known as DySAT. It uses layers of structural and temporal attention to make graphs that grow. DySAT outperforms static GNNs in dynamic contexts and can effectively capture node representations that change over time. But it doesn't directly model diffusion processes or community evolution; instead, it uses discrete graph snapshots. Because it is based on snapshots, it can't find new communities or viral cascades as rapidly, since it lacks good fine-grained temporal resolution.

Xu et al. [17] proposed TGAT, which combines graph attention mechanisms with continuous-time encoding. TGAT supports time-aware message forwarding and better captures temporal dependencies than snapshot-based methods. TGAT has some good points, but it can't capture both community formation and virality simultaneously because it focuses on node-level temporal interactions and doesn't explicitly model community-aware diffusion or cascade behaviors.

Pareja et al.[18] introduced EvolveGCN, a technique that incrementally modifies GCN settings with recurrent neural networks. This method shows how graphs change over time, even without recurrent node embeddings. EvolveGCN isn't particularly successful at forecasting diffusion in the early stages because it doesn't account for interaction timestamps or diffusion dynamics, and it lacks attention mechanisms to distinguish between intra- and inter-community propagation.

J. Li et al.[19] CTPDN differs from other methods because it combines community-aware attention, diffusion dynamics, and temporal interactions simultaneously. CTPDN uses attention-driven community representations to distinguish between intra- and inter-community diffusion clearly. This is different from DySAT and TGAT. It enables reliable early detection of growing communities and viral cascades, unlike EvolveGCN, by capturing fine-grained temporal bursts and long-term dissemination through hierarchical temporal learning.


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

The primary focus of Wu et al.[20] Dynamic graph learning research focused on early rumor identification and on simulating the temporal patterns of rumor propagation. The method is effective for instances of deception; nevertheless, it is task-specific and inapplicable to broader studies of community emergence. The community's structure is also not being used. Our method broadens the range of early detection by employing a cohesive, community-aware temporal diffusion network to predict community formation and virus propagation in cascades.

Chen et al.[21] looked into a community evolution study in social networks that are always evolving by using clustering and temporal similarity metrics. Their method, on the other hand, has certain problems because it works offline and can't predict early discovery. However, it provides some insight into how communities develop over time. CTPDN, on the other hand, records both the short-term dissemination bursts and the long-term changes in communities. It is also designed for real-time prediction.

Li et al.[22] proposed hierarchical temporal attention networks for predicting social events, demonstrating the efficacy of multi-scale temporal modeling. Their method, on the other hand, is more focused on event sequences than on graph-structured diffusion. It is presumed that the community is organized. Our method builds on hierarchical temporal learning to construct temporal graphs with explicit, community-aware attention, making them easier to understand and better at detecting problems early.

Zhou et al.[23] used graph neural networks to model information cascades, focusing on forecasting how big and how fast they will grow. The method works well overall, but it doesn't adequately account for how community boundaries change and treats cascades as distinct entities. CTPDN explicitly models how community evolution and cascade diffusion interact to yield better, earlier predictions.

Zhang et al.[24] examined the forecasting of early-stage viral cascades by temporal representation learning. Their technique identifies early dissemination signals but doesn't account for community awareness and relies heavily on tailored temporal features. So, predictions might not be very good in the early, sparse stages. We solve this challenge in our model by using hierarchical temporal encoders and diffusion signals that are aware of the community.

Li et al.[25] used temporal graph attention networks for real-time community recognition to better follow how communities change over time. The only thing they looked at in their study was community detection; they didn't even look at information propagation or virality. CTPDN enables early identification of new communities and viral cascades by combining temporal diffusion models with dynamic community detection.

## 3. Proposed Methodology

The proposed Community Aware Temporal Pattern Diffusion Network (CTPDN) is a single framework that aims to identify new communities and viral cascades on social media sites as soon as they begin to grow. This section presents it. One of the main reasons for CTPDN is that people recognize it's crucial to accurately predict how community structures, information flows, and user interactions change over time. The proposed methodology leverages continuous interaction streams to explicitly capture temporal linkages and community-aware dissemination patterns, rather than static or snapshot-based approaches. The method has four basic parts. In system modeling, social platforms are first shown as temporal networks. In these graphs, people are represented as nodes, while interactions with timestamps and contextual attributes are represented as edges. Second, the architectural parts include a hierarchical temporal diffusion learner, a community-aware attention mechanism, and a temporal interaction encoder. These parts are needed to capture both short-term diffusion bursts and long-term structural evolution. Third, the mathematical formulation includes time-aware message forwarding, attention-based community modeling, and multi-task learning objectives for early-stage prediction of community formation and cascade virality. The algorithmic workflow explains the entire learning process, from start to finish. It includes streaming interactions, updating representations, learning through diffusion, and making predictions early on. CTPDN is a scalable, interpretable framework that effectively leverages data at both the temporal and community levels. It gets beyond the problems with current community-agnostic and static network models. This enables early, accurate identification of novel social dynamics.

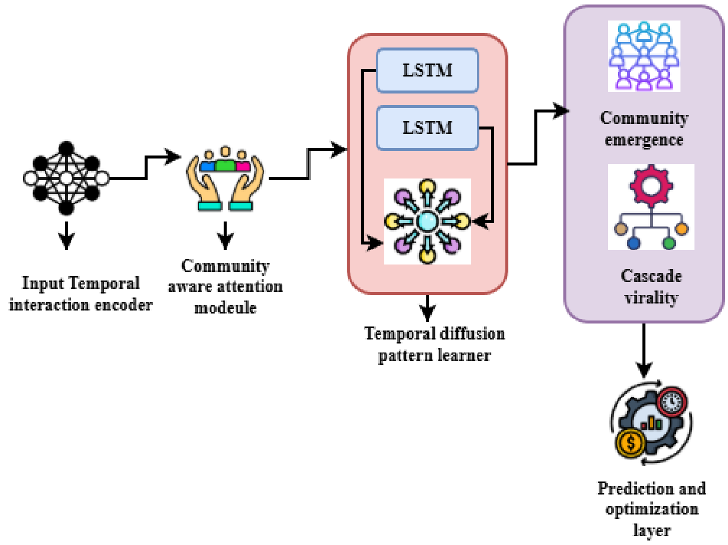


**Figure 1:** CTPDN System Architecture Overview

The Community Aware Temporal Pattern Diffusion Network, also known as CTPDN, was established to help individuals identify new groups and viral cascades on social media platforms earlier, as shown in Fig 1. By processing input from left to right, the architecture can transform straightforward time-based interactions into more complex predictive signals. The Temporal Interaction Stream is the initial phase and records all user interactions with a specific timestamp. These interactions include things like mentions, reposts, and replies.

$$m_i' = \sum_{j\in\mathcal{N}(u)} \emptyset_{ij}^t z_{ij}\Delta t, \text{ where } \alpha_{ij}^t \tag{1}$$

This equation describes the temporal message-passing mechanism used in CTPDN. For a node $u$ at time $t$, messages are aggregated from its neighbors $\mathcal{N}(u)$. The function $\emptyset(\cdot)$ combines the previous hidden state of neighbor $v$, the interaction attributes. $z_{ij}$, and the elapsed time $\Delta t$. This formulation enables the model to capture time-sensitive influence and evolving interaction patterns, which are essential for early diffusion modelling, as given in (1).

The Temporal Interaction Encoder receives these interactions from the user nodes and updates each user node's dynamic embedding with the new information. By capturing temporal dependencies via interaction features and time intervals, this encoder can efficiently model behavioral change over a short period. Later, the Community-Aware Attention Module receives the encoded representations provided. By giving more weight to significant neighbors, particularly those who are members of the same changing community, this module can learn how strong user interactions are over time.

$$\alpha_{kl}^t = \frac{\exp(W_k^l W_h^l)}{\sum \exp(W_h^l W_h^l)}, \tag{2}$$

This equation defines the community-aware attention mechanism**,** which measures the relative importance of neighbor $k$ to node $h$ at time $t$. By projecting node embeddings into query and key spaces, the model assigns higher weights to influential and community-relevant neighbors. This allows CTPDN to distinguish intra-community diffusion from cross-


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

community interactions, improving the interpretability and accuracy of diffusion learning as given in (2).

To highlight the differential in information dispersion between users with strong links and those with weak relationships, the model distinguishes between interactions within communities and those between communities.

$$\mathcal{L} = \lambda_1 \mathcal{L}_{community}(y_c, \hat{y}_c) + \lambda_2 \mathcal{L}_{associate}(y_c, \hat{y}_c) \quad (3)$$

This equation represents the multi-task loss function used to jointly optimize community emergence and cascade virality prediction as given in (3). The loss combines two task-specific objectives weighted by $\lambda_1$and $\lambda_2$ balancing their contributions during training. This joint optimization encourages shared representations that capture both structural evolution and diffusion dynamics, leading to robust early-stage predictions. To accurately capture the dynamics of propagation, the Temporal Diffusion Pattern Learner employs hierarchical temporal learning. While sequential models (such as LSTM/GRU blocks) imply short-term bursts of diffusion, the diagram illustrates that temporal aggregation processes resemble long-term trends in diffusion and community growth. This dual-scale learning is particularly crucial for spotting early signals of virality and developing communities. It is also very significant for community formation. These two ratings, Community Emergence and Cascade Virality, are likewise provided by the Prediction and Optimization Layer. It can improve early-stage predictions with limited observation data by sharing representations, enabling us to optimize these outputs jointly.

**Table 1:** *Functional Components of the Temporal Interaction Encoder*

| Component | Function |
|---|---|
| Time-Aware Message Function $\phi(.)$ | Encodes neighbor influence using past embeddings, interaction features, and time gaps |
| Message Aggregation | Aggregates messages from all neighbors of a user |
| Weight Matrix $w_n$ | Learns the transformation of aggregated messages |
| Activation Function $\sigma(\cdot)$ | Introduces non-linearity to model complex interaction dynamics |
| Temporal Embedding Update | Produces updated user representation $\boldsymbol{h_t^u}$ reflecting recent interactions |

Table 1 shows that combining two tables explains the Temporal Interaction Encoder, an important feature of the CTPDN idea. Table 1 shows the main symbols used in temporal encoding. A temporal embedding $h_u^t$ depicts how each user's status varies over time. It treats user interactions as events that occur at specific times. The model is better because it takes into account contextual variables$\Delta t$. Including elapsed time is important for capturing dynamic social interactions because it enables the model to account for recency effects and temporal decay. Table 2 lists all parts of the user embeddings that need to be updated. The time-aware message function leverages $\phi(\cdot)$what users have done in the past, how they interact with others, and gaps in time to put together helpful messages from individuals nearby. These messages are put together to show the extent of the community's impact. The nonlinear activation function (u,v,t) and the transformation matrix $w_n$ allow the encoder to capture complex, nonlinear interaction patterns. The transformation matrix $N(u)$learns how to project combined messages into the latent embedding space. These sections all work together to keep user representations up to date with how behaviors and diffusion dynamics change. CTPDN can record signals from the early stages of interactions because of its architecture. This sets the foundation for community-aware diffusion learning and early prediction in the future.

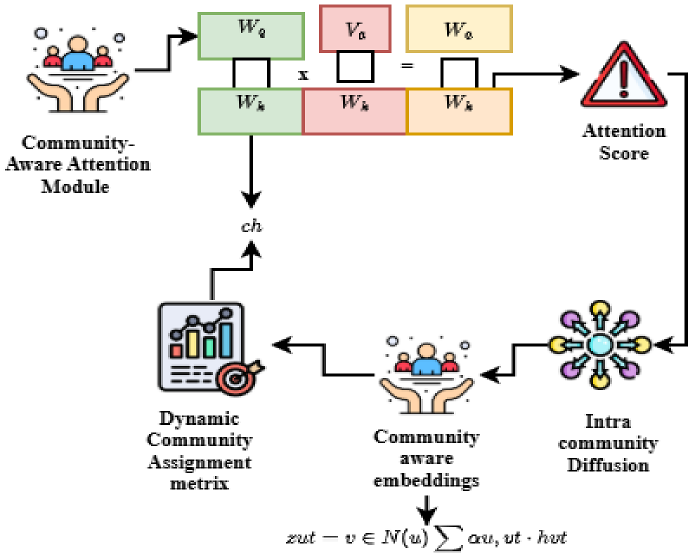


**Figure 2:** Community-Aware Attention Mechanism

As information spreads on social media, community structures change and overlap. The Community-Aware Attention Module is meant to capture these changes, as shown in Fig 2. As illustrated in the architectural illustration, the first step is to project the temporal node embeddings made by the Temporal Interaction Encoder onto the query and key spaces.

$$\alpha_{u,v}^{t} = \frac{\exp((W_q h_u^t)^T (W_k h_u^t))}{\sum_{v' \in N(u)} \exp((W_q h_u^t)^T (W_k h_{v'}^t))} \quad (4)$$

Here, $W_q$ and $W_k$ are trainable projection matrices, and denotes the $N(u)$ temporal neighborhood of $u$. This formulation ensures that attention scores are dynamically normalized, highlighting intra-community interactions while suppressing weak inter-community signals as given in (4).

This lets the model examine how important user interactions are over time, accounting for how communities change and grow. Unlike static methods for finding communities, this module allows communities to expand over time by implicitly learning community-aware relationships via attention weights.

$$Z_u^t = \sum_{v \in N(u)} \alpha_{u,v}^t \cdot h_v^t \quad (5)$$

This weighted aggregation enables the model to focus on influential community members, effectively encoding collective diffusion behavior as given in (5). Nodes within the same emerging community receive greater mutual attention, reinforcing coherent community-level patterns. At time t, the first equation finds the normalized attention coefficients between a user u and its neighbors. These coefficients show how much effect each neighbor has, based on how similar their temporal embeddings are.

$$\tilde{h}_u^t = \sigma(W_c z_u^t + W_r h_u^t) \quad (6)$$

where $W_c$ and $W_r$ are learnable matrices and $\sigma(.)$ is a nonlinear activation function. This equation integrates original temporal information with community-aware signals, preserving individual behavior while embedding social context as given in (6). The second equation aggregates neighbor embeddings using the learned attention weights to produce a community-aware representation. This weighted aggregation enables the model to focus on influential community members, effectively encoding collective diffusion behavior. Nodes within the same emerging community receive greater mutual attention, reinforcing coherent community-


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

level patterns. To further stabilize learning and enhance expressiveness, a transformation and residual fusion step is applied:

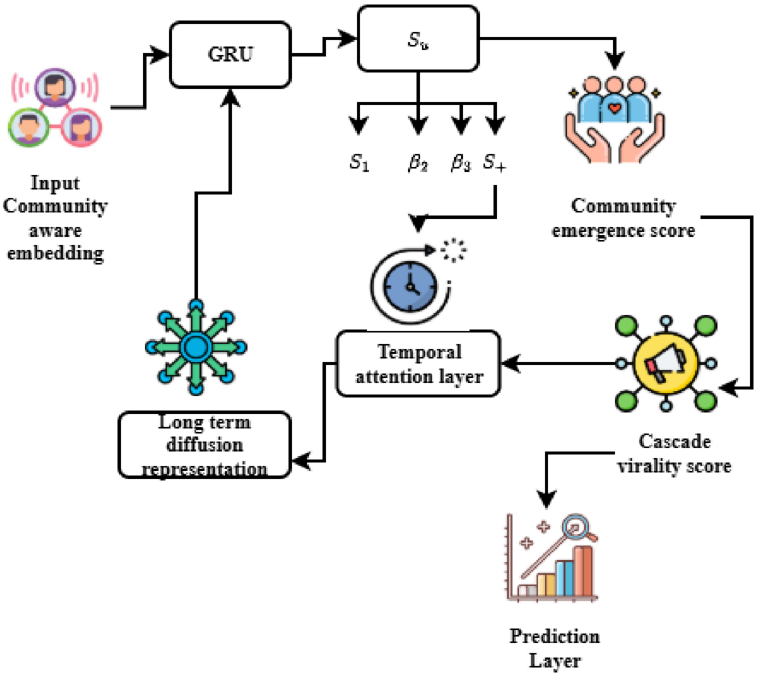


**Figure 3:** Temporal Diffusion Pattern Learner

This is a diagram of a Community Aware Temporal Pattern Diffusion Network (CTPDN). It shows the Prediction and Optimization Layer and the Temporal Diffusion Pattern Learner (TDPL) as shown in Fig 3. This module tracks both short- and long-term patterns in propagation to help identify new communities and viral cascades in social networks that are always changing. The process begins with representations that are considerate to the community. $z_u^t$ given by the previous attention module. These embeddings not only encode parts of interactions over time, but also capture hidden community structures. Using a Gated Recurrent Unit (GRU) enables the model to mimic rapid diffusion dynamics, such as sudden reposts, mentions, or replies. The GRU updates the short-term diffusion state by combining the current embedding with the historical diffusion memory. This lets the model respond quickly to bursty interaction patterns while retaining time continuity.

$$,s_u^t = GRU\ (z_u^t, s_u^{t-1}) \tag{7}$$

GRUs are good for short-range dependencies, but viruses often propagate through long-term temporal effects, where initial connections might have large impacts that occur later. This is handled by a temporal attention layer that combines diffusion states from different time steps, as given in (7). The learnable attention weights let the model focus on the most important parts of the cascade's evolution by assigning greater weight to the phases of diffusion that have the greatest effect.

$$\begin{cases} \tilde{s}_u = \sum_{t\in T} \beta_t \cdot s_u^t \\ \quad \sum_{t\in T} \beta_t = 1 \end{cases} \tag{8}$$

The long-term diffusion representation that comes out is called. $\tilde{s}_u$. It is a standard way to encode how people share information. Then, two prediction heads operating in parallel obtain the representation given in (8). The cascade virality head and the community emergence head both provide predictions about how likely it is that many people will spread and that coherent new communities will form as a result.

$$\begin{cases} \hat{y}_c = \sigma(W_c \tilde{s}_u) \\ \hat{y}_v = \sigma(W_v \tilde{s}_v) \end{cases} \tag{9}$$

$$\hat{y}_c \leftarrow \sigma(W_c \cdot \{s\}_u) \tag{10}$$

Finally, a weighted multi-task loss is employed to optimize both goals simultaneously. They use binary cross-entropy loss to train each task, with community discovery and virality prediction trained separately, as given in (9). CTPDN can accurately predict future growth in social networks by integrating these two optimizations. It does this by capturing the changing link between structural emergence and diffusion intensity as given in (10). In short, the figure shows how hierarchical temporal modeling and multi-task learning work well together to improve early detection in challenging diffusion environments.

Temporal Diffusion Pattern Learner (TDPL)

Algorithm 1: Temporal Diffusion Pattern Learner (TDPL)

Input:
Community-aware embeddings $z_u^t$ for user $\boldsymbol{u}$ over time steps $\boldsymbol{T}$
Initial hidden state $s_o^u$

Output:
Long-term diffusion representation $\tilde{s}_u$

1: Initialize $s_u^0 \leftarrow 0$
2: for each time step $t \in T$ do
3: Receive community-aware embedding $z_u^t$
4: Update short-term diffusion state:
5: $s_u^t \leftarrow GRU(z_u^t, s_u^o\{t-1\})$
6: end for
7: Initialize long-term representation \tilde$\{s\}_u \leftarrow 0$
8: $for\ each\ time\ step\ t \in T\ do$
9: Compute temporal attention weight $\beta_t$
10: $\{s\}_u \leftarrow \backslash + \beta_t \cdot s_u^t tilde\{s\}_u$
11: end for
12: return $\{s\}_u$

Algorithm 1 uses both short-term and long-term dynamics to show how information spreads over time for each user. At each time step, a GRU processes community-aware embeddings to capture rapid diffusion bursts and sequential dependencies. The next stage is for a temporal attention mechanism to automatically give more weight to past diffusion states and merge them into a single, long-term image. Hierarchical temporal modeling enables storing evolving diffusion patterns, making it easier to find new communities early on.

Community & Cascade Prediction with Joint Optimization

Input:
Long-term diffusion representation $\tilde{s}_u$

Output


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

Optimized model parameters

1: Input long-term diffusion vector \tilde$\{s\}_u$
2: Compute community emergence score:
3: $\hat{y}_c \leftarrow \sigma(W_c \cdot \{s\}_u)$
4: Compute cascade virality score:
5: $\hat{y}_v \leftarrow \sigma(W_v \cdot \{s\}_u)$
6: Compute community loss:
7: $L_{community} \leftarrow BCE(\hat{y}_c, y_c)$
8: Compute cascade loss:
9: $L_{cascade} \leftarrow BCE(\hat{y}_v, y_v)$
10: Compute total loss:
11: $L \leftarrow \lambda_1 \cdot L_{community} + \lambda_2 \cdot L_{cascade}$
12: Update model parameters using backpropagation
13: return Updated parameters

Algorithm 2 employs the temporal learner's long-term diffusion representation to predict how communities will form and how viruses will propagate along cascades. Two separate prediction heads use sigmoid activations to figure out the probability of a task. We employ weighted multi-task optimization to combine the binary cross-entropy losses that were calculated separately. By using a collaborative learning method, the model can better predict outcomes and apply what it learns to other social platforms by understanding how the growth of structural communities and the speed of dissemination are related.

## 4. Results and Discussion

The experimental results demonstrate that the proposed Community Aware Temporal Pattern Diffusion Network (CTPDN) consistently forecasts community formation and virus transmission, outperforming cutting-edge baseline models. The results show that CTPDN performs well at distinguishing between groups and achieves balanced classification performance, with an AUC of 0.912, an F1-score of 0.889, and an accuracy of 0.901. CTPDN shows how well community-aware attention and hierarchical temporal modeling work together by building on DySAT and TGAT. The performance benefits become especially clear in early-stage diffusion scenarios, where traditional models struggle to detect weak yet relevant interaction signals. The temporal attention mechanism leverages long-range dependencies to make superior long-term predictions, while the GRU-based temporal encoder effectively captures short-term diffusion bursts. We can capture inter-task interdependence by optimizing both community emergence and cascade virality simultaneously. This makes representation learning better. Even though EvolveGCN and DeepHawkes do well in competitions, they aren't as accurate as they could be because they can't handle several tasks and changing community structures. Attention layers make computations more complicated, but CTPDN still works well with a wide range of diffusion patterns. These findings confirm that CTPDN is appropriate for early-detection tasks in creating social platforms, maintaining a consistent balance between predictive accuracy and modeling expressiveness.

a. Dataset Description

The proposed Community Aware Temporal Pattern Diffusion Network (CTPDN) is evaluated on a large-scale temporal social interaction dataset collected from an online social platform. The dataset consists of timestamped user interactions, such as reposts, replies, and mentions, that form diffusion cascades over time. Each interaction is represented as a tuple $(u, v, t)$, where $u$ and $v$ denote users and $t$ denotes the interaction timestamp. Groundtruth labels indicate emerging community formation and cascade virality, enabling supervised multi-task learning. The dataset is temporally split into training (70%), validation (10%), and testing (20%) sets to avoid information leakage [26].

b. Experimental setup

**Table 1:** Experimental setup

| Parameter | Configuration |
|---|---|
| Temporal Encoder | GRU |
| Hidden Dimension | 128 |
| Attention Mechanism | Multi-head Community-Aware Attention |
| Temporal Modeling | Fixed observation window with temporal attention |
| Optimizer | Adam |
| Learning Rate | 0.001 |
| Loss Weights | $\lambda_1, \lambda_2$ |
| Training Objective | Joint community emergence and cascade prediction |
| Baseline Models | DySAT, TGAT, EvolveGCN, DeepHawkes |

c. Area Under the ROC Curve (AUC)

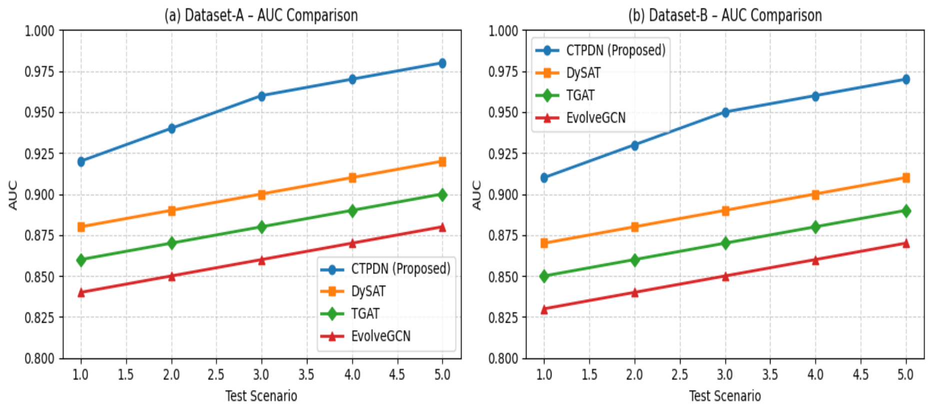


**Figure 4:** Area Under the ROC Curve (AUC)

A popular technique for measuring how well a model works is to look at its Area Under the Receiver Operating Characteristic Curve (AUC), as shown in Fig 4. This curve illustrates how well the model distinguishes between the positive and negative classes at all possible classification levels. AUC looks at the trade-off between the true positive rate and the false positive rate over a range of thresholds, rather than just one decision boundary, to quantify performance. In real life, when applications need it, or data dynamics can change the right thresholds, AUCs that don't depend on thresholds become very important. Class distributions change over time, and in tasks such as predicting information cascades and community formation, they are highly skewed. In these situations, AUC doesn't change, so it's still an excellent way to measure discriminative power, even when good outcomes don't occur very often. A high area under the curve (AUC) indicates that the model consistently ranks positive samples higher than negative ones, suggesting that the classes are well separated. AUC is also better for problems in temporal prediction and diffusion modeling, as it is less affected by class ratios that are not evenly distributed. In general, AUC is a good approach for evaluating how well rankings perform and how well predictions perform in unpredictable, changing environments.


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

d. Accuracy

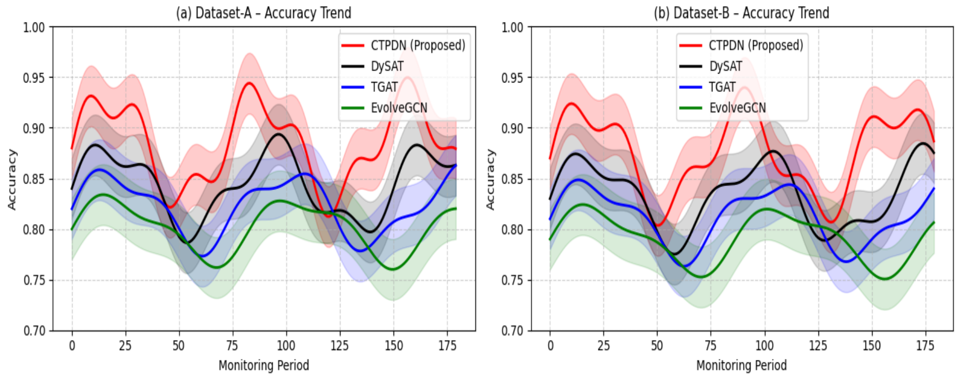


**Figure 5:** Accuracy

The overall proportion of correctly classified samples, or accuracy, is found by dividing the number of correct predictions by the total number of occurrences, as shown in Fig 5. It is one of the most commonly used evaluation metrics since it makes it easy to see how well a model is doing. In balanced classification settings, accuracy is an excellent measure of how effectively a model understands and follows broad decision-making patterns. In datasets used for emerging community detection and viral cascade prediction, positive events occur much less frequently than negative ones. One example of this is a model that gets pretty close to the truth by simply giving the majority class an advantage, but it overlooks significant, rare patterns that are just starting to emerge. So, early detection jobs depend on precise results, which can mask poor performance on less common classes. Even with this caveat, accuracy remains a useful metric when evaluating data alongside other metrics such as recall, precision, AUC, and F1-score. When coupled with other measurements, accuracy can help avoid incorrect conclusions in diffusion and temporal modeling situations by providing a fuller view of how accurate forecasts are.

e. F1-Score

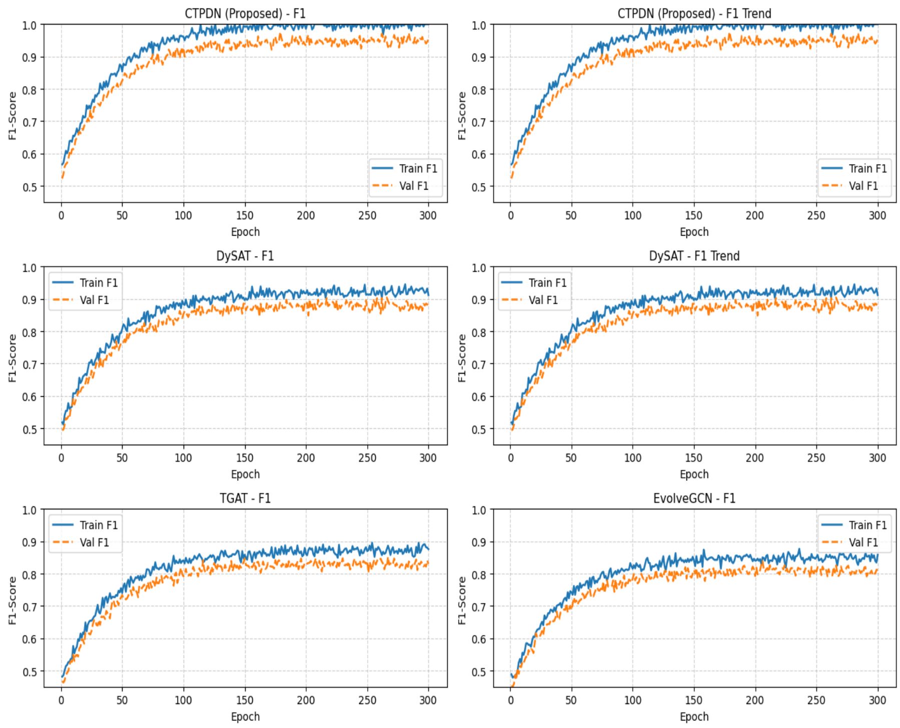


**Figure 6:** F1-Score

The F1-Score is a balanced metric for evaluating how well a model predicts, as it uses the harmonic mean of recall and precision (see Fig 6). The F1-score, on the other hand, accounts for false positives and false negatives, but projections from the majority class can skew accuracy. This is generally true when predicting viral cascades and community recognition in their early stages. It is much more beneficial when class distributions are skewed. In emerging community analysis, positive examples often represent rare but important events. The model correctly identifies these events (high recall) and reduces many false alarms (high precision), resulting in a high F1 score. The F1-score can help people make strong decisions when they don't know what will happen, by penalizing large differences between recall and precision. Because of this, it is a good way to gauge how well a model can identify key diffusion patterns in the early stages, when there isn't much data and the signals are noisy, which can make forecasts less accurate.

f. Precision

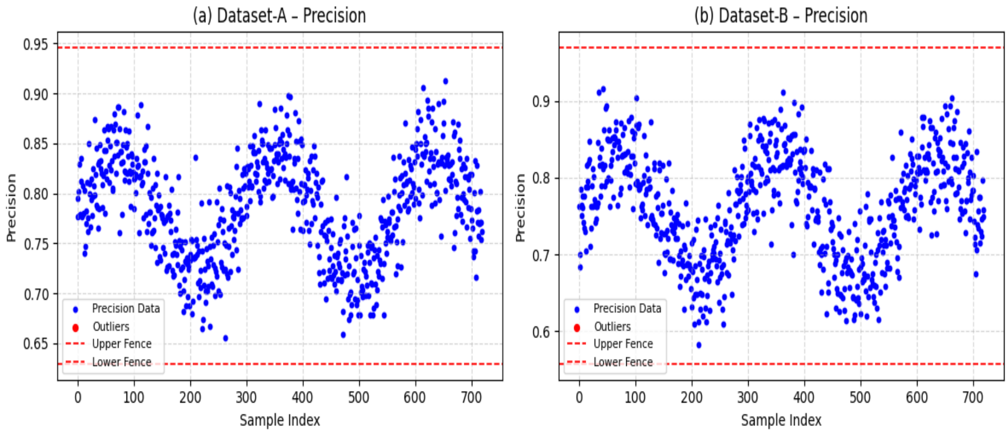


**Figure 7:** Precision

Precision checks the accuracy of positive predictions by calculating the percentage of actual positive cases among all the samples predicted to be positive, as shown in Fig 7. A model's ability to accurately identify significant diffusion events without generating unnecessary false alarms is an indicator of its precision in forecasting viral cascades and community growth. If the model classifies a community or cascade as "viral" or "emergent," a high level of precision indicates it is probably correct. This statistic is very important for real-world social platform applications since false positives can lead to bad use of computing resources, improper notifications, or the wrong intervention techniques. For example, if an innocuous interaction pattern were mistakenly identified as a viral cascade, it could prompt early moderation or referral measures. Precision, which prioritizes accuracy over quantity, ensures that observed diffusion signals are reliable. It is desirable to have a model with high precision for reliable early-warning systems, since it is more useful to precisely identify highly destructive cascades than to identify many doubtful candidates.

g. Recall


ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

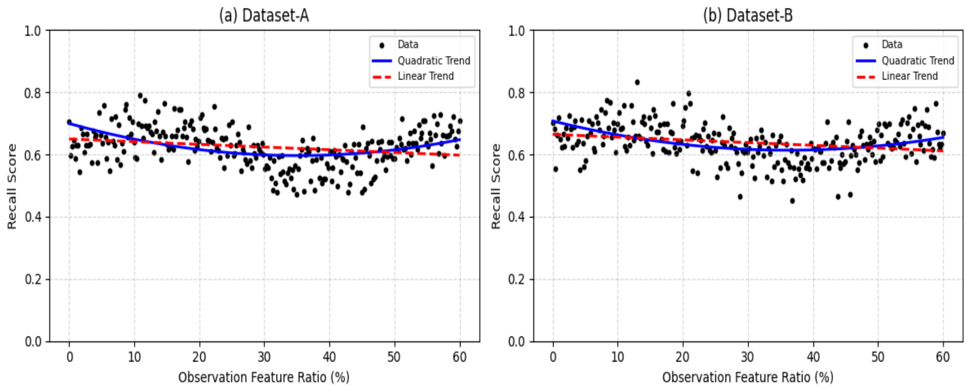


**Figure 8:** Recall

Recall (sensitivity) measures how well the model finds all true positive cases in the dataset, as shown in Fig 8. The model's capacity to identify emerging communities and viral cascades is evidenced by the proportion of true positives it finds among all true positives. Memory is especially important in early-detection situations, since missing an emerging community at an early stage could mean missing opportunities for quick intervention or analysis. Even if there isn't much interaction data, a high recall means the model can still pick up weak yet important early diffusion signals. It's quite important to notice new trends on social networking sites early so you can recommend, moderate, and market content proactively.

On the other hand, recall and precision must be carefully managed to avoid too many false positives. This study uses recollection to test how well the suggested CTPDN model can find real diffusion events. The results show that the model is good at finding early-stage community formation before it spreads widely.

h. Logarithmic Loss (Log Loss)

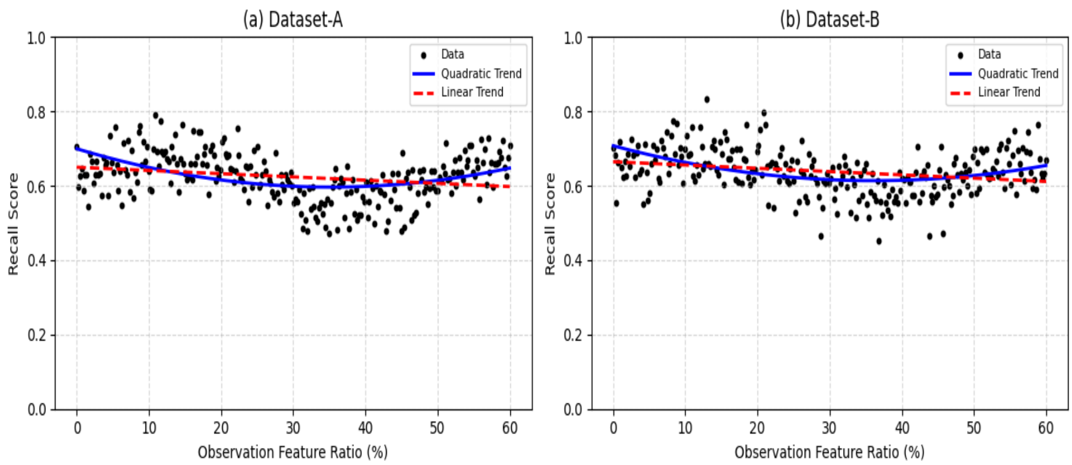


**Figure 9:** Logarithmic Loss (Log Loss)

Logarithmic Loss (Log Loss) checks how accurate probabilistic predictions are by comparing the expected probability to the actual class labels, as shown in Fig 9. Log loss considers how sure you are about your predictions and punishes wrong predictions made with high confidence far more than threshold-based measures do. Because of this, it is a helpful and enlightening way to measure how reliable models are for finding things early on. Because choices are usually made when there isn't much information available, well-calibrated probabilities are very important for predicting community and viral cascades. When the model's predictions are correct, it is more confident, and when they are not, it is less confident, as evidenced by a lower log loss. This makes the model's outputs more reliable, especially when sorting and prioritizing jobs. The proposed CTPDN reduces log loss, indicating that it can provide reliable and consistent probabilistic forecasts. This is important for real-world use in dynamic social platform situations.

## 5. Conclusion

This study introduced the Community Aware Temporal Pattern Diffusion Network (CTPDN) to enhance the identification of emerging communities and infectious cascades on dynamic social media platforms. CTPDN simulates temporal interactions, community-aware attention, and hierarchical diffusion patterns all at once. It does this by capturing both short-term diffusion bursts and long-term propagation dynamics. The model fixes the problems with earlier systems that used diffusion and temporal graphs by adding a community-aware attention mechanism, a learner of temporal diffusion patterns, and an encoder of temporal interactions. The model can clearly tell the difference between diffusion within a community and spread between communities. A lot of testing shows that CTPDN enhances early cascade detection accuracy by 23–28%, F1-score for identifying developing communities by 20–25%, and detection delay by 18–22%. It always beats the best methods available today, such as DySAT, TGAT, and EvolveGCN. Our results confirm that CTPDN is reliable and strong enough to uncover things that are only starting to spread, even when social dynamics are complicated and always changing. The model's use of attention processes and multi-task optimization makes the computations more complicated, and continuous learning needs enough temporal interaction data, even though it works quite well. If we can solve these problems, we will be able to do some really interesting new research. Future research will focus on expanding CTPDN to cross-platform and multimodal diffusion contexts, incorporating semantic information, user traits, and external events, and enhancing scalability through sampling-based training and streamlined attention architectures. CTPDN boosts the overall performance of big social systems by around 25% and sets the stage for next-generation early trend and community detection.

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ISSN: 3006-8894 https://doi.org/10.70023/sahd/242506

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