

In "Aral, S., Muchnik, L., & Sundararajan, A. (2013). Engineering Social Contagions: Optimal Network Seeding and Incentive Strategies. *Network Science*, 1(2), 125–153" we introduced a novel technique - data-driven simulation and use data about spread of a new product in large social network (27M of yahoo! users) to study how to accelerate adoption of a product by leveraging peer influence in different ways.

The *Network Science* journal was organized by the top network research people in Management, Sociology, Computer Science, Physics and Medicine. The idea is that networks are studied in numerous domains and the community decided to establish a common journal to stimulate collaboration. .

So, having examined papers published in 2013-2016, the editorial board decided to award us the Best Paper Award in *Network Science* (for the 2013-2016).

