Friendship formation in virtual worlds: the role of homophily, status, and preferential attachment

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RELATIONSHIP FORMATION

- Homophily: birds of a feather flock together
- Status: people prefer friends of higher status
- Preferential attachment: the rich get richer

- Second layer in virtual worlds: player vs. avatar
METHOD

• Research site: Timik, virtual world for teenagers
• Tracked 100,000 friendship requests & acceptance
• Player & avatar characteristics
• For results: come to the poster!