

December 30, 2016  
Computational Social Science Winter  
Symposium



# 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!