

Social signature phenomenon on virtual social network users' data

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Abstract

In this paper, we present the results of a social signature phenomenon study, first described in Saramaki and his colleagues' work (2014). We repeated the design of their research on phone logs using new data - direct messages in the virtual social network "Vkontakte" (Russian Facebook). We have come to similar results on the sample of 35 active users from 21 to 29 years old. The intrapersonal social pattern of the communication distribution turned out to be stable during time period of the year and a half despite of high rate of alters change in a personal network. The alter's rank is associated with emotional intimacy by communication volume significantly. In addition to that, we tested the hypothesis of the Dunbar's number and also have received a confirmation.