

Multirelational organization of large-scale social networks in an online world

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The capacity to collect fingerprints of individuals in online media has revolutionized the way researchers explore human society. Social systems can be seen as a nonlinear superposition of a multitude of complex social networks, where nodes represent individuals and links capture a variety of different social relations. Much emphasis has been put on the network topology of social interactions, however, the multidimensional nature of these interactions has largely been ignored, mostly because of lack of data. Here, for the first time, we analyze a complete, multirelational, large social network of a society consisting of the 300,000 odd players of a massive multiplayer online game. We extract networks of six different types of one-to-one interactions between the players. Three of them carry a positive connotation (friendship, communication, trade), three a negative (enmity, armed aggression, punishment). We first analyze these types of networks as separate entities and find that negative interactions differ from positive interactions by their lower reciprocity, weaker clustering, and fatter-tail degree distribution. We then explore how the interdependence of different network types determines the organization of the social system. In particular, we study correlations and overlap between different types of links and demonstrate the tendency of individuals to play different roles in different networks. As a demonstration of the power of the approach, we present the first empirical large-scale verification of the long-standing structural balance theory, by focusing on the specific multiplex network of friendship and enmity relations.

complex networks | multiplex relations | quantitative sociology

Human societies can be regarded as large numbers of locally interacting agents, connected by a broad range of social and economic relationships. These relational ties are highly diverse in nature and can represent, e.g., the feeling a person has for another (friendship, enmity, love), communication, exchange of goods (trade), or behavioral interactions (cooperation or punishment). Each type of relation spans a social network of its own. A systemic understanding of a whole society can only be achieved by understanding these individual networks and how they influence and coconstruct each other. The shape of one network influences the topologies of the others, as networks of one type may act as a constraint, an inhibitor, or a catalyst on networks of another type of relation. For instance, the network of communications poses constraints on the network of friendships, trading networks are usually constrained to positively connoted interactions such as trust, and networks representing hostile actions may serve as a catalyst for the network of punishments. A society is therefore characterized by the superposition of its constitutive socioeconomic networks, all defined on the same set of nodes. This superposition is usually called multiplex, multirelational, multimodal, or multivariate network (see Fig. 1). The study of small-scale multiplex networks has a long tradition in the social sciences (1) and has been applied to areas such as homophily in social networks (2), the effect of combined interactions on an agent's behavior (3), and the nontrivial interrelation between family and business networks (4). Multiplexity is thought to play an important role

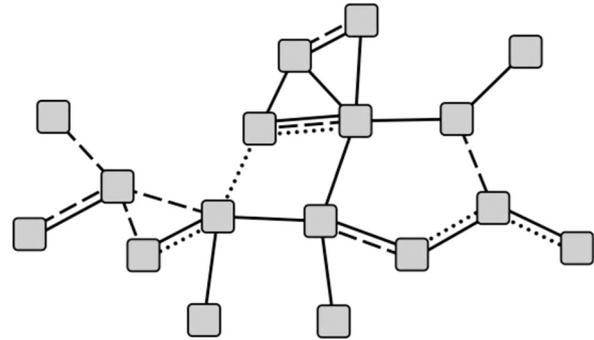


Fig. 1. Multiplex networks consist of a fixed set of nodes connected by different types of links. This multirelational aspect is usually neglected in the analysis of large social networks. In our MMOG dataset, six types of social links can exist between any two players, representing their friendship or enmity relations, their exchanged private messages, their trading activity, their one-to-one aggressive acts against each other (attacks), and their placing of head money (bounties) on other players as, e.g., means of punishment.

in the organization of large-scale networks. For example, the existence of different link types between agents explains the overlap of community structures observed in social networks, where nodes may belong to several communities, each associated to one different type of interaction (5, 6). Methodological work on multiplex networks includes the development of multiplex community detection (7), clustering (8), and other network analysis algorithms (9). The role of multiple relation types in measured social networks has recently been investigated across communication media (10), in an online game (11), as well as in ecological networks (12).

Traditional methods of social science, such as small-scale questionnaire-based approaches, get more and more replaced by automated methods of data collection which allow for entirely different scales of analysis (13–15). This change of scale has opened new perspectives and has the potential to radically transform our understanding of social dynamics and organization (16). The empirical verification of social theories such as the strength of weak ties (17, 18) become possible with hitherto unthinkable levels of precision. However, this large-scale perspective suffers from the drawback of a relatively coarse-grained representation of social processes taking place between individuals and of blindness in respect to the existence of different types of social interactions. For example, in most works on e-mail (19) or mobile phone networks (17, 20), the existence and weight of a link is

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Discussion

Most empirical studies of large-scale social networks focus on node properties (5), for instance, to uncover the topological centrality of social agents or patterns of homophily between agents (40), while being blind to the multiple nature of the links connecting agents. In many social systems, however, a proper description of multiplexity is essential to capture the stress caused by different forces acting on social agents and therefore to uncover the principles shaping the large-scale organization of social interactions. For instance, the interaction and coexistence of multiple relations are crucial to describe the emergence of conflict in social systems (41–43) or the development of trust in commercial networks (44).

Our work begins to quantitatively measure the multidimensionality of human relationships. Its results shed light on macroscopic implications of interaction types: Relations driven by aggression lead to markedly different systemic characteristics than relations of a nonaggressive nature. Network–network interactions reveal a nontrivial structure of this multidimensionality and how humans play very different roles in different relational networks. The richness of the dataset allows the effect of multiple relations on the structure and stability of a large-scale social network to be explored, thereby providing a first empirical basis for the modeling of multiplex complex networks. Future research perspectives include different generalizations of structural balance theory, e.g., to a larger set of social relations, to the case of weighted and/or directed networks or to larger motifs, an extension of the concept of modularity for multiplex (7) or signed (45) networks but also dynamical aspects, for instance, the dynamics of noncooperative organizations (46).

Materials and Methods

Social Network Data from the Online Game “Pardus.” The dataset contains practically all actions of all players of the MMOG Pardus since 2004 when the game went online (18). Pardus is an open-ended game with a worldwide player base of more than 300,000 people. Players live in a virtual, futuristic universe in which they explore and where they interact with others in a multitude of ways to achieve their own goals (22). Here we focus on one of the three separate game universes, Artemis, in which $N = 18,819$ players have interacted with at least one other player over the first 445 consecutive days of this universe’s existence.

Players typically engage in various economic activities to accumulate wealth. Communication between any two players can take place directly, by using a one-to-one, e-mail-like, PM system (see *SI Text*), or indirectly, by meeting in built-in chat channels or online forums. Social and economical decisions of players are often strongly influenced and driven by social factors such as friendship, cooperation, and conflict. Conflictual relations may result in aggressive acts such as attacks, fights, revenge, or even destruction of another player’s means of production or transportation. Under certain conditions, hostile acts may degenerate into large-scale conflicts between different factions of players—wars.

The dataset contains longitudinal and relational data allowing for an almost complete and dynamical mapping of multiplex relations of an entire society. The data are free of interviewer effects because agents are not conscious of their actions being logged. Measurement errors which usually affect reliability of survey data (47) are practically absent. The longitudinal aspect of the data allows for the analysis of dynamical aspects such as the emergence and evolution of network structures. Finally, it is possible to extract multiple social relationships between a fixed set of humans. We focus on the following set of six types of one-to-one interactions between players (for details, see *SI Text*): friendship and enmity relations, PM communication, trades, attacks, and revenge/punishment through head money (bounties). We label these networks by Greek indices: $\alpha = 1$ refers to friendship networks, ..., $\alpha = 6$ to bounties. We focus on one-to-one interactions only (without projections as, e.g., used in refs. 48 and 49) and discard indirect interactions such as mere participation in a chat.

Friendship and enmity networks are taken as snapshots at the last available day 445. All other networks are aggregated over time, meaning that whenever a link existed within day 1 and 445, it is counted as a link. For simplicity, we use unweighted, directed networks. Further, we define undirected networks as follows: A link exists between nodes i and j if there exists at least one directional link between those nodes. We construct triads [motifs of three connected nodes (1)] from undirected links. For a combined analysis of the whole system, we define an *envelope network* which is composed of the set of all links of *all* interaction types. In the envelope network, a link from i to j exists if it exists in at least one of the six relational networks.

Network Measures. The statistical properties of the six networks have been studied as separate entities using the following notations and measures. N_α is the number of nodes in the network type α , and $L_\alpha^{\text{dir(undir)}}$ is the number of (un)directed links. Reciprocity is labeled by r_α , and $\rho(k_\alpha^{\text{in}}, k_\alpha^{\text{out}})$ is the correlation of in- and out-degrees within the α network. Average degree, clustering coefficient, and clustering coefficient with respect to the corresponding random graph are marked by \bar{k}_α , C_α , and $C_\alpha/C_\alpha^{\text{rand}}$, respectively. For more details, see the *SI Text*.

Network Interactions. For network–network interactions, we compute the Jaccard coefficient which measures the interaction between two networks by measuring the tendency that links simultaneously are present in both networks. $J_{\alpha\beta}$ is a similarity score between two sets of elements and is defined as the size of the intersection of the sets divided by the size of their union (50), $J_{\alpha\beta} \equiv |\alpha \cap \beta| / |\alpha \cup \beta|$. Related similarity measures, such as the cosine similarity measure lead to comparable results. The correlation measures used are described in detail in the *SI Text*.

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