

## Examining User Networks and Social Ties among Smartphone Users

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This research postulates the existence of two distinct identifiable smartphone user social groups, one revolving around Android based smartphones and the other around iOS. It aims to identify the social networks created by these users, and examine inter and intra-group interactions. Furthermore, this work predicts digital literacy and smartphone ownership as the main determining factors of differentiation, group centrality and commitment within and between the groups, respectively. From a technological standpoint these two platforms display a distinct difference in the development stage, a difference that could percolate down to the user layer and cause users to display group commitment characteristics, which in turn, cause inter and intra-group behaviors. The main fields of research are Social Identity Theory, Social Networks, and Digital Literacy. By employing a mixed research methodology consisting of social network analysis by quantifying links within blogs, qualitative content analysis of blog posts, and a questionnaire sent to blog owners, the research attempts to demonstrate that iOS and Android owners display attributes of social identity and that within these groups, digital literacy is indeed a predictor of network centrality. By identifying these groups and their dynamics a better understanding of these new, rapidly evolving, social networks will be attained, thus enabling further research to glean additional insight.