

Abstract

This study examines the potential of survival analysis as a tool to predict relationship duration in user-generated content networks on the example of SoundCloud. Survival analysis is a highly versatile method with the main advantage of overcoming censoring biases in user interaction data. This research focuses on three key objectives: exploring user relationship dynamics of SoundCloud; defining, testing, and interpreting survival models for SoundCloud user relationships; and finally, creating a general framework for the application of survival analysis on user-generated content networks in practice. The most challenging part of this research is defining the end of a relationship between two users on an online social media platform, since this event is rarely observable and abrupt. However, with a clearly defined survival event, survival analysis is a powerful tool that can assist in decision making within and beyond the domain of user-generated content networks.

Keywords: survival analysis, user-generated content networks, online social media, online relationships.