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(54) **GROUP USER EXPERIENCE**

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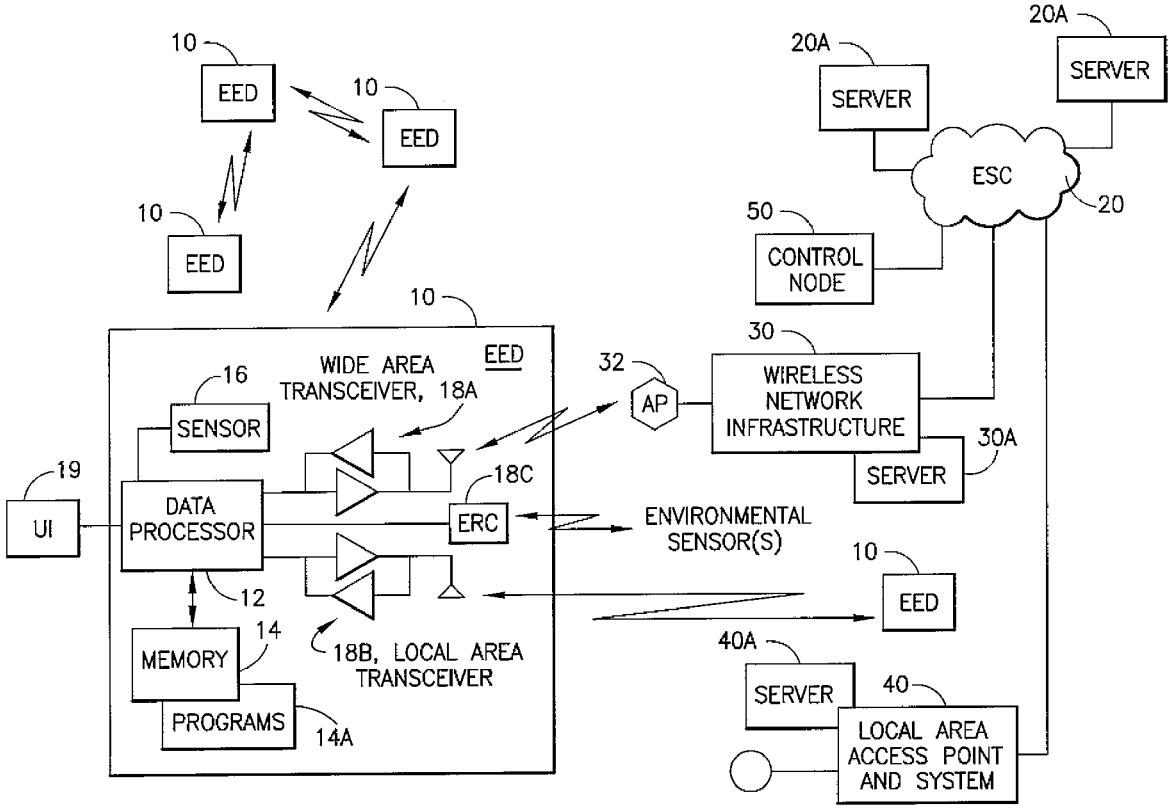
(57) **ABSTRACT**

Disclosed is a method, system and computer programs to provide emergent behavior in a network of connected mobile user devices. The method includes advertising with a mobile wireless communication device to other mobile wireless communication devices a vector list that includes at least mobile wireless communication device specific vectors and mobile wireless communication device user specific vectors. The method further includes determining, in cooperation with a cloud-based data processing environment, whether to connect to a network of other mobile wireless communication devices based at least on at least one element that comprises part of vector lists associated with the other mobile wireless communication devices, the vector lists being stored at the cloud-based data processing environment.