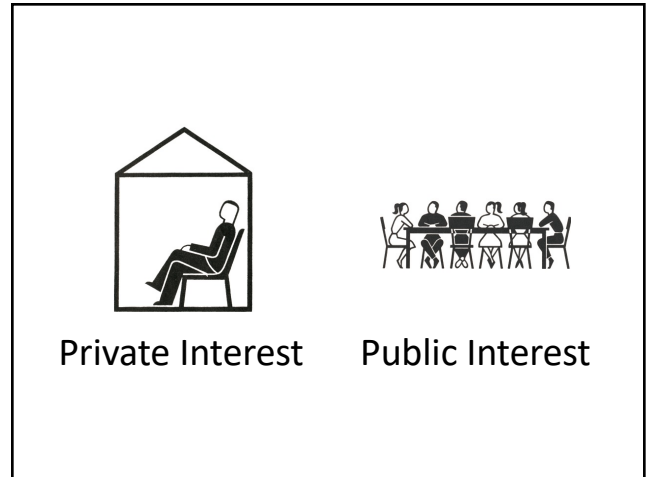
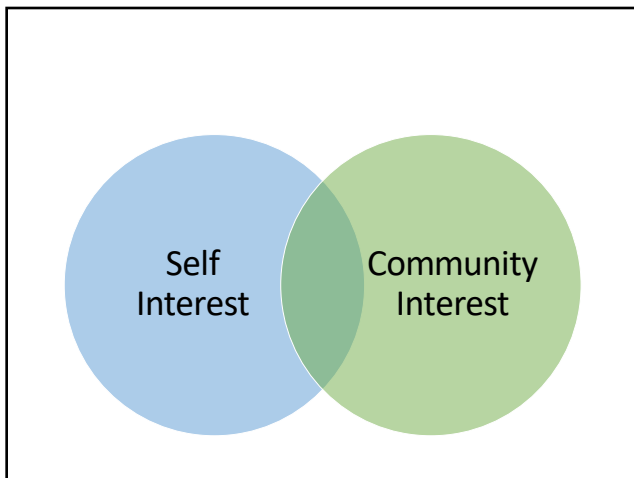




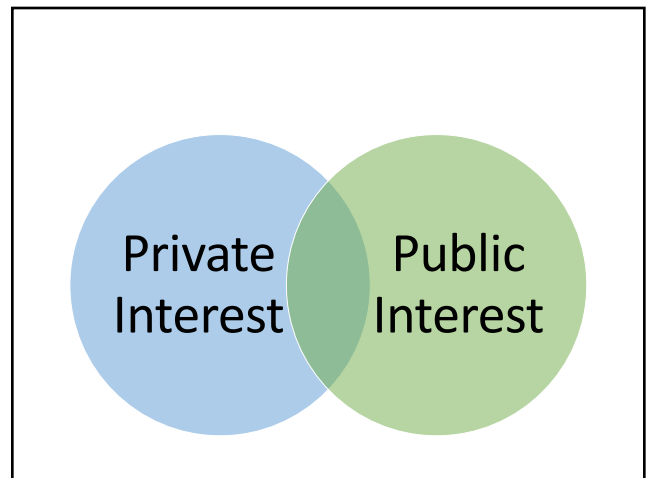
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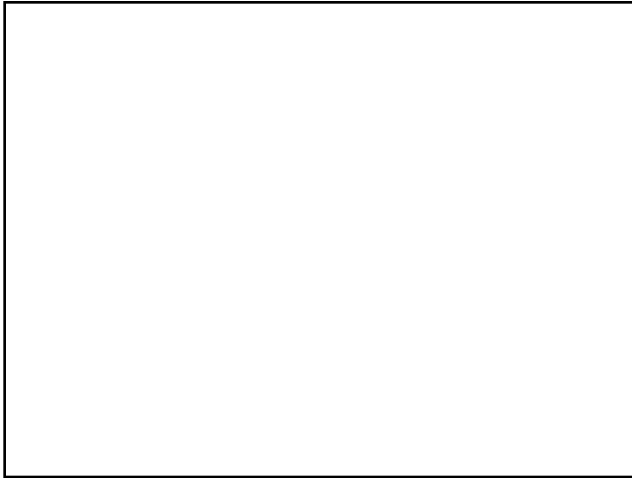
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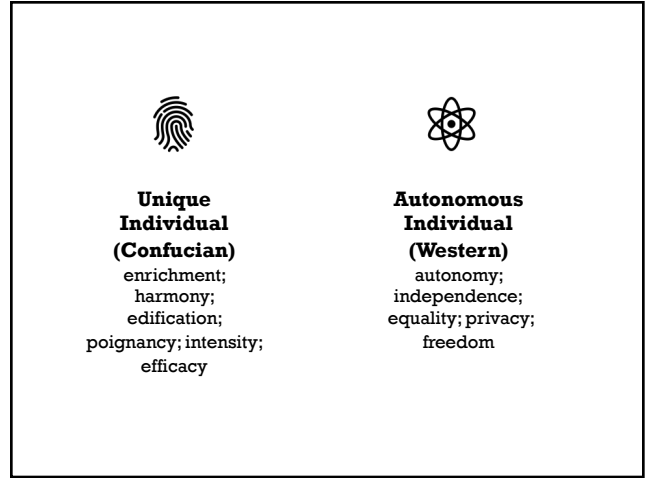
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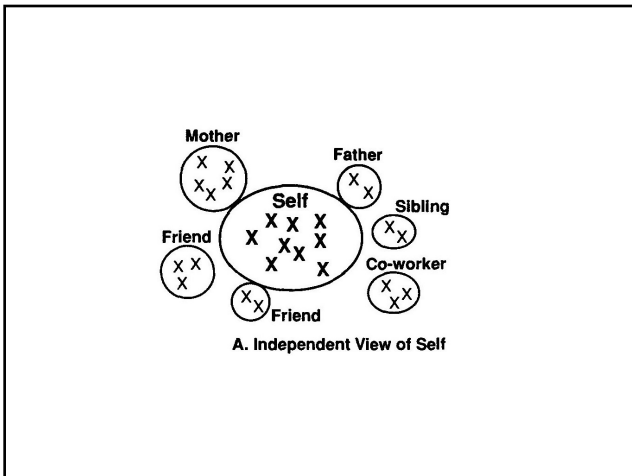
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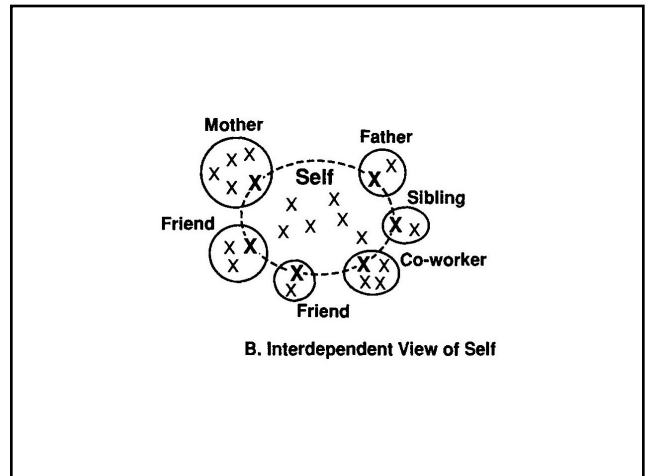
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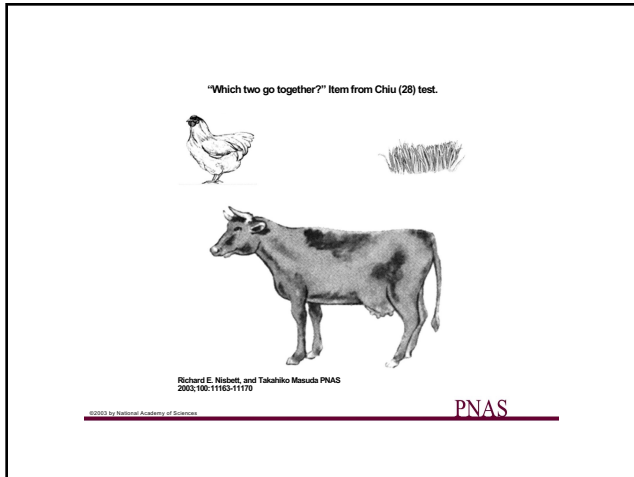
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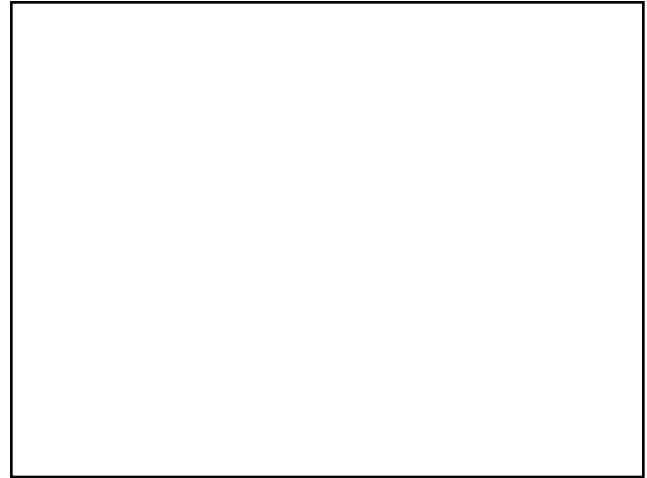
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19



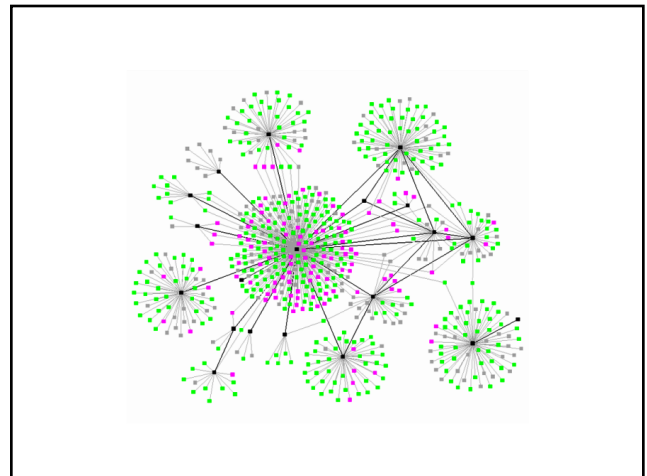
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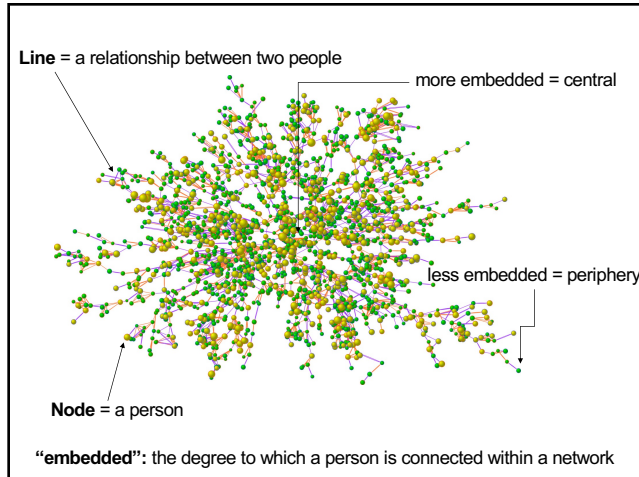
21

Self as Focus and Field in
a Focus-field Model

22



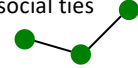
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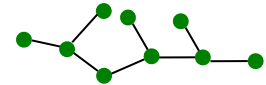
24

Contagion: Flows within Networks

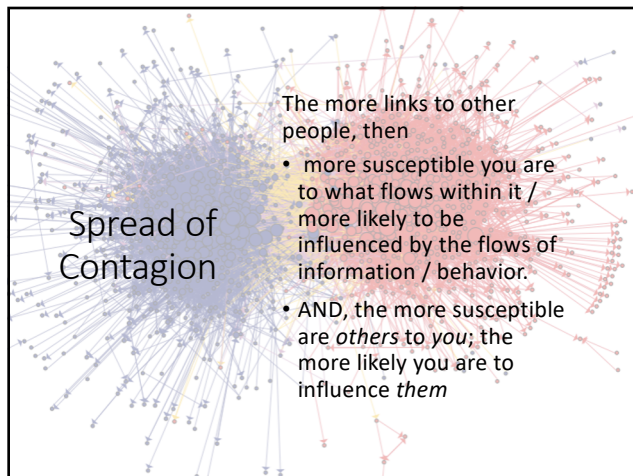
- Dyadic Spread: the tendency of effects to spread from one person to their direct social ties



- Hyperdyadic spread: the tendency of effects to spread from person to person to person (outside a person's direct social ties)



25




26

Three degrees of influences

Influence *dissipates* after 3 degrees because of:

- Intrinsic decay
 - corruption of information
 - loss of signal
- Network Instability
 - social ties become unstable at 4+ degrees of separation


27



- A person is 15% more likely to be happy if directly connected to a happy person (1 degree)
- At 2 degrees 10% more likely to be happy
- At 3 degrees 6% more likely to be happy
- Each unhappy friend decreases the likelihood of happiness 7%

28


- On average, **1 decision** to vote will motivate **3 others** to also go to the polls.
 - Usually, those you influence to vote in your social network have political ideas similar to yours.
- **Decision to vote** is more powerful than your vote itself!



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“Seeing ourselves as part of a **superorganism** allows us to understand our actions, choices, and experiences in a new light. If **we are affected by our embeddedness in social networks and influenced by others** who are closely or distantly tied to us, we necessarily lose some power over our own decisions. Such a loss of control can provoke especially strong reactions when people discover that their neighbors or even strangers can influence behaviors and outcomes that have moral overtones and social repercussions. But the flip side of this realization is that people can transcend themselves and their own limitations. In this book, we argue that our interconnection is not only a natural and necessary part of our lives but also a force for good. Just as brains can do things that no single neuron can do, so can **social networks do things that no single person can do.**”


-Christakis and Fowler, *Connected*



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“Our connections affect every aspect of **our daily lives**. Rare events such as murder and organ donation are just the tip of the iceberg. How **we** feel, what **we** know, whom **we** marry, whether **we** fall ill, how much money **we** make, and whether **we** vote all depend on the ties that bind us. Social networks spread happiness, generosity, and love. They are always there, exerting both subtle and dramatic influence over **our** choices, actions, thoughts, feelings, even **our** desires. And our connections do not end with the people we know. Beyond our own social horizons, **friends of friends of friends can start chain reactions that eventually reach us**, like waves from distant lands that wash up on our shores.”

-Christakis and Fowler, *Connected*



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