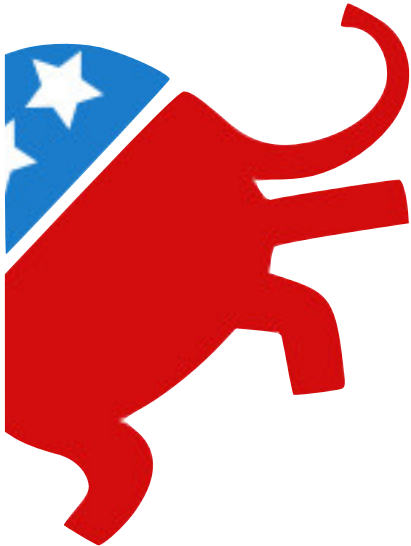




- individual

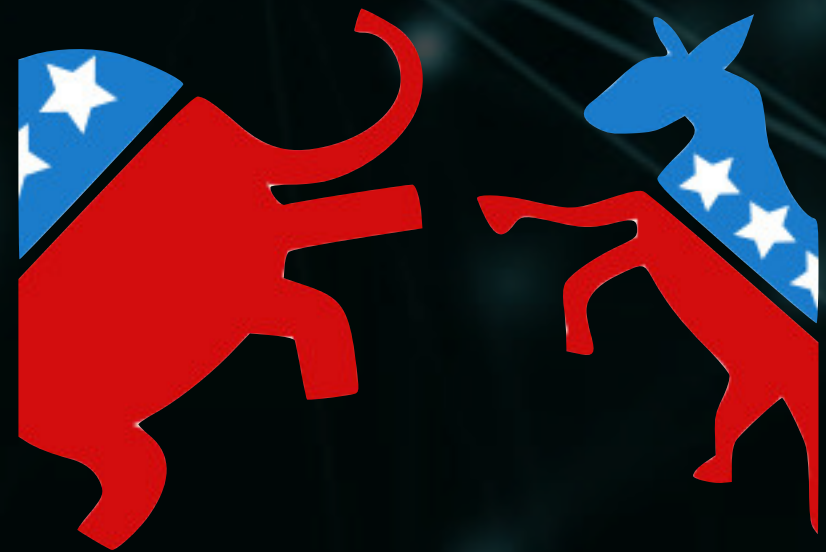
● homophily





HOMOPHILY

- With **individual**-level homophily, people are more likely to be connected if they share similar attributes.
- Because of **homophily**, social network analysis almost invariably involves the sociology of class, gender, ethnicity, and nationality as well as cultural values.



HOMOPHILY

