

HOMOPHILY

- “Bird of a feather, flock together.”
- **Homophily**, or “same love” in Greek, means that people with shared characteristics tend not only to socialize together, but also to influence each other’s behavior when doing so.
- Connections are both “**cause** and **consequence**” of human behavior: Do we join together with like minds or become increasingly like minds because we are joined together?
- The study of **networks** can NEVER move in one direction: There is a constant feedback between structure and agency.



HOMOPHILY

- Homophily has two main causes:
 1. Common norms or values
 2. Structural location.
- Four separate processes that can result in homophily:
 1. The same kinds of people come together.
 2. People influence one another and in the process become alike.
 3. People can end up in the same place.
 4. Once they are in the same place, the place influences them to become alike.



