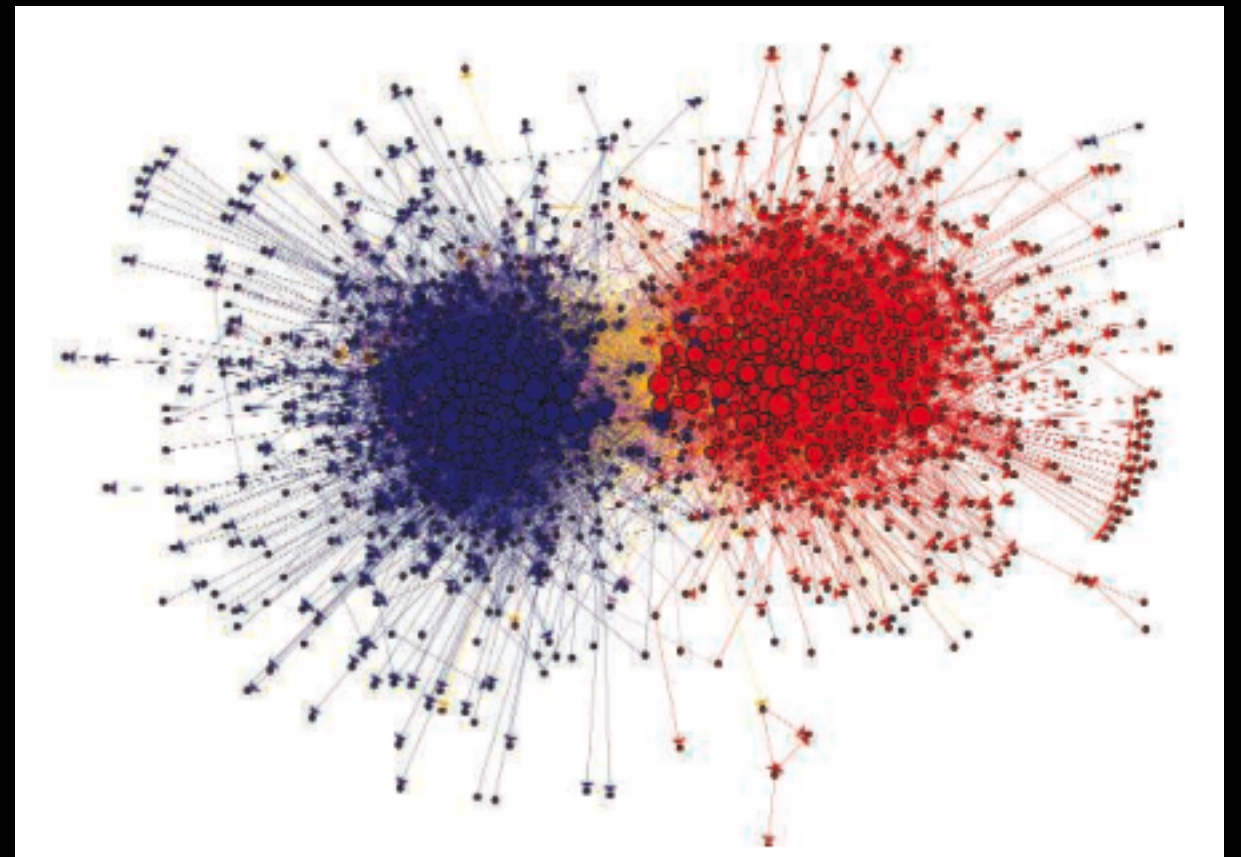


# HOMOPHILY

- 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.



# 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.
- **Status**-homophily refers to shared acquired or ascribed characteristics like race or class.
- **Value**-homophily refers to shared attitudes and beliefs and is also called homogeneity.

