

PROPINQUITY



- Connections are created between people in a network by various "forces."
- This simplest is by **propinquity**, or being in the same place at the same time.
- This differs slightly from **co-location**, in which people are merely in range of each other, and **co-presence**, a social relationship that is within the framework of a social structure.

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.



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