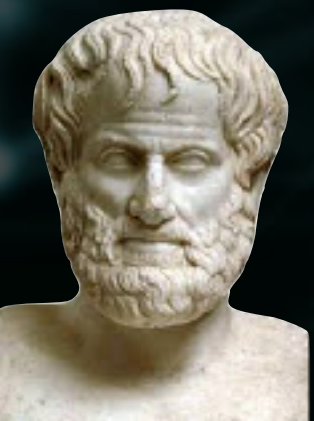


# HOMOPHILY

- “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

