



- Social capital







SOCIAL CAPITAL

- **Social capital** is the networked resources that we do not own, but to which we have access. Hence, social connection matters!
- Job referrals (a good word put in with a friend) to travel recommendations to finding a neighbor of a friend of a friend to walk your dog while you're on vacation.
- Studies show that obese people tend to hang out more with other obese people over time, almost clustering together subconsciously.



PROPINQUITY

