

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



- 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.

