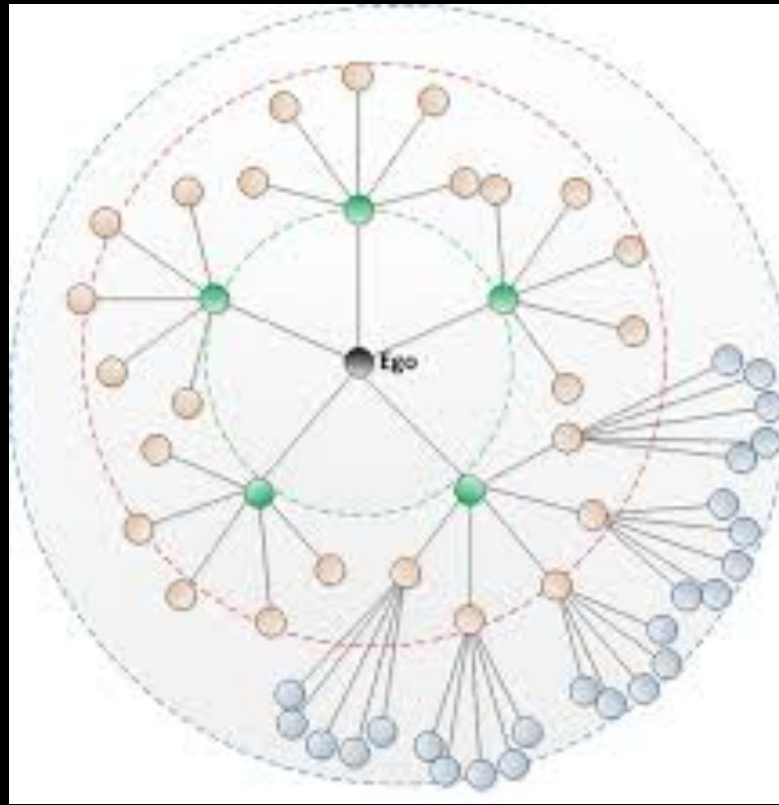


# NETWORKS BY THE NUMBERS



- Consider this: If each of us had 100 unique [Facebook](#) friends (i.e., friends who do not know each other), then we are only two steps removed from 10,000 people.
- Three steps removed, and it's a [million](#).
- (While most of us have hundreds of Facebook friends, it's admittedly rare to have that many who do not know each other.)

# 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.



