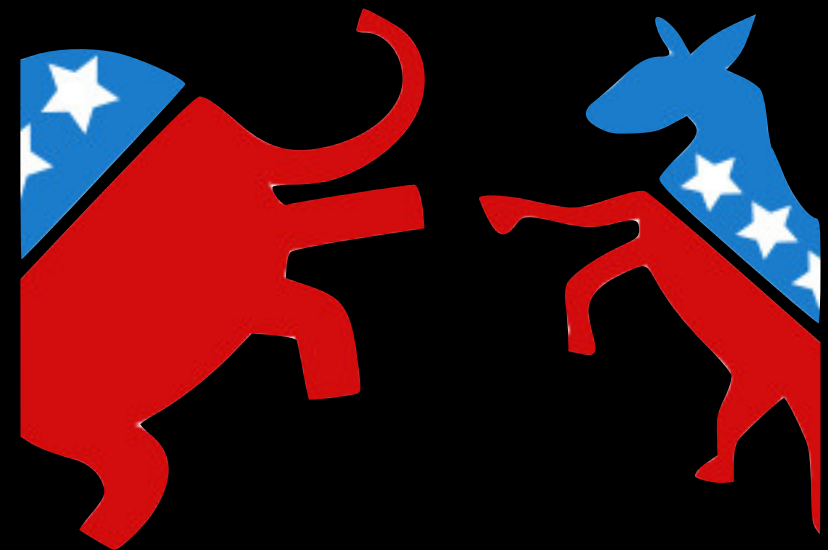


HOMOPHILY

- With **individual**-level homophily, people are more likely to be connected if they share similar attributes.
- Because of **homophily**, social network analysis almost invariably involves the sociology of class, gender, ethnicity, and nationality as well as cultural values.
- **Status**-homophily refers to shared acquired or ascribed characteristics like race or class.
- **Value**-homophily refers to shared attitudes and beliefs and is also called homogeneity.



DISTANCE AND SIX-DEGREES OF SEPARATION

- The (geodesic) **distance** between any two objects or people in a network is formally defined as “the length of the shortest path via the edges or binary connections” between them.
- The **first-order zone** of a network refers to direct relationships; with social networks, the term more often used is “interpersonal environment.”
- One step removed from these direct connections is the **second-order zone**, and so on.

