## HOMOPHILY

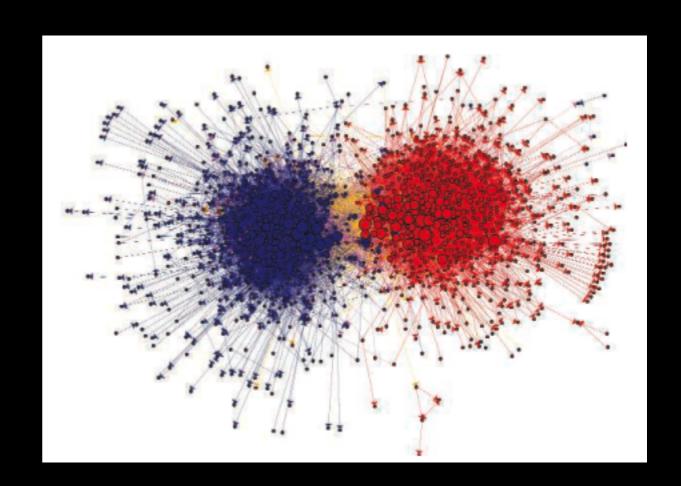
- "Bird of a feather, flock together."
- Homophily, or "same love" in Greek, means that people with shared characteristics tend not only to socialize together, but also to influence each other's behavior when doing so.
- Connections are both "cause and consequence" of human behavior: Do we join together 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

- Homophily has two main causes:
  - 1. Common norms or values
  - 2. Structural location.
- Four separate processes that can result in homophily:
  - 1. The same kinds of people come together.
  - 2. People influence one another and in the process become alike.
  - 3. People can end up in the same place.
  - 4. Once they are in the same place, the place influences them to become alike.



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