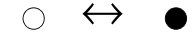
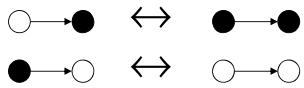
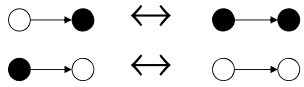
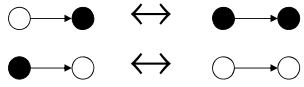
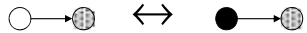
1. Model Form

$$f^{z}_{ego}(\beta, x, z)$$

Effect	Network Statistic	Effective Transitions in Behavior[a]	Verbal Description
1. Shape: linear and quadratic	$(\mathbf{z}_i - \bar{\mathbf{z}})$ and $(\mathbf{z}_i - \bar{\mathbf{z}})^2$		*The two parameters together define a parabola shape of the objective function, allowing it to capture the basic shape of the observed distribution of the behavioral variable.*
2. Average similarity	$(\sum_j \mathbf{x}_{ij}\mathrm{sim}_{ij})/(\sum_j \mathbf{x}_{ij})$		Assimilation to neighbors' average behavior (small neighborhoods pull as much as big ones)
3. Sum of similarity	$\sum_j \mathbf{x}_{ij}\mathrm{sim}_{ij}$		Assimilation to neighbors' average behavior (size of neighborhood determines size of effect)
4. Average alters	$(\sum_j \mathbf{x}_{ij}(\mathbf{z}_j - \bar{\mathbf{z}}))/(\sum_j \mathbf{x}_{ij})$		Main effect of neighbors' average behavior (contagion/influence, but not necessarily assimilation)
5. Indegree × behavior	$(\mathbf{z}_i - \bar{\mathbf{z}}) \sum_j \mathbf{x}_{ji}$		Effect of own popularity in the network on behavior
6. Outdegree × behavior	$(\mathbf{z}_i - \bar{\mathbf{z}}) \sum_j \mathbf{x}_{ij}$		Effect of own activity in the network on behavior
7. Isolation × behavior	$(\mathbf{z}_i - \bar{\mathbf{z}})(1 - \max_j(\mathbf{x}_{ij}))$		Effect of being isolated in the network on behavior