

Lec41 Introduction to Homophily

- Obesity, happiness and energy levels are contagious
- Happiness is contagious to 3 levels

Lec42 Selection and Social Influence

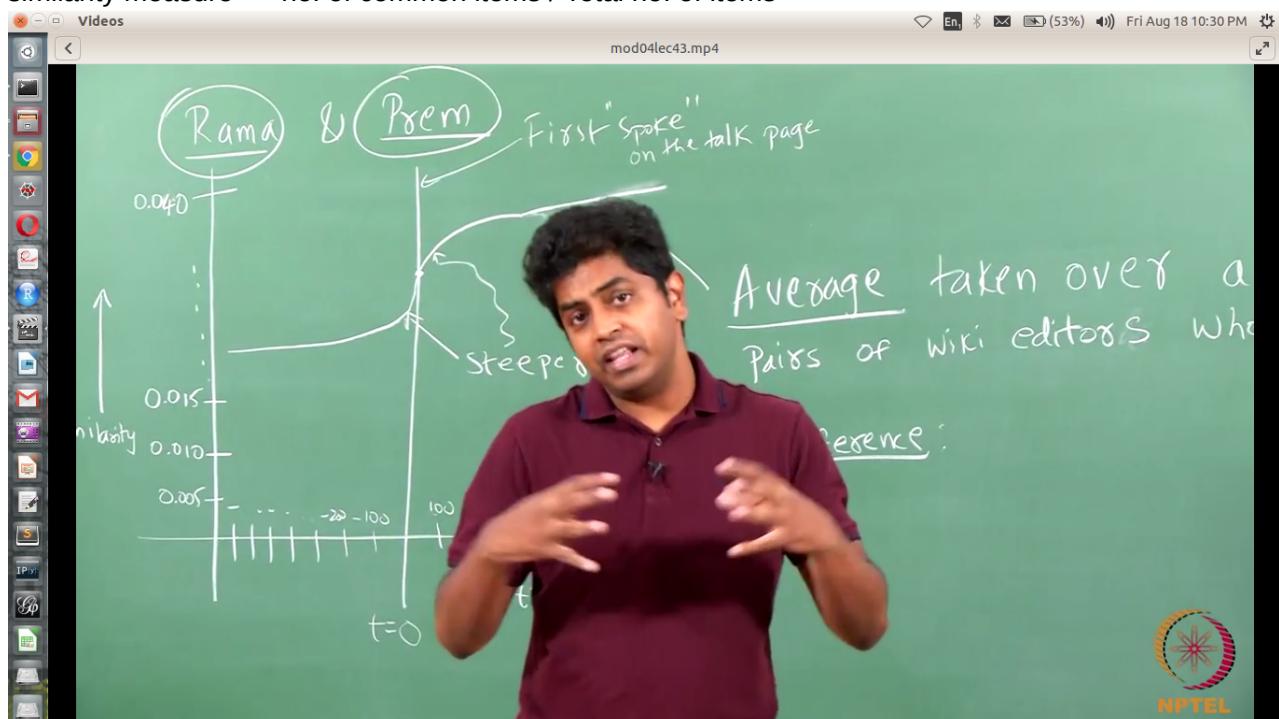
How do we choose friends?

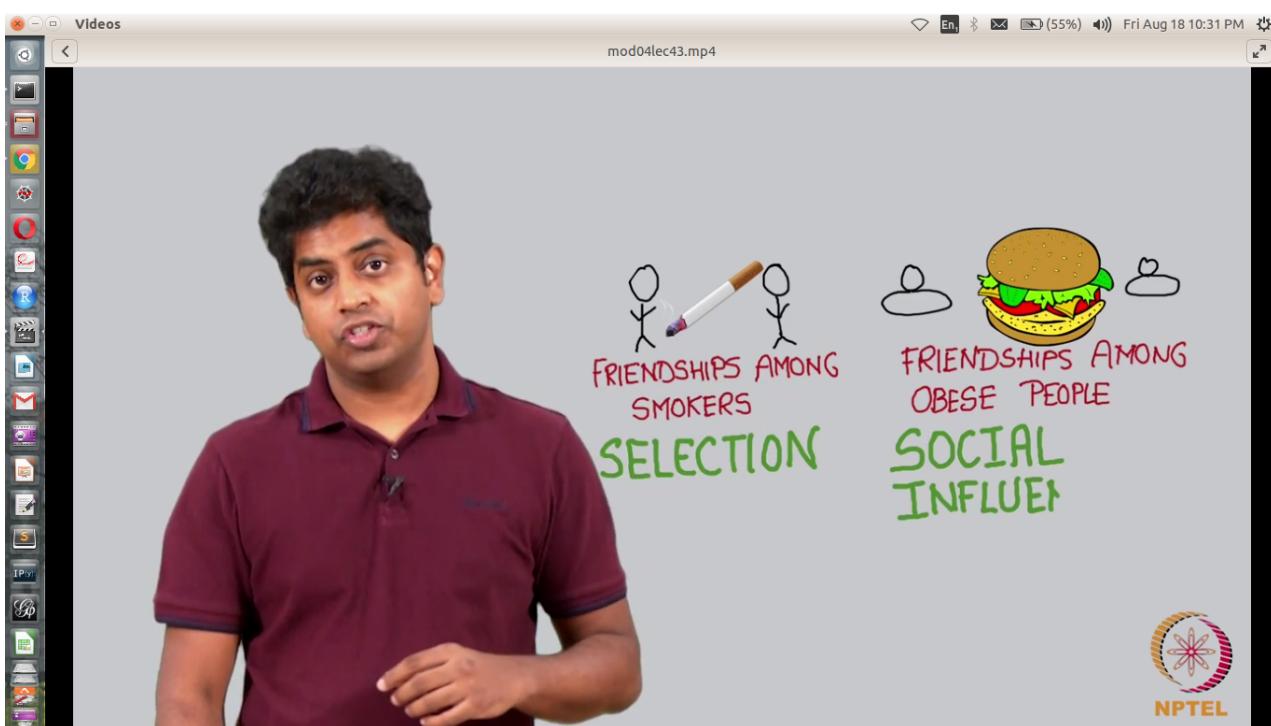
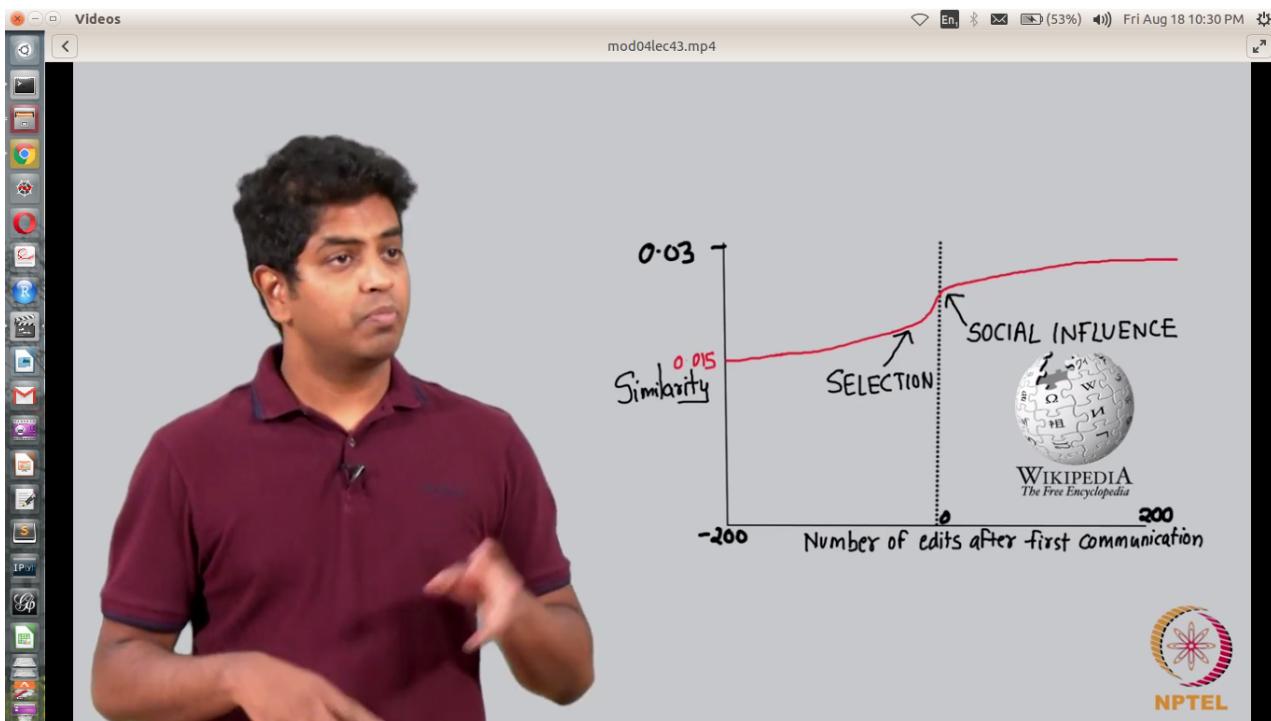
pick 'our types' or pick and become 'their types'

- selection - She speak french and I speak french
- Social Influence - Smoking, eating junk food, drinking, partying

Lec43 Interplay between selection and social influence

- wikipedia -> TrustWorthy(user talk page - content discussion)
- similarity measure => no. of common items / Total no. of items





Lec 44 Homophily Definition and Measurement

