

Look who's talking

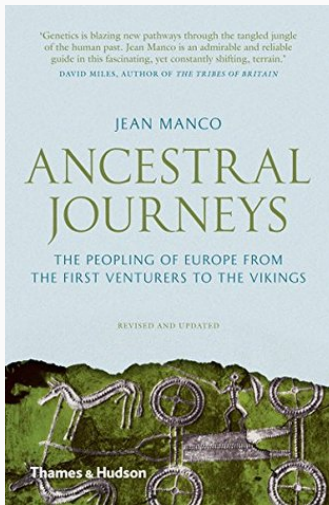
Language, segregation & networks

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Roadmap



- Why look at language?
- Language adoption
- Language pay-offs

Why bother?

Language facilitates *economic* exchange

- Common language increase international trade with 20% (Linders et al., 2005) to 50% (Melitz, 2008)

Why bother (part II)?

Language facilitates *cultural* exchange