

2_Network+Formation

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Advanced Network Analysis 2. Network Formation

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Factors Affecting Tie Formation

- Individual Characteristics
 - ▶ Demographics and socioeconomic status
 - Gender (Gest et al. 2007)
 - Gene (Fowler et al. 2009)
 - ▶ Preference and perception
 - Cultural tastes (Lizardo 2006)
 - Being perceived having a prominent friend boosts popularity (Heider 1958)
 - Higher self-perceived centrality leads to more asymmetry (An and McConnell 2014)
- Structural Opportunities
 - ▶ Physical space (Festinger et al. 1950; Marmaros and Sacerdote 2004)
 - ▶ Institutional affiliations
- Endogenous Tie Formation Processes
 - ▶ Reciprocity: the tendency to form mutual ties.
 - ▶ Transitivity: friends of friends are also friends.
 - ▶ Preferential attachment: popular actors attract more and more connections.
 - ▶ Multiplexity: one type of relationship leads to another type of relationship.

e.g. using twins to look at variation in social networks