

## Social Contagion

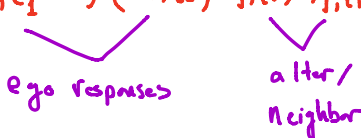
Def: Contagion - disease spread, influence spread, idea spread

Def: Social Influence - peer pressure, leadership, etc

## Christakis & Fowler

- Friends effects - almost everything

$$Y_{i,t_1} = f(Y_{i,t_0}, Y_{j,t_0}, Y_{j,t_1}, \text{controls})$$



Used GEE for repeated observations.

- they then argue that this approach uncovers causal relationships.

Def: Homophily - tendency for people to choose relationships with people who have similar attributes.

They wanted to control for homophily.

## Distinguishing Social Influence from Homophily

- Randomized trials - controlling for affects of all variables relevant to the measured outcome
- Observational data - try to control using modeling