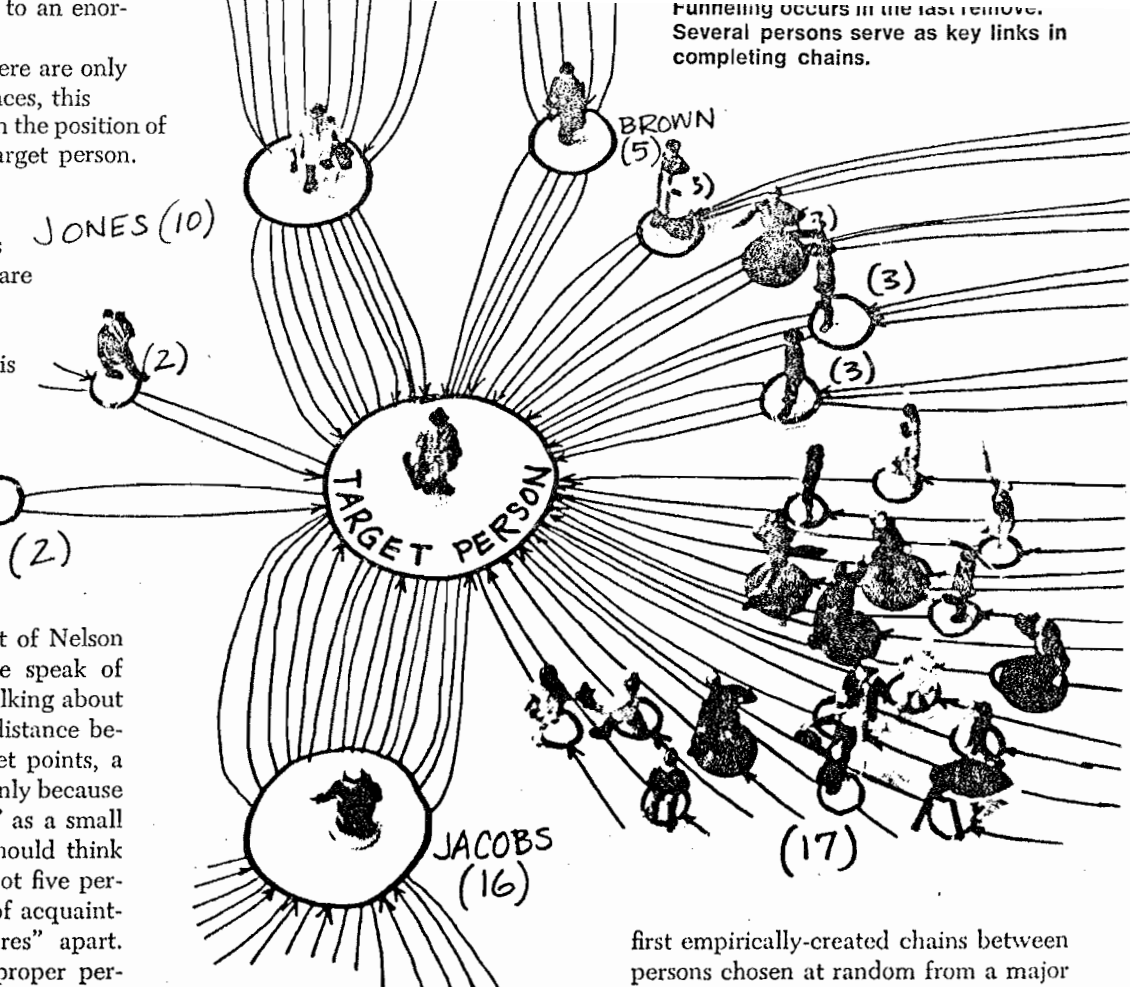


search extends to an enormous number of persons. When we state there are only a few acquaintances, this is a function of the closeness between the position of the person and the target person.

A good measure of the diffusion of information is the number of different frames of reference. When two persons are far apart, they have a great deal of freedom. Almost everywhere in the United States is a source of information. It comes from the person or from the person's father, mother, or brother, or from a friend, or from a neighbor, or from a stranger. The mathematical model does not, in any sense, correspond to the actual situation.

When we speak of psychological distance between a person and a target point, it seems small only because we regard "five" as a small quantity. We should think of it as being not five persons but five circles of acquaintances, five "structures" apart. Let it in its proper perspective.

Funneling occurs in the last remove. Several persons serve as key links in completing chains.



first empirically-created chains between persons chosen at random from a major