

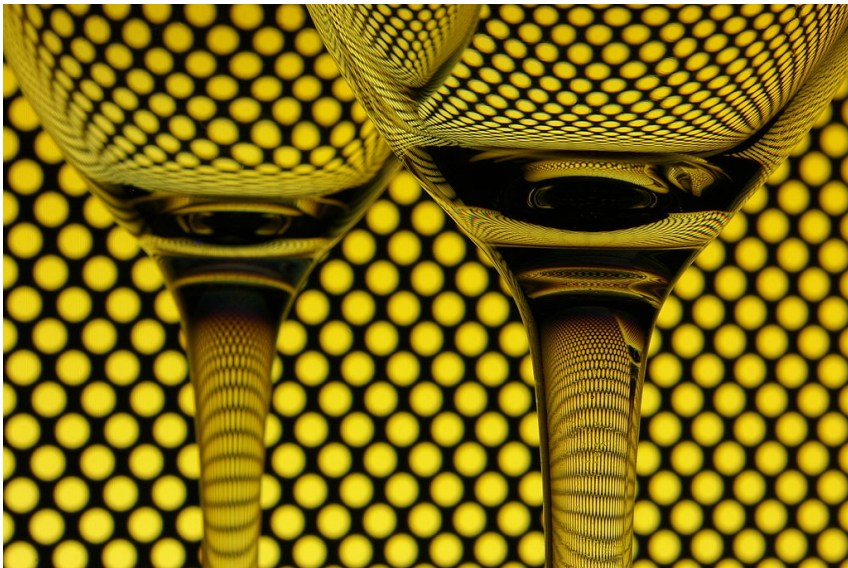
Lecture 23: Who knows what about who?

Matthew J. Salganik

Sociology 204: Social Networks
Princeton University

Pre-read





- ▶ your perception of the social world is distorted

- ▶ your perception of the social world is distorted
- ▶ your perception of your own social world is distorted

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Why do we care?

- ▶ interesting

- ▶ your perception of the social world is distorted
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- ▶ interesting
- ▶ impacts social influence

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- ▶ interesting
- ▶ impacts social influence
- ▶ potentially creates social stasis

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Why do we care?

- ▶ interesting
- ▶ impacts social influence
- ▶ potentially creates social stasis
- ▶ important for scale-up method

- ▶ Salganik et al. (2011) Motivated by the scale-up method
- ▶ Cowen (2014) Motivated by social visibility and attitude change more generally

Enjoy the readings