Pre-writing

Claims

1. Understanding peer effects is important.
2. Distinguishing between different types of peer effects is important.
3. Understanding the mechanics of social learning is important.
4. Distinguishing between word-of-mouth and observational learning is important.
5. Literature does not already conclusively quantify and illuminate the distinction between word of mouth and observational learning.
6. Listing agent choice behavior provides insight into other decisions.

Concepts

* Contagion
* Social networks
* Peer effects
* Social learning
* Herding
* Information cascades
* Innovation diffusion
* Social interactions
* Fads
* Conformity
* Social multipliers
* Neighborhood effects
* Word of mouth learning
* Social influences

Dimensions

* Research design
  + Field experiment
  + Lab experiment
  + Non-experimental
    - IV
    - Natural experiment
* Setting
  + Microfinance participation
  + Labor market information
  + Job referrals
  + Insurance take up
  + Program take-up
* Type of peer effect studied
* Mechanisms investigated for studied effects

Other related literatures

* Brokerage/intermediaries
* Agency
* Real estate
* Word of mouth marketing

Word of mouth learning in other disciplines

* Marketing
* Sociology
* Political Science

Notes

“Word of mouth” is a curious phrase. What do we mean by it? What do others mean by it?