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RULES OF LIFE IN THE NETWORK:

1. WE SHAPE OUR NETWORK 78
 - We decide how many people we're connected to
 - We influence how densely interconnected our friends and family are
 - We control how central we are to our social network

→ If you're very social, you will be close to center.
2. OUR NETWORK SHAPES US
 - Where we are in our network changes how we live our lives

→
3. OUR FRIENDS AFFECT US
 - How our friends act directly relates to how we act
4. OUR FRIENDS' FRIENDS' FRIENDS AFFECT US
5. THE NETWORK HAS A LIFE OF ITS OWN
 - Social networks can have properties and functions that are neither controlled nor perceived by the people within them

5 Rules of Social Networking

#1 We shape our own network.

Pages 17-26 discuss the five rules of social networking. Number one is "we shape our own network." Number two is "our network shapes us." Number three is "our friends affect us." Number four is "our friends' friends affect us," and number five is "the network has a life of its own."

The first rule discusses how humans choose their structure in three different ways; the first being how we decide the amount of people we are connected to. The second being ~~how we influence our friends~~ how we influence our friends, and the last being how we control how central we are in our network.

The second rule explains how our place in our network affects us. For example, a person who has no friends has a different experience than one who has many.

The third rule talks about how the shape of the network around us is not the only thing that matters. What really flows across connections is also important.

The fourth rule elaborates on the hyperdiadic spread, which in simpler terms, means that our friends' friends affect us.

The fifth rule discusses how our network has a life of its own. Social networks can have properties that are not controlled by the people within them. For example, "La Ola" or "the wave", this behavior comes from the group itself.

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connected

main theme: 5 rules of life in the network

5 Rules:

1. We shape our network

- we associate with people who resemble us.
 - we choose structure of network in 3 different ways
 1. # of people we're connected to
 2. HOW DENSELY (closely) connected we are to them
 3. we control how central (how known) we are
- ex: metal head @ rock concert vs. Selena Gomez concert

~~transitive relationships~~

- transitive relationships - triangle friendship (they all know each other).

2. Our Networks Shape Us.

- Depending on placement, then the social network controls the amount of influence it has on you
- more influence in middle vs. if on outskirts
- ex: how people dress/fashion sense & trends

3. Our Friends Affect Us

- people typically have a wide variety of ties w/ people
- people who ~~are~~ you're DIRECTLY tied/close to have more of an effect on you.

• ex. ~~roommate~~ roommate's studying habits

4. Our friend's friend's friend's affects us

- people who aren't directly tied to still affect us through HYPERDYADIC SPREAD
- friend's friends lose weight → you're more likely to.

5. Network has life of its own

- group is determined by everyone together, not a single person ("la dia")
- group has life of its own
- emergent properties: