

Connected Study Guide

Compiled by Adrienne's Discussion Sections

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A suggested use for this study guide: Use this list to look up concepts in the book, then make flash cards.

FLASH CARD SUGGESTION

- Front of flash card, center: Term.
- Front of flash card, bottom right hand corner: Page number (for later reference if your understanding varies from your study partner's, or if you are having trouble understanding the term)
- Back of flash card, top half: Definition.
- Back of flash card, bottom half: Example from the book, or come up with an example from your life or a show/movie.

Try to determine how central or fundamental a given term is. Does it drive one of the main arguments of the book? Do the authors use it often? Does it demonstrate the affect of a social structure? For examples, determine: have you covered the primary examples from each chapter?

Ch. 1

Social Network

Dyad

Dyadic Spread

Transitive

Hyperdyadic Spread

6 Degrees of Separation

(Stanley Milgram)

3 Degrees of Influence

Intrinsic Decay Explanation

Network and Instability Explanation

Evolutionary Purpose Explanation

Rules of Life in the Network

- 1 We shape our network
2. our network shapes us
3. our friends affect us
4. our friends-friends-friends affect us
5. network has a life of its own

Strong/weak ties

Emergent properties

Situational inequality/positional inequality

Four Examples of Types of Networks

- 1) Unconnected, 2) Bucket Brigade, 3) Telephone Tree, 4) Military Squad

"La Ola"

Ch. 2

Mirror Neuron System

Emotional Contagion

Mass Psychogenic Illness

Facial Feedback

Motor MPI

Experience Sampling Methods

Affective Afferance

Emotions effect our physical state

Laughing/Mass Hysteria Example

People with more friends are less likely to be lonely

Each happy friend increases by 9%, unhappy decreases happiness by 7%

Nut allergies epidemic

Emotions spreading in families

Depressed roommate makes more likely to be depressed

3 means

Facilitating interpersonal bonds

Synchronizing behavior

Communicating information

Emotions spread from person to person because of two features of human interaction: we are biologically hardwired to mimic others outwardly and in mimicking their outward display we come to adopt our inward states

Proust phenomenon

Ch. 3

Relationships

Ex. Marriage: person 3 degrees away most likely soul mate

Homogamy/Homophily

Comparative/Influence Effects

Direct/Indirect Mate Choice

Instrumental Payoff

Perceived attractiveness contingent on place in social network

Reference Groups

Multiplexity

Ch. 4

Connection of Sexual Partners

- Sexual partners resemble other partners
- Rule of thumb that shapes sexual network: don't date partners former partner
 - o 'ex lover's lover's ex'
- Monogamy doesn't prevent STD

52% of all people romantically involved are in one huge network

Epidemic

Higher than usual prevalence of a condition; connotes contagion, rapid spread

Friends Friends make you fat

Culture-Bound Syndrome

Suicide is Contagious

Easier to quit smoking if people around you quit

Ch. 9

Hyperconnected

Human Superorganism

Has a life of its own, "network is alive"

Social network fits this due to its structure and function

Book compares it to ants/birds

Positional inequality

Spread of Goods

Example: Babylon

Network is a shared resource

We are all connected

Network Can Outlive Its Members

Charity Can Spread Through Networks

Public Good/Private Good

"Bellum omnium contra omnes"- a war of all against all