

# Social Networks

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## Interesting Examples

- Citation counts
- Directors who sit on same boards as one another
- Academics who co-author papers (The Erdos Number)
- Actors who co-star in films (eg Kevin Bacon)
- Sizes of natural events, firms and cities
- Power grid in Western America
- Communities of the financially excluded

# Applications to local communities

- Information failures
  - Eg Networks of the unemployed
  - Don't know when vacancies arise
- Social emulation
  - Eg Communities in Hull
  - Becomes a norm not to work, an acceptable life-style
- Supply of labour
  - Firms don't want to locate in areas of unemployment