**THE HIDDEN INFLUENCE OF SOCIAL NETWORKS**

**QUESTIONS FOR DISCUSSION**

*Answer these questions.*

*Give full answers; include details, relevant explanations and examples, if necessary. Use appropriate vocabulary.*

1. What sorts of relationships are we embedded in?
2. What 3 explanations are there for how individuals group into clusters (“happy” clusters, “obese” clusters, etc.)?
3. How exactly can your friends make you obese?
4. How does the speaker comment on the phenomenon of blame across cultures?
5. Explain the structure of a network (dots of different colors and sizes, ties between the dots, etc.)
6. The speaker says: [*‘there would be an advantage to experiencing*](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html#499000)[*our emotions inside, you know, anger or happiness*](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html#501000)’. What could be the advantage of NOT showing emotions?
7. What does the speaker say about emotional contagion?
8. How can your location in the network (central vs. peripheral) be beneficial or dangerous for you? What’s the best location?
9. What’s the value of the speaker’s research into social networks? What are the implications of this phenomenon for our lives and the society?
10. Why does the speaker give examples of graphite and diamond?
11. What are the benefits of forming social networks?