**THE HIDDEN INFLUENCE OF SOCIAL NETWORKS**

**USEFUL VOCABULARY**

[to see the world](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html#80000) [in a whole new way](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html%22%20%5Cl%20%2282000)…/… [in a completely new way](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html#108000)

[to be obsessed with](http://www.ted.com/talks/nicholas_christakis_the_hidden_influence_of_social_networks.html%22%20%5Cl%20%22113000)

* obsession (noun)

to influence

= to affect (NOT the same as “effect”)

= to impact

birds of a feather flock together (idiom)

exposure to something

* be exposed to smth

evidence

* to find evidence

to accept

* acceptable (adjective), acceptable behavior
* unacceptable (adj)

phenomenon (singular), phenomena (plural)

relationships

= connections, strong/weak connections

= ties, strong ties

= bonds, a close bond

to take smth into account

contagion (noun)

* contagious (adj), contagious diseases

to smile AT smb, to smile back

genes (noun), encoded in our genes

* genetic (adj)

to evolve (verb)

* evolution (noun)
* evolutionary (adj)

implications (noun)

* to imply (verb)

to inherit, inherit a house

* heritable (adj), heritable diseases
* heritage (noun) , cultural heritage

to arrange, to be arranged in a particular way

to outweigh, the benefits outweigh the costs